

Total No. of Questions : 5]

SEAT No. :

**P1421**

**[5365]-1001**

[Total No. of Pages : 7

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

**101 : ACCOUNTING FOR BUSINESS DECISIONS**

**(Semester - I) (2016 Pattern)**

*Time : 2.15 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 question/subquestion.*
- 5) *Use of simple calculator is permitted.*

**Q1)** Explain any five concepts used in Financial Accounting.

**[10]**

OR

What do you mean by 'Business Decisions' and explain briefly importance of Business Decisions.

**[10]**

**Q2)** Following is the Trial Balance of Mr. Sam's proprietary firm. Prepare Trading and Profit & Loss Account and Balance sheet as on 31<sup>st</sup> March 2017.

Dr.

Cr.

Particulars	(Rs.)	Particulars	(Rs.)
Plant & Machinery	78,000	Capital	2,00,000
Furniture	28,000	Sales	1,47,000
Purchases	60,000	Purchase Returns	750
Sales Returns	3,000	Discount	800
Opening stock	30,000	Provision for Bad debts	525
Discount	425	Creditors	30,100
Debtors	1,45,000		
Salaries	7,550		
Wages	10,000		
Office Expenses	1,200		
Rent	2,000		
Advertisement Expenses	2,000		
Cash	12,000		
Total	3,79,175	Total	3,79,175

**P.T.O.**

Adjustments:

- i) Closing stock was valued at Rs. 54,220.
- ii) Provision for bad debts is to be made on debtors at Rs. 500.
- iii) Allow interest on capital at 5% p.a.
- iv) Depreciate plant and Machinery at 10% p.a.
- v) Mr. Sam, a proprietary has taken goods worth Rs. 5,000 for personal use.
- vi) Goods worth Rs. 10,000 were distributed as free samples. [10]

OR

From the following Trial Balance extracted from the books of Shri Sai, Prepare Trading and Profit & Loss Account for the year ended 31<sup>st</sup> March 2017 and Balance sheet as on the same date

Particulars	Dr. (Rs.)	Cr. (Rs.)
Sundry Creditors		46,000
Rent	1,200	
Cash at Bank	3,000	
Cash in hand	1,400	
Opening stock	16,000	
Bad debts	1,000	
Discounts	400	1,000
Purchases and sales	1,10,000	1,68,000
Carriage outward	3,600	
Plant and Machinery	20,000	
Sales Returns	8,000	
Purchase Returns		4,000

Particulars	Dr. (Rs.)	Cr. (Rs.)
Carriage Inward	1,000	
Furniture and fixtures	12,000	
Insurance and office Expenses	3,000	
Salaries	6,000	
Bills Receivables	12,000	
Drawings	12,000	
Wages	12,000	
Provision for Doubtful Debts		2,000
Capital		50,000
Sundry Debtors	40,000	
Commission	8,400	
	2,71,000	2,71,000

Adjustments:

- i) Depreciate plant and Machinery at 10% and fixtures & Furniture at 5%.
- ii) Insurance prepaid Rs. 200.
- iii) Outstanding salary Rs. 1,000 and outstanding Rent Rs. 200.
- iv) Maintain R.D.D. at 6% on Debtors.
- v) Closing stock Rs. 20,000.

[10]

**Q3) a)** Explain in brief classification of costs as per variability.

**[5]**

b) From the following information prepare cost sheet.

Particulars	Rs.
Direct material consumed	1,39,000
Direct wages	55,500
Factory overheads	29,200
Administrative overheads	34,875
Opening stock of WIP	5,000
Closing stock of WIP	4,000
Opening stock of Finished Goods	7,500
Closing stock of Finished Goods	5,700
Selling and Distribution overheads	30,150
Sales	3,75,000

Find out :

- i) Prime cost
- ii) Works cost
- iii) Cost of production
- iv) Cost of Goods sold
- v) Profit

**[5]**

OR

- a) What are the objectives of Cost Accounting. [5]  
 b) From the following information prepare cost sheet.

Particulars	Rs.
Opening stock of Raw Material	1,14,300
Closing stock of Raw Material	1,32,900
Purchases of Raw Material	6,32,000
Productive wages	2,30,000
Factory overheads	1,10,500
Administrative overheads	46,000
Opening stock of Finished Goods	44,000
Closing stock of Finished Goods	56,000
Selling and distribution overheads	34,000
Sales	15,30,000

Find out

- i) Prime cost  
 ii) Works cost  
 iii) Cost of production  
 iv) Cost of Goods sold  
 v) Profit

[5]

**Q4)** From the following information of S.P. Ltd, write up a stores ledger as per FIFO method for the month of January 2017 and ascertain the value of closing stock.

Particulars	Date	Quantity	Rate P.U. (Rs.)
Purchases	4 <sup>th</sup> January	300	2.70
Issues	5 <sup>th</sup> January	250	-
Issues	8 <sup>th</sup> January	200	-
Purchases	9 <sup>th</sup> January	200	2.90
Purchases	20 <sup>th</sup> January	300	3.00
Issues	25 <sup>th</sup> January	150	-
Purchases	27 <sup>th</sup> January	100	3.30
Issues	28 <sup>th</sup> January	100	-

Other information:

- a) On 1<sup>st</sup> January, there was an opening balance of 300 units at Rs. 2.50 P.U.  
 b) On 30<sup>th</sup> January, a shortage of 10 units was found at the time of stock verification. [10]

OR

The Sunrise Ltd. has three production departments A, B and C and two Service departments D and E. You are required to prepare statement showing apportionment of overheads.

Following is the Summary of overheads.

<u>Particulars</u>	<u>Rs.</u>
Rent and Rates	5,000
General Lighting	600
Indirect wages	1,500
Power	1,500
Depreciation of Machinery	10,000
Supervision	3,000
Canteen Expenses	7,000

The following other details are available.

Particulars	Production Dept.			Service Dept.	
	A	B	C	D	E
Floor Space (sq. ft)	2000	2500	3000	2000	500
Light points	10	15	20	10	5
Direct wages (Rs.)	3000	2000	3000	1500	500
H.P. of Machines	60	30	40	10	10
Value of Machinery (Rs.)	60,000	80,000	1,00,000	5,000	5,000
No. of workers	20	10	10	5	5

[10]

**Q5)** The expenses for budgeted production of 10,000 units in a factory are given below

Particulars	Per Unit (Rs.)
Direct Material	70.00
Direct Labour	25.00
Direct variable Expenses	5.00
Variable Factory overheads	20.00
Fixed factory overheads (Total Rs. 1,00,000)	10.00
Selling overheads (10% fixed)	13.00
Distribution overheads (20% fixed)	7.00
Administration overheads (Total Rs. 50,000)	5.00
<b>Total Cost P.U.</b>	<b>155.00</b>

Prepare a Flexible Budget of 6,000 units and 8,000 units. Assume that administration expenses are rigid for all the levels of production. [10]

OR

Following information about material is extracted from a manufacturing company.

a) Standard Mix for 100 units is as under:

Material 'A' = 110 kg @ Rs. 4.50 per kg

Material 'B' = 90 kg @ Rs. 5.40 per kg

b) Actual Mix for 450 units is as under:

Material 'A' = 500 kg @ Rs. 5.00 per kg

Material 'B' = 400 kg @ Rs. 5.50 per kg

Calculate :

i) Material cost variance

ii) Material price variance

iii) Material Mix variance

iv) Material Usage variance

[10]



Total No. of Questions : 5]

SEAT No. :

**P1422**

**[5365]-1002**

[Total No. of Pages : 2

**M.B.A.**

**EABD - 102 : ECONOMIC ANALYSIS FOR BUSINESS DECISIONS**

**(Semester - I) (2016 Pattern)**

*Time : 2.15 Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *Solve any one from each question.*
- 2) *All questions are compulsory.*
- 3) *All questions carry equal marks. (10 marks)*

**Q1)** a) Define Managerial Economics. Explain its scope and importance for managerial decisions.

**OR**

b) Discuss the meaning and objectives of firm.

**Q2)** a) Give meaning and characteristics of Market, Classify Market on the basis of competition.

**OR**

b) What are the importance and limitations of demand forecasting? Explain any two methods of Demand forecasting.

**Q3)** a) What do you understand by Cost-Volume-Profit Analysis (CVP). Give different techniques of CVP Analysis.

**OR**

b) Discuss meaning of risk. Explain the various techniques of Risk Management.

**Q4)** a) Explain composition and role of Reserve Bank of India in regulating money market in India.

**OR**

b) Discuss role and features of various instruments use in Capital Market operations.

**P.T.O.**



- Q5) a)** Explain following terms related to National Income and their measurement.
- i) Gross Domestic Product (GDP).
  - ii) Purchasing Power Parity (PPP).
  - iii) Growth Rate
  - iv) Disposable Income (DI).

**OR**

- b) Explain following terms in relation with Union Budget.
- i) Revenue Account.
  - ii) Capital Account.
  - iii) Budget Deficit.
  - iv) Capital Deficit.
  - v) Plan and non-Plan expenditure.



Total No. of Questions :5]

SEAT No. :

**P1423**

[Total No. of Pages :2

**[5365] - 1003**

**M.B.A.**

**103 : LEGAL ASPECTS OF BUSINESS**

**(2016 Pattern) (Semester - I)**

*Time : 2¼ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

- 1) *All questions carry equal marks.*
- 2) *All questions are compulsory.*
- 3) *Justify your answer by quoting suitable examples.*

**Q1) a)** 'X' sells a horse to 'Y' for Rs. 1, 500/- but unknown to both the parties at the time of the transaction, the horse was dead. Discuss the rights & liabilities of 'X' & 'Y'.

Would it makes any difference to your answer if the horse was seriously ill at the time of the transaction and dies within a few hours after the transaction?

OR

b) What is breach of contract? Describe the remedies of breach of contract.

**Q2) a)** There is a contract between A & B for the supply of 100 articles to be packed in 20 containers each containing 5 pieces. The seller sends 56 containers each containing 4 pieces. What are the rights of the buyer in this case? Explain in detail.

OR

b) Who is Unpaid seller? Explain the rights of unpaid seller.

**P.T.O.**

**Q3)** a) 'A' drew a bill on 'B' for Rs. 5,000/- and endorsed it in favour of 'C'. The bill was duly accepted by 'B' but it was dishonored on due date for non-payment. 'C' failed to give notice of dishonour to 'A'. Is 'A' discharged from liability? If yes, who will be liable against 'C'?

OR

b) What is Crossing of a cheque? Explain various types of crossing?

**Q4)** a) Define Company according to the Companies Act. 1956. Explain types of Companies.

OR

b) What is the concept of 'share capital'? Explain the types of share capital.

**Q5)** Write short notes (Any Two)

- a) Digital signature
- b) Electronic governance.
- c) Patent
- d) Rights of Consumers
- e) Design.



Total No. of Questions : 5]

SEAT No. :

**P1424**

**[5365]-1004**

[Total No. of Pages : 3

**M.B.A.**

**104 : BUSINESS RESEARCH METHODS**

**(2016 Pattern) (Semester - I)**

*Time : 2¼ 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) *Support your answers with suitable live examples.*
- 6) *Your answer should be specific and to the point.*
- 7) *Draw neat diagrams & illustrations supportive to your answer.*
- 8) *Use of simple calculator is permitted.*
- 9) *No graph paper will be supplied.*

**Q1) a)** Define business research. Explain in detail characteristics of Scientific research. **[10]**

OR

**b)** Draft a research proposal on the following situation : **[10]**

As a team leader of a student club in a business college, you are aware that some problems among students are rising rapidly. Problems such as unplanned classroom sitting arrangements, close proximity of students in the classroom, not properly attired, not participating in club activities, smart phone use in classroom and vandalism are contributing to their low academic performance. Your club has decided to conduct a mini research to address the problems within a period of next three months. Assume that you are heading the student team to conduct this research.

**Q2) a)** What is Qualitative research? Explain different methods of qualitative research (any three). **[10]**

OR

**P.T.O.**

- b) Prepare five appropriate hypotheses in research to understand customer satisfaction of Amazon.com using following variables [10]
- i) demographic factor.
  - ii) Delivery of product.
  - iii) Return policy.
  - iv) Price.
  - v) Offer.

- Q3)** a) You have been assigned the task of finding various problems of railway commuters in Mumbai. Design a suitable questionnaire to be used in this study. [10]

OR

- b) Identify type of Scale (nominal, ordinal, interval or ratio) being used in each of the following. Explain your reasoning. [10]
- i) I like to shop online
 

Strongly Agree					Strongly Disagree
1	2	3	4		5
  - ii) How old are you? \_\_\_\_\_.
  - iii) Rank the following activities in terms of your preference by assigning rank 1 (least preferred) to 5 (most preferred)
    - 1) Reading magazines \_\_\_\_\_.
    - 2) Watching Television \_\_\_\_\_.
    - 3) Shopping \_\_\_\_\_.
    - 4) Eating out \_\_\_\_\_.
    - 5) Internet browsing \_\_\_\_\_.
  - iv) What is your UID number? \_\_\_\_\_.
  - v) On an average week day how much time do you spend on social networking sites
    - 1) Less than 1 hour.
    - 2) 1 to 2 hours.
    - 3) 2 to 3 hours.
    - 4) More than 4 hours.

- Q4) a)** What sample design would you suggest in each of the following? Justify your answer. **[10]**
- i) A study to determine the consumer reactions to a new brand of tea.
  - ii) A study to find out the household expenditure on clothing by various income group.
  - iii) A survey of households in a city to determine the number of children eligible for primary education but not yet enrolled.
  - iv) A national chain store wants to determine the shopping behaviour of customers.

OR

- b) Explain any three non-probability sampling methods with suitable example. **[10]**

- Q5) a) i)** The respondents of a survey were classified by magazine read type and income as follows :

Monthly Income

Magazine Read	Under 25,000	25,000-50,000	50,000 & above
A	20	50	30
B	10	55	35

Test the null hypothesis that magazine choice is independent of level of income.

Given that : Chi-square observed value = 3.956.

Chi-square at 5% level of significance = 5.99. **[5]**

- ii) A sample 16 MBA graduate students of a college was obtained their starting salary. The mean monthly salary was found to be Rs. 44,800 with standard deviation Rs. 960. The past data on the starting salary has given a mean value Rs. 45,000. Using 5% level of significance, can we conclude that average salary differ from Rs. 45,000?

Given that Calculated t - value = 0.83

t-value tabulated = 2.131 **[5]**

OR

- b) Explain brief outline of research report. **[10]**



Total No. of Questions : 5]

SEAT No. :

**P1425**

[Total No. of Pages : 2

**[5365]-1005**

**M.B.A.**

**105 : ORGANISATIONAL BEHAVIOUR**

**(2016 Pattern) (Semester-I)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Define 'Organisational Behaviour' Explain theoretical behaviouristic framework and its practical implication in handling professionals at organisations. **[10]**

OR

b) Explain any four models of 'Organisational Behaviour with suitable examples. **[10]**

**Q2) a)** "Explain" Big 5 factor model of personality with reference to any 'Indian Business Leader' **[10]**

OR

b) "Attitude is a little thing that makes big difference" justify the statement with suitable explanation. **[10]**

**Q3) a)** 'The Art of communication is the language of leadership', Comment on the statement. **[10]**

OR

b) Explain theories of group formation with suitable examples. **[10]**

**P.T.O.**

**Q4) a)** “It is not stress that kills us, it is our reaction to it”, Comment on the statement by stating sources of stress and techniques to manage stress. **[10]**

OR

**b)** Define ‘Organisational culture’ Explain various methods adopted for creating positive organisational culture. **[10]**

**Q5) a)** ‘It is not the strongest or the most intelligent who will survive but those who can best manage change. Justify the statement by stating importance of change. **[10]**

OR

**b)** Explain Kurt-Leweris three stage /step model of change and how it can be effectively implemented to manage organisational change. **[10]**





Total No. of Questions : 5]

SEAT No. :

**P1426**

[Total No. of Pages : 2

**[5365]-1006**

**M.B.A**

**106: BASICS OF MARKETING**

**(2016 Pattern) (Semester-I)**

*Time : 2¼ 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 side indicate marks.*

**Q1) a)** Define the term marketing? Explain the cell concepts of marketing with suitable examples **[10]**

OR

b) What do you understand by 4Pl of marketing mix? Discuss the 4pl in detail with context to any retail shop of your choice. **[10]**

**Q2) a)** Enlist Explain and analyze the steps involved in the buying decision process for the produce i-phone. **[10]**

OR

b) Explain the comparison between organizational buying behaviour and continues buying behaviour. **[10]**

**Q3) a)** Undertake a macro environmental analysis for any one of the following.

- i) Beauty parlour/salon
- ii) LED smart TV **[10]**

OR

b) Explain the various elements involved in micro environment and how they affect business organisation with the help of suitable example. **[10]**

**P.T.O.**

**Q4) a)** Explain in concept of differentiation and poisoning with context to today's competitive environment. **[10]**

OR

b) What do you understand by market segmentation. What would be the base of market segmentation for any ONE of the following.

i) Tractor

ii) Washing machine **[10]**

**Q5) a)** What are the elements of product mix? Describe in the context of any FMCC produce of your choice. **[10]**

OR

b) Write short note on (Any 2): **[10]**

i) Convenience Goods

ii) Unsought Goods

iii) Goods service continuum



Total No. of Questions : 5]

SEAT No :

**P 1427**

**[5365]-2001**

[Total No. of Pages : 2

**M.B.A.**

**201 : MARKETING MANAGEMENT**

**(2016 Pattern) (Semester - II)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) Answer five questions.*
- 2) All questions carry equal marks.*
- 3) Write suitable examples as required.*

**Q1)** What is the need for new product development? Explain Booz Allem and Hamilton classification scheme for new product?

OR

Define Packaging. Explain the role of packaging and labelling.

**Q2)** What is the concept of price change? Explain the initiation and responding to price change.

OR

Describe the setting pricing objectives. How to estimating the cash and determining the demand?

**Q3)** How the decision is taken for the channel design for a durable product with an example.

OR

Explain the market logistics decisions for inventory and transportation of a Luxurious Goods to the end users.

**P.T.O.**

**Q4)** a) What is 'Direct marketing'? Explain the concept of Integrated Marketing Communications.

OR

b) What is the concept of marketing communications? Explain the factors in setting marketing communication mix.

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

a) Annual plan control

b) Strategic control

c) Marketing Audit

OR

Discuss the nature and contents of marketing plan.

**x x x**

Total No. of Questions :5]

SEAT No. :

**P1428**

**[5365]-2002**

[Total No. of Pages : 4

**M.B.A.**

**202 : FINANCIAL MANAGEMENT  
(Semester-II) (2016 Pattern)**

*Time : 2¼ 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) *Use of simple calculator is permitted.*

**Q1) a)** Describe modern approaches to financial management. **[10]**

**OR**

b) Explain functions of finance manager and key strategies of financial management. **[10]**

**Q2) a) i)** Explain factors affecting capital structure. **[5]**

ii) Mamta limited has following capital structure. **[5]**

Source	Rs.
Equity capital (Expected dividend 12%)	5,00,000
10% Preference Shares	2,50,000
8% Loan	7,50,000

You are required to calculate the WACC, Assuming 50% as the rate of Income tax before and after tax.

**OR**

b) i) Explain concept and measurement of cost of capital. **[5]**

ii) The entire capital structure of a company is provided along with the tax adjusted cost of each component. Determine the WACC. **[5]**

Source	Amount (Rs.)	Tax adjusted cost of capital
12% Debenture	30,00,000	8%
9% Preference share capital	20,00,000	9%
Equity Shares	50,00,000	14%

**P.T.O.**

- Q3) a)** The following data are extracted from the published accounts of two companies, ABC Ltd. and XYZ Ltd. In an industry.

<b>Particulars</b>	<b>ABC Ltd</b>	<b>XYZ Ltd</b>
Sales	Rs. 32,00,000	Rs.30,00,000
Net profit after tax	1,23,000	1,58,000
Equity Capital (Rs. 10 per share fully paid)	10,00,000	8,00,000
General reserves	2,32,000	6,42,000
Long-term debt	8,00,000	5,60,000
Creditors	3,82,000	5,49,000
Bank credit (short-term)	60,000	2,00,000
Fixed assets	15,99,000	15,90,000
Inventories	3,31,000	8,09,000
Other current assets	5,44,000	4,52,000

Prepare a statement of comparative ratios showing liquidity, profitability, activity and financial position of the two companies. **[10]**

**OR**

- b)** Prepare fund flow statement. **[10]**

<b>Liabilities</b>	<b>31/03/2008</b>	<b>31/03/2009</b>	<b>Assets</b>	<b>31/03/2008</b>	<b>31/03/2009</b>
Bank OD	1,16,000	55,000	Fixed Assets	62,000	70,000
Creditors	99,800	1,19,200	Addition	8,000	17,000
Prop. Div.	16,000	24,000		70,000	87,000
Debentures		10,000	Depreciation	25,000	36,000
P & L	35,200	48,500	Net	45,000	51,000
Gen. Reserves	26,000	38,000	Investment	10,000	15,000
Share capital	75,000	1,00,000	Stock	1,81,500	1,90,000
			Debentures	1,31,500	1,38,700
	3,68,000	3,94,700		3,68,000	3,94,000

- Q4) a)** ABC Ltd. is planning investment in new project. The investment of the company is Rs. 30,00,000. The company has following two alternatives. Assume cost of capital at 12%

Particulars	Project A	PV at 12%
1	7,00,000	0.893
2	10,00,000	0.797
3	9,00,000	0.712
4	8,00,000	0.636
5	4,00,000	0.567

Find out Payback period, Net present value and Profitability of index. **[10]**

**OR**

- b)** A leading apparel Mfg. Co. is considering a replacement of its existing cutting machine with a new automatic machine to improve the productivity. The cost of new machine is Rs. 25 lakhs. The cost of the company's capital is 10%. The incremental cash flows projected during five years period are estimated as follows.

Year	1	2	3	4	5
Cash flows (Rs. In lakhs)	2.5	5.0	8.0	10.0	12.5
PVF at 10%	0.909	0.826	0.751	0.683	0.621

Comment on the suitability of the project by using NPV and PI. **[10]**

- Q5) a)** From the following projections of XYZ Ltd. for the next year, you are required to work out the Working Capital (WC) required by the company.

**[10]**

Annual Sales	Rs. 14,40,000
Cost of production including depreciation Rs. 1,20,000	12,00,000
Raw material purchases	7,05,000
Monthly expenses	30,000
Anticipated opening stock of raw materials	1,40,000
Anticipated closing stock of raw materials	1,25,000
Inventory Norms :	
Raw Materials (month)	2
Work-in-progress (days)	15
Finished goods (month)	1

The firm enjoys the credit of 15 days on its purchases, and allows 1 month's credit on its supplies. The company has received an advance of Rs. 15,000 on sales orders. You may assume that production is carried on evenly throughout the year, and minimum cash balance desired to be maintained is Rs. 10,000

**OR**

- b) From the following information you are required to estimate the net working capital.

Particulars	Cost per unit (Rs.)
Raw Material	Rs. 400
Direct Labour	Rs. 150
Overhead (Excluding depreciation)	Rs. 300
Total Cost	850

Additional Information :

- i) Selling price : Rs. 1000 per unit
- ii) Output : Rs. 52,000 units per annum
- iii) Raw materials in stock : Average 2 weeks
- iv) Work in progress (Assume 50% of completion stage with material consumption) Average 2 weeks
- v) Finished goods in stock : Average 4 weeks
- vi) Credit allowed by suppliers : Average 4 weeks
- vii) Credit allowed to Debtors : Average 8 weeks
- viii) Cash at Bank : Rs. 50,000

Assume that production is carried out evenly throughout the year. Assume 52 weeks equal to one year. All sales are on credit basis. **[10]**





Total No. of Questions :5]

SEAT No. :

**P1429**

[Total No. of Pages :1

**[5365] - 2003**

**M.B.A.**

**203 : HUMAN RESOURCE MANAGEMENT**

**(2016 Pattern) (Semester - II)**

*Time : 2:15 Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1)** a) Define HRM. Discuss the difference between HRM and SHRM.

OR

b) Explain the scope and functions of HRM.

**Q2)** a) Define HRP. Explain its objectives and benefits.

OR

b) What is Job Design? What are the factors affecting job Design?

**Q3)** a) Explain in details the process of training.

OR

b) Discuss various on-the-job and off-the-job training methods.

**Q4)** a) Define Compensation. What are the current trends in compensation?

OR

b) What is performance Appraisal? Explain the importance of performance feedback.

**Q5)** a) Discuss in details the Grievance handling process.

OR

b) 'Sound employee relations are must for business growth'. Justify.



Total No. of Questions : 5]

SEAT No. :

**P1430**

[Total No. of Pages : 4

**[5365]-2004**

**M.B.A.**

**204: DECISION SCIENCE  
(2016 Pattern) (Semester-II)**

*Time : 2¼Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *Each question carry equal marks.*
- 2) *Each question has an internal option.*
- 3) *Graph paper will not be provided.*
- 4) *Non-Scientific calculator is allowed.*

- Q1) a)** A computer center has four expert programmers. The center needs. four application programs to be developed. The head of computer center after carefully studying, estimates . The time required (in minutes) by the expert to develop the application programm. Find the assignment schedule so that time will be minimized. **[10]**

	A	B	C	D
	Programes			
1	120	100	80	90
Expert 2	80	90	110	70
3	110	140	120	100
4	90	90	80	90

OR

- a) Discuss the role of quantitative techniques in decision making. Give an example. **[5]**
- b) Find the initial feasible solution using North-West corner method for the given matrix. **[5]**

	Store				
	A	B	C	D	Supply
Warehouse I	10	20	5	7	10
II	13	9	12	8	20
III	4	15	7	9	30
IV	14	7	1	0	40
V	3	12	5	19	50
Demand	60	60	20	10	150
					150

**P.T.O.**

**Q2)** Solve the following LPP graphically to maximize  $Z = 3x + 4y$ , subject to,  
 $x + y \leq 6$ , and  $2x + y \leq 8$ , where  $x \geq 0, y \geq 0$ . **[10]**

OR

The rainfall distribution of monsoon season is as follows.

Rainfall(in cm)	0	1	2	3	4	5
Frequency	50	25	15	5	3	2

Using the following random number-67,63,39,55,29,78,70,6,78, and 76,  
 simulate the rainfall for next 10 days and find the average rainfall. **[10]**

**Q3)** A businessman has three alternative actions that he can take. Each of the  
 action can be followed by any of the four possible events. The conditional  
 payoff for each action-event combination are as under. **[10]**

		Nature			
		N1	N2	N3	N4
action	S1	4	0	-5	3
	S2	-2	6	9	1
	S3	7	3	2	4

Find the optimal strategy using:

- a) Maxmini criteria
- b) Laplace criteria and
- c) Hurwicz criteria ( $\alpha = 0.6$ )

OR

In a service department manned by one server, on an average one customer  
 arrives every 10 minutes. It has been found that each customer requires 6  
 minutes to be served find out. **[10]**

- a) Probability that the server is idle.
- b) Average queue length.
- c) Average time spent by each. Customer in the system.
- d) Probability that there would be 2 customers in the queue.

**Q4)** Following information is gathered for a project.

**[10]**

Activity	Preceding activity	Duration(weeks)
A	-	1
B	A	3
C	A	4
D	A	3
E	D	2
F	B,C,E	4
G	D	9
H	D	5
I	H	2
J	F,G,I	2

- Draw network diagram.
- Determine critical path and its duration.

OR

We have seven jobs, each of which has to go through two machines A&B in the order AB. The processing time for the jobs on the two machines (in hrs) are given as,

Job	1	2	3	4	5	6	7
Machine A	3	12	15	6	10	11	9
Machine B	8	10	10	6	12	1	3

Determine the sequence of these jobs to minimized total elapsed time.T. **[10]**

**Q5)** A card is drawn from a pack of cards. What is the chance of drawing a red queen given that the card drawn was a face card. **[10]**

OR

In a sample of 1000 scores, the mean of a certain test is 14 and the standard deviation is 2.5. Assuming the distribution to be normal, find. **[10]**

a) How many students have scored between 12 and 15 ?

b) How many scored above 18?

(Given  $Z$  at 0.8 = 0.2881

$Z$  at 0.4 = 0.1554

$Z$  at 1.6 = 0.4452)



Total No. of Questions : 5]

SEAT No :

**P 1431**

**[5365]-2005**

[Total No. of Pages :2

**M.B.A.**

**205 - OPERATIONS AND SUPPLY CHAIN MANAGEMENT  
(2016 Pattern) (Semester-II)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *All questions carry equal marks. (10)*

**Q1)** What is the concept of operations management? Describe the evolution from production to operations management.

OR

Define Quality. Explain the customers view and Manufacture's view on Quality.

**Q2)** Write short notes on (any two)

- i) Job production
- ii) Batch production
- iii) Product layout
- iv) Service Blue Print

OR

Explain the types of processes and operations system.

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

**Q3)** Discuss the role and functions of production planning and control (PPC)

OR

Define Forecasting. Explain the Forecasting as a planning tool.

**Q4)** What is the concept of 'Inventory'? Explain ordering cost, carrying cost and Shortage costs.

OR

What is the concept of EOQ? Explain its importance and Limitations.

**Q5)** Define SCM ( Simply Chain Management). Explain its functions.

OR

Explain the Key issues in SCM on collaboration and Enterprise Extension.



Total No. of Questions : [10]

SEAT No :

**P 1432**

**[5365]-2006**

[Total No. of Pages :2

**M.B.A.**

**206 : MANAGEMENT INFORMATION SYSTEM  
(2016 Pattern) (Semester- II)**

*Time : 2¼ Hours*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) All questions are compulsory*
- 2) Each question carries 10 marks.*
- 3) Draw neat and suitable diagram, if necessary.*

**Q1)** “MIS is a combination of human and computer based resources used for the purpose of efficient management”. Justify the statement.

OR

**Q2)** IT manager of a company wants to replace the ‘existing system of 500 computers connected in bus topology’ with a more suitable topology. Suggest the right topology and justify your suggestion.

**Q3)** Explain the role of Database manager of an online shopping company for managing ‘Data as a business resource’

OR

**Q4)** Suggest an SDLC model for a website development of a nationalized bank.

**Q5)** “DSS users see DSS as a tool to facilitate organizational processes” Justify the statement.

OR

**Q6)** “Data warehouse serves as a sole part of a plan-execute-assess “closed loop” feedback system for the enterprise management”. Elaborate this statement

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



**Q7)** How Intellectual Property (IP) relates to E-Commerce?

OR

**Q8)** “Technology enhancement always comes with Ethical and social issues” comment on this statement.

**Q9)** “E-Biz Inc, called off its acquisition of E- guide knowledge consultants, friday. Saying that 1 Billion was too high a price” (E-guide has a considerable market share in Training and Development services and would therefore help E-Biz to diversify and expand its range of services to customers.) “Although E-Biz officials would not comment further, several observers said that problems discovered at SoftGuide probably lay behind the decision.... The article said that E-Biz feared that E-Guide’s data-processing system was inadequate to handle the new products planned for the E-Guide sales staff. E-Biz officials were also concerned about the 30 percent annual turnover among sales personnel.... Mr. Rohit Chhada., E-Guide CEO Ms. Suman, responded that the E-Guide’s data-processing was quite competent and has absorbed at least one new product a month for two years.”

**Questions:**

- a. Why should E-Biz be so concerned about the capabilities of E-Guide’s data processing?
- b. What competitive advantages to a Training and Consultancy services company may be provided by an information system?

OR

**Q10)** How MIS is applied in Financial Management? Discuss in detail its application, including accounting, query, decision analysis etc.



Total No. of Questions : 5]

SEAT No. :

**P1433**

**[5365]-3001**

[Total No. of Pages : 4

**M.B.A. - II**

**301 : STRATEGIC MANAGEMENT**

**(2016 Pattern) (Semester - III)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) All questions are compulsory.*
- 2) Each question carries 10 marks.*
- 3) Each question has an internal option.*
- 4) Support your answer with suitable examples.*

**Q1)** Case Study:

Bihar Prashasanik Sudhar Mission's SMS based monitoring System With a vision to improve Governance and increase citizen's participation in development, Government of Bihar (GoB) launched "Bihar Prashasanik Sudhar

Mission Society" (BPSM). Having a goal to inform the additional way, the government works in order to deliver better quality services to its entire citizen. BPSM is committed to get positive change all around. The Department for International Development (DFID) is financing the administration of BPSM and is also providing resources to help Govt. Of Bihar to implement administrative reforms, modernize administrative Process, strengthen human resource management and increase accountability under Bihar Government and Administrative Reforms Program (BGARP).

The key challenge for BPSMS was to ensure that it converts itself from lean, flexible and agile Govt. Organization to an organization constantly evolving IT and administrative reform strategies. It required innovation in the areas of training, organizational development and work organization. The scale and scope of the challenge became apparent when the tasks of data collection from blocks were taken by the Bihar Prashasanik Sudhar Mission Society. One of the major hurdles in achieving success for BPSM was the proper monitoring of the daily works and achieves the different Govt. Funded schemes

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

and projects. Scheme such a MNREGS, Scholarship Distributions, Indira Awas Yojna and distribution of dress/bicycle are needed to be closely monitored as they are directly concerned with the upliftment of poor and mostly excluded citizens. The need of the new system was an output of highly centralized and orthodox processes of our administrative system. The wait for the report from the block level officers, prevents from quick reviews and actions against the defaulters. Delay in reporting results delay in taking decisions. Since, these schemes and projects are executed at the lowest administrative level of government, i.e. in blocks, and the infrastructure of our blocks is in pitiful status. To overcome this problem, our need was to establish a system whose requirements for successful implementation are lost but has a large coverage area. Due to improper monitoring the poor and needy people couldn't get the actual benefits of these schemes. Use of mobile phone technology was an innovative idea. It demanded less exploration and could provide quick result. It's simple and cheap technology. A plain simple text message was found capable of moving data from one end of the world to another. It also adheres many advantages like low cost monitoring and fastest mode for Information access. In. ten schemes/projects were initially selected.

The block level officers of the different schemes viz. NREGS, Pension, Dress/Bicycle distribution. Scholarship distribution, ICDS. Health, Food, Indira Awas Yojana, Mutation. and rainfall status, send their daily progress report through a simple text SMS. Every Scheme is given a particular code. such as NREGS-BL1, BL denotes Block Level report and I is the scheme code for NREGS; similarly Pension - BL2, Dress/Bicycle - BL3 and so on. A particular reporting format was also designed for each monitored schemes. In NREGS, the daily progress of total expenses in block, no. of presently running schemes and count of today's beneficiary labors were required for the block. The following two character code format was designed for NREGS (BLI), EX - Expense (in Lacs). SC - No. of Schemes and NL - No. of Labors working today. A simple text message of BL1, EX2.24, SC10, NL123 from Program Officer of NREGS was sufficient for acquiring his per day work progress. The SMSs are sent to a centralized SMS server where it is decoded and on the basis of receiving data, different types of reports as well as Graphs are generated. The server keeps tracks of all the received SMSs. Reports are generated on the basis of the Report submitted by the Block Officer. therefore wrong information signed by them result in generation of wrong report.

Thus the responsibility of data rests upon the sender. “Just because that these SMSs are to be sent every day, the efficiency of the blocks has been surprisingly increased”, as quoted by a District Magistrate. The reports are published on the internet for the public to bring transparency in the system. Thus, people can know how much dresses & bicycles were distributed in their blocks and the numbers of schemes currently being carried out by NREGA. Thus, the final achievement of this new system is that it generates a noticeable shift towards daily accountability that can enhance performance of Govt. Functioning.

Questions:

- a) Explain how big IT Companies are neglecting their focus from the basic technological use.
- b) Explain the role of strategy formulation in above case.

OR

Describe the process of strategic management. With a neat diagram explain the different elements in the strategic management process.

- Q2)** a) What is value chain? Explain the primary and support activities in value chain. Explain how value chain differ from company to company.

OR

- b) Explain BCG Matrix in detail? Explain how GE Nine Cell model is advantageous over BCG Matrix.

- Q3)** a) Why do firms enter into strategic alliances? How can organizations manage strategic alliances successfully?

OR

- b) Write short notes on:
  - i) Joint Venture strategy.
  - ii) Differentiation Strategies.

**Q4)** a) Explain relevance of Mintzberg's 5Ps strategy implementation. Illustrate with suitable example.

OR

b) What is Organizational Structure? Explain the levels of Organizational Structure with diagrams wherever necessary.

**Q5)** a) Explain the characteristics and principles of Blue Ocean and Red Ocean strategies in detail.

OR

b) Write short note on any two:

i) Strategy Canvas

ii) Triple bottom line

iii) e-Commerce Business Models.



Total No. of Questions : 5]

SEAT No. :

**P1434**

**[5365]-3002**

[Total No. of Pages : 2

**M.B.A.**

**302 : ENTERPRISE PERFORMANCE MANAGEMENT**

**(Semester - III) (2016 Pattern)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Each question carries 10 marks.*
- 3) *Use of non programmable calculator is allowed.*

**Q1) a)** “Performance Management at all levels and across the organisation has become the need of the day”. Elucidate in the light of strategic planning management control and operational control. **[10]**

**OR**

b) M/S Suparna fixes the inter divisional transfer prices of the product on the relevant portion of the budget for division ‘X’ for the year 2015-16 is given below

Particulars	Amt.
Land & Building	3,00,000
Plant and Machinery	5,00,000
Stock	2,00,000
Bills Receivables	1,00,000
Debtors	2,00,000
Annual fixed cost of Division	8,00,000
Variable cost per unit	10
Budgeted volume of production per year (units)	5,00,000
Desired Return on Investment	27%

Calculate the transfer price.

**P.T.O.**

**Q2) a)** Explain various tools and techniques of capital Expenditure control.

**OR**

b) Explain and highlight the need of capital expenditure decision and elaborate pre sanction and post sanction control of capital expenditure.

**Q3) a)** What do you understand by Non performing Assets? Discuss various categories of NPAs and impact of NPAs on banking operations.

**OR**

b) Discuss the performance of Retail store on the following parameters.

i) ABC Analysis

ii) Gross margin Return on Investment

**Q4) a)** State and Elaborate the process of performance evaluation for the projects.

**OR**

b) “Performance measurement of non-profit organisations is different from profit making organizations”. Do you agree? Justify your answer.

**Q5) a)** Describe how internal audit is different from financial audit.

**OR**

b) Write short note on :

i) Cost audit

ii) Elements of audit report



Total No. of Questions :5]

SEAT No. :

P1435

[Total No. of Pages :2

[5365] - 3003

M.B.A. - II

MBA- 303 : STARTUP AND NEW VENTURE MANAGEMENT

(2016 Pattern) (Semester - III)

*Time : 2¼ 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 entrepreneurship and explain the steps involve in entrepreneurial process. **[10]**

OR

Discuss in detail mcelelland's N-Ach theory. **[10]**

**Q2)** Explain in detail the creation and protection of Intellectual property. **[10]**

OR

Write short note on

i) Opportunity identification **[5]**

ii) Project serialization. **[5]**

**Q3)** Define SME and explain the importance of SME in economic development. **[10]**

OR

Explain project planning and scheduling using networking techniques in detail. **[10]**

**P.T.O.**



**Q4)** Explain the role of DIC in detail [10]

OR

Write short note on

- i) factories set [5]
- ii) Environment protection set [5]

**Q5) a)** Discuss the case of any successful entrepreneur you know and explain the key variable explaining his/her success. [10]

OR

- b) Discuss the case of any unsuccessful entrepreneur you know and explain the key variable explaining his/her failure. [10]



Total No. of Questions : 5]

SEAT No. :

**P1436**

**[5365]-3004**

[Total No. of Pages : 4

**M.B.A.**

**BANKING CONCEPTS AND OPERATIONS (305 BIM)**

**(2016 Pattern) (Semester - III)**

*Time : 2¼ 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) Use of simple calculator is allowed.*

**Q1)** Explain various types of Bank.

OR

Explain in detail : Role of Bankers considering Global and Indian Perspectives.

**Q2)** Why regulatory Framework is an important in Banking Sector?

OR

Explain following terms in Short : (Any two)

- a) Short term loan and Long term loan.
- b) Mortgage.
- c) Non-Performing Assets.
- d) MSME Funding.

**Q3)** What is Electronic Banking? Explain the advantages of Electronic Banking.

OR

What is Bill of Exchange? Explain the classification of Bill of Exchange.

**P.T.O.**

**Q4)** Following is the Trial Balance of Sunrise Bank Ltd. as on 31<sup>st</sup> March 2017. You are required to Prepare Profit and loss account and Balance Sheet as on 31<sup>st</sup> March 2017.

Particulars	Amount	
	Debit	Credit
<u>Share Capital</u> - 50,000 eq. shares of Rs. 10/- each	-	1,50,000
Statutory Reserve	-	2,00,000
<u>Deposits</u> : Fixed	-	1,39,000
Savings	-	2,25,000
Current	-	1,87,000
Cash in hand	1,45,000	-
Cash with R.B.I.	2,10,000	-
Interest and discount	-	1,50,000
Commission & brokerage	-	25,000
Interest on Fixed Deposit	15,000	-
Interest on Savings deposit	10,000	-
Interest on Current deposit	6,250	-
Salaries	59,500	-
Manager's salary	6,000	-
Rent insurance taxes	2,000	-
Postage and Telegram	450	-
Printing & Stationery	3,500	-
Audit fees	2,000	-
Depreciation	1,650	-
Investment in shares	42,000	-
Loan, Cash credit & overdrafts	2,45,000	-
Bills discounted purchase	90,000	-
Government Bonds	80,000	-
Furniture	20,000	-
Premises	1,50,000	-
Branch adjustment A/c.	-	12,350
Total	10,88,350	10,88,350

Additional information :

- a) Rebate on Bills discounted Rs. 13,500/-.
- b) Create a reserve for Bad & doubtful debts Rs. 5,500/-.
- c) Acceptances on behalf of customers Rs. 40,000/-.

OR

From the following information, Prepare the Profit and Loss Account of South Indian Bank as on 31<sup>st</sup> March 2004.

Rs. ('000)	
Particulars	Amount
Interest and discount	3,045
Income from Investment	115
Interest on Balances with RBI	180
Commission, Exchange and Brokerage	820
Profit on sale of Investments	110
Interest on Deposits	1,225
Interest to RBI	161
Payment to and Provisions for Employees	1,044
Rent, Taxes and Lighting	210
Printing and Stationery	180
Advertisement and Publicity	95
Depreciation	92
Directors' Fees	220
Auditors' fees	120
Legal charges	230
Postage, Telegram & Telephones	70
Insurance	56
Repairs and Maintenance	48

Other Informations :

a) Interest and discount mentioned is after adjustment for the following :

Rs. ('000)

i) Tax provision for the year	220
ii) Provision during the year for doubtful debts	102
iii) Loss on sale of investments	12
iv) Rebate on Bills discounted	58

b) 20% of profit is transferred to statutory Reserves. 5% of Profit is transferred to revenue reserve. Profit brought forward from last year Rs. 16,000/- only.

**Q5)** a) A sum of Rs. 12,500/- amounts to Rs. 15,500/- in 4 years at the rate of simple interest. What is the rate of Interest? [5]

b) Find the compound interest on Rs. 7,500/- at 4% per annum for 2 years, compounded annually. [5]

OR

Mr. X deposited Rs. 100/- with a bank for five years at a rate of 5% per year compounded annually. Find out the investment value after five years. [10]



Total No. of Questions : 5]

SEAT No. :

**P1437**

**[5365]-3005**

[Total No. of Pages : 2

**M.B.A.**

**305-DFM : Evolution of Strategic Thought of Defence  
(2016 Pattern) (Semester - III)**

*Time : 2¼ 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 meant by the term organizational design? Describe organizational structure. **[10]**

OR

b) Describe Modern Organizational Theories. **[10]**

**Q2) a)** What is job enlargement & job enrichment? Discuss its importance & purpose with illustration. **[10]**

OR

b) Write note on : (5 Marks each) **[10]**

- i) Managerial values & Ethos.
- ii) Socialization & Negotiation.

**Q3) a)** Describe theory of Heartland by mackinder and theory of Rimland. **[10]**

OR

b) Explain sea power theory by Mahan & Air power theory by Douhet. **[10]**

**Q4) a)** How evolution of vision & mission for an organization are applicable to that of national vision & National Mission? **[10]**

OR

**P.T.O.**

- b) Describe the derivation of National objectives in terms of short, mid & long term objectives. **[10]**

- Q5)** a) What do you mean by Net Assessment? Discuss the techniques of carrying out Net Assessment. **[10]**

OR

- b) What do you mean by Environment Scan? Explain techniques of environment scanning. **[10]**



Total No. of Questions : 5]

SEAT No. :

**P1438**

**[5365]-3006**

[Total No. of Pages : 1

**M.B.A.**

**305-ED : CHANGE, CREATIVITY, INNOVATION AND  
ENTREPRENEURSHIP**

**(2016 Pattern) (Semester - III)**

*Time : 2¼ 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)** Creativity is a pre-requisite to innovation. Comment on the statement. **[10]**

OR

Define creativity and innovation. How do you differentiate creativity & innovation? **[10]**

**Q2)** Differentiate between groups and teams. **[10]**

OR

Explain in detail Personality Traits. **[10]**

**Q3)** Identify the key elements that leaders need to possess in order to develop the conditions under which creativity and innovation can flourish. **[10]**

OR

Write a note on Managerial Grid. **[10]**

**Q4)** Explain in detail the Balanced Score Card. **[10]**

OR

Discuss in detail Traditional and contemporary organizational forms. **[10]**

**Q5)** Explain in detail Principles of creativity. **[10]**

OR

Can strong, cohesive cultures hinder innovation? Discuss. **[10]**





Total No. of Questions : 5]

SEAT No. :

**P1439**

**[5365]-3007**

[Total No. of Pages : 2

**M.B.A.**

**FBM-305 : ESSENTIALS OF FAMILY BUSINESS MANAGEMENT - I**

**(Specialisation)**

**(2016 Pattern) (Semester - III)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Comment upon the manner in which the next generation should carry forward their business. **[10]**

OR

b) Discuss the role of the help provided by non-family members i.e. non executive. **[10]**

**Q2) a)** How can an bring about sucessful planning of the family business?**[10]**

OR

b) Shed light an the life-cycle stages of family business. **[10]**

**Q3) a)** Discuss in detail the term Family Business & shed light on successful sectors for family businesses. **[10]**

OR

b) In brief discuss the term Family business people. **[10]**

**Q4) a)** How should be the unifying plans, process and structures in the family business? **[10]**

OR

b) What are the career opportunities for non-family managers in the family business? **[10]**

**P.T.O.**

**Q5) a) Discuss the role of founders and women's in the family business. [10]**

**OR**

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

i) Family retreats.

ii) Tread carefully.

iii) Relationship of a Non-family manger with the family.



Total No. of Questions : 5]

SEAT No. :

**P1440**

**[5365]-3008**

[Total No. of Pages : 7

**M.B.A.**

**305 - FIN : DIRECT TAXATION**

**(2016 Pattern) (Semester - III)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Use of simple calculators are allowed.*
- 3) *Figures to right indicates full marks.*

**Q1) a)** Write any 10 examples of income which do not form part of total income. **[10]**

OR

b) Write a detail note on Residential status of an individual. **[10]**

**Q2) a)** Mr. Ashwin is employed in M/s ABC Ltd. Pune. He received following emoluments for the previous year 2016-17. Calculate his taxable income from salary for the assessment year 2017-18. **[10]**

- i) Basic salary Rs. 12,500/- p.m.
- ii) D.A. 30% of Basic Salary. (Do not form part).
- iii) City compensatory allowance Rs. 850/- p.m.
- iv) Children education allowance Rs. 300/- p.m. (He has two sons & 1 daughter studying in school).
- v) House rent allowance Rs. 1,500/- p.m.
- vi) He contributes Rs. 2,000/- p.m. to RPF to which an employer gives equal contribution p.m.
- vii) Interest @ 12% p.a. amounting to Rs. 14,400/- is received on PF accumulation during the previous year.
- viii) Received Rs. 18,000/- towards reimbursement of Hospital Bill of his wife.
- ix) He stays in a house at Pune paying a rent of Rs. 4,500/- p.m.

OR

**P.T.O.**

b) For the previous year 2016-17 Mr. Vaibhav submits following information : **[10]**

- i) Basic salary Rs. 1,20,000/-
- ii) Dearness allowance Rs. 40,000/- (46% of which is part of salary for retirement benefit).
- iii) Total children education allowance for two children Rs. 7,200/-.
- iv) Employer's contribution to SPF Rs. 20,000/-.
- v) Mr. Vaibhav's contribution to SPF Rs. 20,000/-.
- vi) Interest credited to in the PF account on 30th June Rs. 93,500/-.
- vii) House Rent Allowance Rs. 4,500/- p.m.
- viii) He stays in a house at Mumbai paying rent of Rs. 7,000/- p.m.
- ix) Travelling allowance Rs. 2,000/- P.A. & He spent Rs. 1,800/- P.A.

Find out the taxable income from salary of Mr. Vaibhav for the assessment year 2017-18.

**Q3) a)** Mr. X submits following particulars for the previous year 2016-17. Calculate income chargeable to tax under House Property heads of income. **[5]**

- i) Municipal valuation Rs. 1,80,000/-.
- ii) Fair Rental value Rs. 1,85,000/-.
- iii) Standard Rent Rs. 1,75,000/-.
- iv) Property let out at monthly rent Rs. 13,000/-.
- v) Vacancy period in the previous year is 2 months.
- vi) Rent not paid by the tenent Rs. 13,000/-.
- vii) Municipal taxes paid by the tenent Rs. 8,000/- P.A.
- viii) Interest on loan taken from employer remain unpaid Rs. 1,53,800/-.

- b) Distinguish between “Short term capital gain & Long term capital gain” with examples. [5]

OR

- a) Mr. Sanjay owned a house which is let-out for the financial year 2016-17. The details relating to the property is given below : [5]
- i) Municipal valuation Rs. 3,35,000/-.
  - ii) Fair rent Rs. 3,36,000/-.
  - iii) Municipal taxes Rs. 4,000/- paid by Mr. Sanjay.
  - iv) Annual Rent Rs. 3,38,000/-.
  - v) Land Revenue Rs. 2,500/-.

You are required to compute income from house property for the assessment year 2017-18.

- b) Enumerate any five items of incomes which can be included under the head “Income from other sources”. [5]

- Q4)** a) Following is the Profit & Loss A/c. of Mrs. X for the financial year ending 31<sup>st</sup> March 2017. [10]

Dr. Profit & Loss A/c. Cr.

Particulars	Amount	Particulars	Amount
To Salary	40,000	By Gross Profit	3,57,000
To Advertisement	15,000	By Interest on F.D.	19,000
To Repairs & Insurance	32,000	By Dividend	6,000
To Depreciation	36,000	By Bad Debts recovered	15,000
To Rent & taxes	13,000	By Commission	25,000

Particulars	Amount	Particulars	Amount
To Wealth Tax	9,000	By Sundry receipts	3,000
To Sales Tax	25,000		
To Legal charges	12,500		
To R.D.D.	5,000		
To Bank cash transaction tax	8,000		
To Interest on capital	7,500		
To Bad debts	9,000		
To Net Profit	2,13,000		
Total	4,25,000	Total	4,25,000

Other information :

- i) Salary includes Rs. 3,000/- paid to domestic servant.
- ii) Repairs include Rs. 3,500/- as repairing to the residential house.
- iii) Allowable amount of depreciation as per income tax rule Rs. 32,000/-.
- iv) Sales tax includes Rs. 3,000/- as penalty & Rs. 2,000/- as interest for late payment of sales tax charged by the sales tax authority.
- v) Bad debts recovered were written off in the year 2012-13 and admitted by the income tax department.

You are required to compute taxable income of Mrs. X from her business for the assessment year 2017-18.

OR

- b) Following is the Receipts & Payments account of a medical Practitioner for the year ending 31<sup>st</sup> March, 2017.

Receipts	Amount	Payments	Amount
To Bal B/d.	1,10,000	By Clinic Rent	2,20,000
To Visiting Fees	2,55,000	By Staff Salaries	1,80,000
To Consultation fees	2,75,000	By Electricity & water	9,000
To Sales of medicines	1,25,000	By Medical Books	4,000
To Sale of Old equipment at book value	8,000	By Purchase of Medicines	80,000
		By Motor car expenses	60,000
To Operation theatre rent	1,15,000	By Audit fees	20,000
To Interest & Dividend	20,000	By Staff Welfare expenses	8,000
		By Entertainment expenses	6,000
		By Surgical equipments	1,30,000
		By Bal C/d.	1,91,000
<b>Total</b>	<b>9,08,000</b>	<b>Total</b>	<b>9,08,000</b>

Additional Information :

- i) Depreciation as per income tax rules on motor car for professional use is Rs. 6,000/-.
- ii) One third of motor car expenses relate to his personal use.
- iii) The rate of depreciation on Surgical equipments is 15%. The written Down value (W.D.V.) of equipment brought forward from earlier year was Rs. 23,000/-.

Compute the taxable income from profession for the Assessment year 2017-18. **[10]**

- Q5) a)** Mrs. Abha who is a professor at 'Focus Institute of Management' at Pune, a private employee, gives following information about her yearly income for previous year 2016-17. **[10]**

- i) Gross salary including Basic, D.A. & HRA is Rs. 6,05,300/-.
- ii) Remuneration for conducting oral examinations from S.P. Pune University Rs. 4,000/-.
- iii) Royalty from Book on “GST” Rs. 16,300/-.
- iv) Taxable income from house property Rs. 22,800/-.
- v) Interest on Govt. Securities Rs. 4,000/-.
- vi) Interest on deposits with Seva & Co. Rs. 2,600/-.
- vii) She paid tuition fees of her son studying in engineering college Rs. 60,000/- (including development fee of Rs. 10,000/-).
- viii) Her contribution to Recognised Provident Fund is Rs. 11,000/-.
- ix) She deposited in PPF account Rs. 10,000/-.
- x) Mediclaim insurance premium on the health of dependent mother (age 68 years) Rs. 15,500/-.
- xi) Donation to approved charitable institution Rs. 5,000/-.
- xii) Professional tax Rs. 2,700/- & income tax Rs. 35,000/- are deducted from her salary.

Compute total taxable income & tax liability for the Assessment year 2017-18.

OR

- b) Mr. Sharma who is Senior Citizen (age 64) and who is handicapped (50% disability) of Pune and employed at Zenith Pvt. Ltd. gives you following information for the previous year 2016-17.
  - i) Net taxable salary Rs. 4,37,100/-.
  - ii) Loss on self occupied house property Rs. 30,000/-.
  - iii) During the year, he has received interest on government securities Rs. 18,000/- (Gross) and family pension of his wife Rs. 3,000/- per month.



- iv) During the year, he has made investment in National Saving Certificate of Rs. 20,000/- and has paid Rs. 18,000/- as premium on life insurance of his son.
- v) He also donated Rs. 24,000/- to the Prime Minister's National Relief Fund.
- vi) Income from Business as per Income Tax rules Rs. 2,00,000/-.
- vii) Company has deducted TDS of Rs. 4,000/- compute total taxable income and tax liability for the Assessment year 2017-18.

[10]



Total No. of Questions : 5]

SEAT No. :

**P1441**

**[5365]-3009**

[Total No. of Pages : 1

**M.B.A.**

**305-HM : INTRODUCTION TO HEALTHCARE MANAGEMENT  
(2016 Pattern) (Semester - III) (Theory)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** a) Explain Maslow theory of motivation. What are its impact on Hospital Management?

OR

b) Discuss the theory involved in Organisational Development.

**Q2)** a) Classify and explain the Hospital Services.

OR

b) Highlight the Functions of various Chemical Services Departments in a Hospital.

**Q3)** a) Distinguish between Management and Administration in a Healthcare Delivery setup.

OR

b) Enumerate the merits and demerits of Centralized management in a Hospital setup.

**Q4)** a) Explain the Classical and Contemporary models of Managerial Behaviour.

OR

b) Discuss the theory involved in Organizational Development.

**Q5)** a) Classify Hospitals and explain the role of Hospital Administrator in each category.

OR

b) Explain the Role of the members in the Hospital Planning Team.



Total No. of Questions : 5]

SEAT No. :

**P1442**

**[5365]-3010**

[Total No. of Pages : 2

**M.B.A.**

**305-HR : LABOUR & SOCIAL SECURITY LAWS**

**(2016 Pattern) (Semester - III)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** Explain in detail the need and objectives of Labour Legislation.

OR

Discuss changing trends in Scenario of Labour Laws.

**Q2)** What are the provisions under Factories act 1948 related to annual leave with wages?

OR

Explain welfare provisions under the Factories Act 1948.

**Q3)** Explain in detail the ten permissible deductions under payment & wages act 1936.

OR

Explain the following :

- a) Payment of minimum and maximum bonus.
- b) Set-on and Set-off of allocable surplus.

**Q4)** Explain the scope and objectives with forfeiture of gratuity under the payment of gratuity act 1972.

OR

Explain in brief the term 'dependant' under Wakmen's compensation act 1923.

**P.T.O.**

**Q5)** Explain brief any two :

- a) Latest provisions under the maturing benefits act.
- b) Benefits under ESI (Any three).
- c) Annual leave with wages under factory act.
- d) Contributions under PF and the employee provident fund & Miscellaneous provision act.



Total No. of Questions : 5]

SEAT No. :

**P1443**

**[5365]-3011**

[Total No. of Pages : 1

**M.B.A.**

**305-IB : INTERNATIONAL BUSINESS ECONOMICS  
(2016 Pattern) (Semester - III)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *Solve any one from each question.*
- 2) *All questions are compulsory.*
- 3) *All questions carry equal marks.*

**Q1)** a) Distinguish between Balance of payment and Balance of trade. Explain briefly current account and capital account.

OR

b) Explain the importance of International Business.

**Q2)** a) What are the essence, importance and disadvantages of the comparative advantage theory?

OR

b) Explain the Factor Endowment theory of international trade.

**Q3)** a) What factors affect the exchange rates?

OR

b) Is free trade different from fair trade? Explain free trade areas with suitable examples.

**Q4)** a) What are the consequences of Foreign Direct Investment?

OR

b) Explain the meaning of Multi-national Corporations and describe its role and importance in international business.

**Q5)** a) Explain the functions of International Monetary Fund.

OR

b) Write a note on Eurocurrency market.



Total No. of Questions : 5]

SEAT No. :

**P1444**

**[5365]-3012**

[Total No. of Pages : 2

**M.B.A.**

**IT MANAGEMENT AND CYBER LAW**

**305 - It Specialization**

**(2016 Pattern) (Semester - III)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** Explain the concept of hardware & software management in BPO companies.

OR

A company running on-line Education Business; as a IT Manager explain how to manage hardware & software.

**Q2)** What are various latest networking trends used in on-line shopping websites, Explain how it works?

OR

A CAR manufacturing company has developed CRM Software, Explain how to maintain it?

**Q3)** Explain various computer crimes and how to protect the same.

OR

Write a short note on (Any two) :

- a) Phishing Attacks.
- b) Authentication and Authorization.
- c) Data Security.
- d) Security.

**P.T.O.**

**Q4)** How PKI works in Bank's ATM transaction?

OR

Explain process flow of E-governance with reference to issue of passport.

**Q5)** The SHABI Bank case is the one where management trainee of the bank was engaged to be married. The couple exchanged many e-mails using the company computers. After some time the two broke up & the girl created fraudulent email ids such as "indian bar associations" & sent emails to the boy's foreign clients. She used the bank's computer to do this. The boy's company lost a large number of clients and took the bank to court. The bank was held liable for the emails sent using the bank's system.

As a security manager state the course of Action.

OR

Write short note on (any two)

- a) Spamming.
- b) Trademark Law.
- c) Certifying authority.
- d) Domain name.



Total No. of Questions : 5]

SEAT No. :

**P1445**

**[5365]-3013**

[Total No. of Pages : 2

**M.B.A.**

**305 - DMCM : INTEGRATED MARKETING COMMUNICATION  
(2016 Pattern) (Semester - III)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** What is Integrated Marketing Communication? Elaborate the role of IMC in advertising & promotion.

OR

Explain in detail Five step strategic Planning Process of IMC.

**Q2)** Discuss consumer sales promotion tools for

- a) Smart Watch.
- b) Branded Sports Shoe.

OR

Compare and contrast Retail Vs B2B advertising.

**Q3)** Explain Public Relations. State its advantages & disadvantages.

OR

What is Event marketing? Describe the opportunities and challenges of Event Marketing.

**Q4)** Explain specific creative tactics for Brand awareness and Brand attitude.

OR

Design a print advertisement copy for an upcoming soft drink brand.

**P.T.O.**



**Q5)** Explain in detail the 'IMC' planning process.

OR

Develop a media plan for (any one of the following) :

- a) Hatchback car.
- b) DTH Services.



Total No. of Questions : 5]

SEAT No. :

**P1446**

**[5365]-3014**

[Total No. of Pages : 2

**M.B.A.**

**305 - MKT : CONTEMPORARY MARKETING RESEARCH  
(2016 Pattern) (Semester - III)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** Discuss briefly the meaning of marketing research. Explain its significance in Modern times.

OR

What is qualitative research? Discuss different methods of conducting qualitative research.

**Q2)** Design a questionnaire to study online buying behaviour of consumers for electronic goods using appropriate attitudinal scale.

OR

Explain the term scaling. Elaborate applications of Likert and Semantic Differential Scales.

**Q3)** Discuss non-probability sampling methods in detail, giving suitable examples.

OR

What sampling design you would select for a study to find out the household expenditure on home care products by various income groups? Give details of sampling method with proper justification.

**Q4)** On the basis of information about the treatment given to 200 patients, state whether there are difference in the effectiveness of the treatment. (Given the critical value of Chi-square for 1 degree of freedom, 5% level of significance is 3.841).

**P.T.O.**

Treatment	Favourable Response	No Response	Total
New	50	50	100
Conventional	30	70	100
Total	80	120	200

OR

What is conjoint analysis? Discuss applications of conjoint analysis.

*Q5)* What is Multi-dimensional scaling? Discuss its use in marketing research.

OR

Discuss the concept of discriminant analysis and its objectives in research.



Total No. of Questions : 5]

SEAT No. :

**P1447**

**[5365]-3015**

[Total No. of Pages : 2

**M.B.A.**

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

**Specialization : Operations Management**

**(2016 Pattern) (Semester - III)**

*Time : 2¼ 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.*
- 6) *Your answer should be specific and to the point.*

**Q1) a)** Explain in detail Routing - Process layout indicating flow chart of material from machine to machine. **[10]**

OR

b) What is Production Planning and Control? Explain the Relations with other department. **[10]**

**Q2) a) i)** Write note on Model for Forecasting. **[5]**

ii) Write note on Forecasting as a Planning tool. **[5]**

OR

b) State Sources of data. Explain using the Forecasting system with suitable example. **[10]**

**Q3) a)** Explain the Aggregate Production Planning methods? Discuss Alternatives for managing demand. **[10]**

OR

b) Explain in the details about Basic strategies for Aggregate production Planning. Discuss MPS. **[10]**

**P.T.O.**

**Q4) a)** Explain in detail Enterprise Resources Planning. Discuss Resource Planning in Services. **[10]**

OR

b) Explain the Bill of Material. Discuss MRP-II system with suitable example. **[10]**

**Q5) a)** Explain in detail Operational Control issues in Master Production Systems. Discuss. **[10]**

OR

b) i) Write note on Scheduling of Job Shops. **[5]**

ii) Write note on Scheduling Context. **[5]**



Total No. of Questions : 5]

SEAT No. :

**P1448**

**[5365]-3016**

[Total No. of Pages : 1

**M.B.A.**

**AGRICULTURE AND INDIAN ECONOMY (305 RABM)  
(2016 Pattern) (Semester - III)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *Solve any one from each question.*
- 2) *All questions are compulsory.*
- 2) *All questions carry equal marks.*

**Q1) a)** Discuss the progress of Agriculture under five year plan.

OR

b) What is mean by Crop pattern? Explain Crop pattern in India Since 1951.

**Q2) a)** Discuss Poverty and poverty level. Explain the need of Public Distribution System.

OR

b) Explain the concept of Food Security. "Second Green Revolution - The future prospectus" - Justify the statement.

**Q3) a)** "Recent mechanisation of agriculture in India" - Discuss with examples.

OR

b) Discuss Irrigation and other agricultural inputs in India with current Scenario.

**Q4) a)** Explain the need and scope of Land reforms in a developing Economy.

OR

b) What is Economic Holding? Explain the Operational holding in India.

**Q5) a)** Define Agriculture Labour. Explain the abolition of Bonded Labour.

OR

b) Explain unorganised sector and Informationalisation of the Indian Economy.



Total No. of Questions : 5]

SEAT No. :

**P1449**

**[5365]-3017**

[Total No. of Pages : 2

**M.B.A.**

**305-RM : INTRODUCTION TO RETAILING  
(2016 Pattern) (Semester - III)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** Bring out clearly the nature and importance of 'Retailing'. What are the various types of retailing?

OR

Define Retailing. Discuss scope of Retail Management in India.

**Q2)** Organised retailing is growing in India. Will it continue in the present scenario. Justify your answer.

OR

Enlist and explain the drivers of Retail change in India.

**Q3)** Explain different formats of store retailing. Differentiate between store and non-store retailing.

OR

What is the reason behind rise in franchising as a business? Explain with suitable examples.

**Q4)** A bank famous for consumer retailing products like Credit/Debit cards, Housing / Personal loans, short/long term deposits is looking for space in your city to start its operations. Which factors of location they should consider & why?

OR

**P.T.O.**

Define Interior store layout and explain the steps you follow to plan a good store layout.

**Q5)** Discuss the opportunities available for young entrepreneurs of India in Retail Sector.

OR

‘Distribution channels are necessary for any business’. Comment.

Describe the type of distribution channel required for services with special reference to mutual funds.





Total No. of Questions : 5]

SEAT No. :

**P1450**

**[5365]-3018**

[Total No. of Pages : 2

**M.B.A.**

**SUPPLY CHAIN MANAGEMENT**

**305-SCM : Essentials of Supply Chain Management**

**(2016 Pattern) (Semester - III)**

*Time : 2¼ 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.*
- 6) *Your answer should be specific and to the point.*

**Q1) a)** What is supply chain management? Explain the concept and role of supply chain as a value driver. **[10]**

OR

b) State the Integrative management for Supply Chain Management. Explain Financial sophistication. **[10]**

**Q2) a)** Explain structure of a supply chain. Discuss the concept of Push based and Pull based Supply chain. **[10]**

OR

b) i) Explain Shift from enterprise to network. **[5]**

ii) Explain Agile Supply chain. **[5]**

**Q3) a)** Explain Total Supply Chain impact of globalization and technological revolution. **[10]**

OR

b) Explain core competencies growth of outsourcing. Discuss increased complexity of Supply Chain. **[10]**

**P.T.O.**

**Q4) a)** What is Operations Management? Explain distribution Management in Supply Chain with suitable example. **[10]**

OR

b) Explain Supply Chain Management as Building Blocks. Explain procurement and supplier focus with suitable example. **[10]**

**Q5) a)** Explain the customer focused marketing and supply chain service outputs. Discuss. **[10]**

OR

b) i) Explain Customer Relationship Management. **[5]**

ii) Explain Limitations of Customer satisfaction. **[5]**



Total No. of Questions : 5]

SEAT No. :

**P1451**

**[5365]-3019**

[Total No. of Pages : 1

**M.B.A.**

**SPECIALISATION : SERVICES MANAGEMENT**

**305-SER : Services Business Management**

**(2016 Pattern) (Semester - III) (Theory)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Discuss Service Life Cycle and Evaluate Life Cycle Strategies.

OR

- b) Discuss economic, demographic and social environmental changes influencing the service boom.

**Q2) a)** What is differential pricing? Discuss with the help of any two Service Sectors.

OR

- b) Define Promotion. Suggest promotion mix strategy for tourism industry.

**Q3) a)** What is PESTEL analysis? Explain the steps involved.

OR

- b) What is Blue print? Design blue print for a typical fast-food restaurant.

**Q4) a)** Describe 7's framework for fostering relationship in service business.

OR

- b) Explain relationship marketing and its importance in service industry.

**Q5) a)** How does research help in growth and development of service sector in India?

OR

- b) Explain the environmental changes and factors responsible for the growth in services.



Total No. of Questions : 5]

SEAT No. :

**P1452**

**[5365]-3020**

[Total No. of Pages : 2

**M.B.A.**

**305-THM : FUNDAMENTALS OF HOSPITALITY MANAGEMENT  
(2016 Pattern) (Semester - III)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** Discuss the factors affecting the growth in Hospitality and Tourism.

OR

Discuss the importance of Tourism industry in India.

**Q2)** Define the components of tourism infrastructure citing suitable examples.

OR

Define and explain elements and characteristics of Tourism products with examples.

**Q3)** Explain the classification of Hotels with reference to star ratings of hotels.

OR

Write short notes on (any 2) :

- a) Hotel Franchises.
- b) Major Department of Hotel.
- c) Global Standards of Hotels.

**P.T.O.**

**Q4)** Explain the linkages & arrangements of Travel agencies with Hotels.

OR

Explain the role of Travel agencies in Airline & Transport services.

**Q5)** Explain role of e-commerce in Hospitality sector in India.

OR

Discuss the issues & challenges faced by the Hospitality Industry.



Total No. of Questions : 5]

SEAT No. :

**P1453**

**[5365]-3021**

[Total No. of Pages : 2

**M.B.A.**

**305 - TM : FUNDAMENTALS OF TECHNOLOGY MANAGEMENT  
(2016 Pattern) (Semester-III) (Specialization)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** Explain Role and Responsibility of General Manager in Managing Technology. **[10]**

OR

Define Technology? Explain characteristics and importance of Technology. **[10]**

**Q2)** Explain long wave cycle in brief. **[10]**

OR

Explain the Role of Technology in development of Indian economy with examples. **[10]**

**Q3)** Explain various innovations in technology done by India with examples. **[10]**

OR

Explain various critical factors in Technology Management. **[10]**

**Q4)** Define Project planning? Explain the importance of project planning in development of Technology. **[10]**

OR

Explain MOT Guiding principles for Managing Enterprises. **[10]**

**P.T.O.**

**Q5) Short notes (any two) :**

**[5 + 5]**

- a) Productivity indexes.
- b) Investment Indexes.
- c) Organisational Forms and structure.
- d) Leaders versus Followers.

OR

Explain :

- a) Patents index.
- b) Emergence of the Tigers.



Total No. of Questions : 5]

SEAT No :

**P 1454**

**[5365]-3022**

[Total No. of Pages :2

**M.B.A.**

**BANKING & INSURANCE MGMT. SPL.**

**306 - BIM : Principles and Practices of Insurance  
(2016 Pattern) (Semester-III) (Theory)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *Answer Five Questions.*
- 2) *All questions carry equal marks.*

**Q1) a)** Explain in detail concept of Insurance, its benefits and drawbacks if any.

OR

- b) “Insurance is one of the risk management techniques.” Explain it with examples of different risks and process of risk management.

**Q2) a)** Compare Life Insurance, General Insurance and Health Insurance.

OR

- b) Explain the various basic terminologies used in Insurance.

**Q3) a)** What is the importance and applicability of the principles of insurance?

OR

- b) Explain the essential elements of Insurance Contract?

**P.T.O.**



**Q4)** a) Explain the role and functions of IRDA.

OR

b) Define the term Underwriting and explain the process involved.

**Q5)** a) “In the development of Indian Economy Insurance plays a vital role.”  
Discuss in detail.

OR

b) Write short note on (Any two):

i) Reinsurance.

ii) Scope of Insurance Business.

iii) Techniques of loss minimization.

iv) Disclosure principle.

→ → →

Total No. of Questions : 5]

SEAT No :

**P 1455**

**[5365]-3023**

[Total No. of Pages :2

**M.B.A.**

**DFM-306 : STRATEGIC DEFENSE MANAGEMENT**

**(2016 Pattern) (Semester-III)**

*Time : 2.15 Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** How Strategic management is important in National Security? Explain in light of contemporary Indian issues.

OR

Explain important elements of strategic management process?

**Q2)** Explain humanistic model in management of defense organization.

OR

Understanding culture helps in leading organization. Comment.

**Q3)** What is emotional Intelligence. How it could be used strategically be leader.

OR

How values and beliefs can influence formation of strategy.

**Q4)** How EVR model helps in developing strategic effectiveness.

OR

**P.T.O.**

Write in short on:

- a) Socialization and negotiations.
- b) Managerial values and ethos.

**Q5)** What is Scenario building? How it helps in formulation of strategies.

OR

Identify different scenarios related to Indo-Pak relation and suggest suitable strategies accordingly.



Total No. of Questions : 5]

SEAT No :

**P 1456**

**[5365]-3024**

[Total No. of Pages :3

**M.B.A.**

**ENTREPRENEURSHIP DEVELOPMENT SPECIALIZATION**

**ED - 306: Finance for Entrepreneurs**

**(2016 Pattern) (Semester-III)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** What is Cost Accounting? Explain what are the classifications of cost?[10]

OR

b) Explain the concepts & conventions of financial accounting in detail?[10]

**Q2) a)** Rajveer Ltd. is planning an investment in new Project. The investment budget of the company is Rs. 15,00,000. The company has following two investment alternatives. [10]

Particular	Year	Project 'X'	Project 'Y'
Initial Investment (Rs.)	0	15,00,000	15,00,000
Cash Inflows (in Rs.)	1	1,00,000	6,50,000
	2	2,50,000	6,00,000
	3	3,50,000	6,00,000
	4	5,50,000	5,75,000
	5	7,50,000	5,25,000

The company is expecting 10% return on its capital. The net present values of Rs. 1/- @ 10% are given as follows.

1<sup>st</sup> year - 0.909

2<sup>nd</sup> year - 0.826

3<sup>rd</sup> year - 0.751

4<sup>th</sup> year - 0.683

5<sup>th</sup> year - 0.621

**P.T.O.**

You are required to evaluate the project on the basis of:

- i) Pay back Period Method
- ii) Net Present Value Method

OR

- b) Explain the method of evaluating project on the basis of Internal Rate of Return (IRR) and Profitability Index (PI) with its merits and demerits. [10]

- Q3) a)** Maithili Industries Ltd. commencing a new project. Following per unit cost information is given. A statement showing the working capital needed to finance a level of activity of 5,200 units of output. [10]

Particulars	Cost per unit (Rs.)
Raw Materials	8
Direct Labour	2
Overheads	6
Total cost	<u>16</u>
Profit	<u>4</u>
Selling Price	20

Additional Information:

- i) Raw materials are in stock on average one month
- ii) Materials are in process on average half a month
- iii) Finished goods are in stock on average 6 weeks
- iv) Credit allowed by creditors in one month
- v) Credit allowed to debtors in two months
- vi) Lag in payment of wages 1.5 weeks
- vii) Cash in hand and at bank is expected to be Rs. 7,300

You are informed that production is carried on evenly during the year & wages and overheads accrue similarly. Calculate estimated requirement of working capital.

OR

- b) What do you mean by working capital? Explain what are the various components & sources of working capital? [10]

**Q4) a)** What do you understand by risk in business? Explain the concept of different risks associated with specific business operations. **[10]**

OR

**b)** Short Notes (Any Two): **[10]**

- i) Managing risk to tangible property.
- ii) Managing risk from employee violation of Government regulation.
- iii) Government funding for risky ventures.
- iv) Managing risks to using insurance.

**Q5) a)** Discuss the concept of Tax Planning? Explain Tax Planning for managerial decision. **[10]**

OR

**b)** What are the taxation factors a firm take in to consideration while setting up of a new unit. **[10]**



Total No. of Questions : 5]

SEAT No :

**P 1457**

**[5365]-3025**

[Total No. of Pages :2

**M.B.A.**

**FAMILY BUSINESS MANAGEMENT**

**FBM - 306: Managing Innovation - I**

**(2016 Pattern) (Semester-III)**

*Time : 2¼ 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) *Figurs to the right indicate marks for question & sub question.*
- 5) *Answer should be specific and point to point.*
- 6) *Support your answer suitable example.*

**Q1)** Define innovation. How it is required for survival of business explain with suitable example. **[10]**

OR

Explain difference between innovation and creativity. **[10]**

**Q2)** Explain in brief Disruptive Technological Change Model. **[10]**

OR

What is Imitability & Complementary Assets - Teece Model? Explain. **[10]**

**Q3)** What is Relationship between Competencies and Assets? Justify. **[10]**

OR

What are the Value chain and profit Explain? **[10]**

**P.T.O.**

**Q4) What is an innovation opportunity? Explain. [10]**

**OR**

**Needs creating emotional Appeal Justify. [10]**

**Q5) What are sources of innovation explain with example. [10]**

**OR**

**What are the planned firm activity explain in details. [10]**

**→ → →**



Total No. of Questions : 5]

SEAT No :

**P 1458**

**[5365]-3026**

[Total No. of Pages :2

**M.B.A.**

**FIN-306: FINANCIAL SYSTEMS OF INDIA, MARKETS &  
SERVICES**

**(2016 Pattern) (Semester-III)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** The growth and development of country can increase because of a proper financial system only. Justify. **[10]**

OR

Define Financial Services. Explain fund-based services and fee-based services.

**Q2)** ‘The financial system of India is well regulated by independent regulators’. Do you agree with the statement? Justify. **[10]**

OR

Explain the objectives, functions and powers of SEBI.

**Q3)** Describe Money Market instruments and its features. **[10]**

OR

“Capital market plays a vital role in adequate capital formation for a speedy economic development”. Explain.

**P.T.O.**

**Q4)** What do you mean by Venture Capital? Explain its Financing pattern in India. **[10]**

OR

Write short notes on:

- a) Crowd Funding.
- b) Asset Backed Finance.
- c) Depository Services.

**Q5)** Define the term Banking. Explain the functions of banking in detail. **[10]**

OR

Discuss in detail the features & functions of CRISIL & ICRA.

→ → →

Total No. of Questions : 6]

SEAT No :

**P 1459**

**[5365]-3027**

[Total No. of Pages :2

**M.B.A.**

**306-HM: INFORMATION TECHNOLOGY IN HEALTHCARE  
(2016 Pattern) (Semester-III)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) All questions are compulsory.*
- 2) Each question has an internal option / Solve any one from each question.*
- 3) All Questions carry equal marks / Each question carries 10 marks.*

**Q1)** What is a Hospital Information System / Hospital Management Information System? Elaborate.

OR

What Hardware components are needed for implementing a Hospital Information System?

**Q2)** Is Data Security and Data Privacy major issues to be looked at during implementing a HIS / HMIS in an Hospital setup?

OR

What is the difference between Management Information System (MIS) and Decision Support System (DSS) in a healthcare setup.

**Q3)** In a Hospital environment, when & where would one need LAN & WAN? Explain the different usage of both.

OR

What data is Patient Information System made up of with regard to Demographics, Past Medical History and Allergies? What are the building blocks of an IT system in a Hospital?

**P.T.O.**

**Q4)** Explain the need for Management Information System (MIS)?

OR

Explain in detail the ways in which Data & Information can be used to help in providing inputs for a Decision Support System (DSS).

**Q5)** Explain in detail on how the Hospital Information System will be useful for Hospital Management?

OR

How does the Hospital Information System helps in creating a MRD folder (MRD = Medical Record Department)?

**Q6)** Health IT can help in building an effective and efficient Data Management system - elaborate.

OR

What are the different Data Elements collected during an Emergency and In Patient admission in a Hospital?

→ → →

Total No. of Questions : 5]

SEAT No :

**P 1460**

**[5365]-3028**

[Total No. of Pages :2

**M.B.A.**

**HR - 306: HUMAN RESOURCE ACCOUNTING &  
COMPENSATION MANAGEMENT  
(2016 Pattern) (Semester-III)**

*Time : 2.15 Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *Solve any one from each question.*
- 2) *All questions are compulsory.*
- 3) *All Questions carry equal marks.*

**Q1) a)** Define HRA. Describe some of the recent developments in Human Resource Accounting.

OR

b) Discuss the objectives and importance of HRA in the context of Human Capital.

**Q2) a)** Explain the methods used in determining human resource value.

OR

b) What is Human Capital Investment? Discuss Human Capital in the context of expenditure and productivity.

**Q3) a)** Explain in detail the classification of various costs in HR Accounting.

OR

b) Define HR Audit. Explain the different concepts and objectives of HR Audit.

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

**Q4)** a) Discuss the wage concept and the various wage theories related to it.

OR

b) Describe the various components considered in designing of an Executive compensation for MNC's.

**Q5)** a) Explain the concept of fringe benefits. What are various types of fringe benefits offered.

OR

b) Write short notes on any two:

i) Concept of Dearness Allowance.

ii) Golden Hand-Shake.

iii) VRS.

→ → →

Total No. of Questions : 5]

SEAT No :

**P 1461**

**[5365]-3029**

[Total No. of Pages :2

**M.B.A.**

**INTERNATIONAL BUSINESS MGT. SPL.**

**306-IB : Export Documentation and Procedure  
(2016 Pattern) (Semester-III)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *Answer Five Questions.*
- 2) *All Questions carry equal marks.*

**Q1)** Export documentation is one of the major differences between trading in the home country and trading with a foreign country. Explain this statement with the significance of Export documentation. **[10]**

OR

What do you understand by INCO terms? Explain in detail all the different categories of INCO terms? **[10]**

**Q2)** Write in detail the custom clearance procedure & documentation of import cargo in India? **[10]**

OR

Foreign trade policy is very crucial to understand any country's trade? Comment on it & also discuss the various new schemes of FTP 2015 - 20? **[10]**

**Q3)** "Payment procedure in international business is much different than domestic trade", comment on it? **[10]**

OR

What is Pre Shipment Finance? Describe the operational features for the grant of pre-shipment finance? **[10]**

**P.T.O.**

**Q4)** Mr. Rakesh Mittal is planning to start his export business as a merchant exporter of textile items and other fashion products. You are required to prepare a list of various provisions of export incentives and government facilities. **[10]**

OR

Marketing of export products in a competitive foreign market has become very important. Discuss the salient features of the schemes of Government of India, which aim at promotion of marketing of goods. **[10]**

**Q5)** Explain the Regulations for International Trade and Major laws governing India's export import trade. **[10]**

OR

Explain the salient features of Foreign Exchange Management Act, 2000? Also discuss the differences between FERA and FEMA? **[10]**

→ → →



Total No. of Questions : 5]

SEAT No :

**P 1462**

**[5365]-3030**

[Total No. of Pages :2

**M.B.A.**

**306 - IT : E - BUSINESS AND BUSINESS INTELLIGENCE**

**(2016 Pattern) (Semester-III)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** What is E-Business? Explain E-Business architecture in detail.

OR

What do you understand by E-Business? Explain current status of e-Business.

**Q2)** Define M-Commerce. What are the advantages and challenges of M Commerce?

OR

Explain the implementation and benefits of E-Procurement with an example.

**Q3)** Describe the ethical and legal issues related to E-Business.

OR

What is E-Business Strategy? What are the challenges in implementing E-Business Strategy?

**P.T.O.**

**Q4)** What is Business Intelligence? What are the building blocks of Business Intelligence system

OR

Discuss the role of mathematical models in Business Intelligence.

**Q5)** Discuss the application and advantages of Business Intelligence System in HR.

OR

How is Business Intelligence changing the Manufacturing industry? Discuss with the help of an example.

→ → →

Total No. of Questions : 5]

SEAT No :

**P 1463**

**[5365]-3031**

[Total No. of Pages :2

**M.B.A.**

**MC - 306: INTERNET MARKETING - I  
(2016 Pattern) (Semester-III)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Define E-marketing. State significance of E-marketing in Indian Scenario.

OR

- b) What is internet marketing? Discuss strategic approach to internet marketing.

**Q2) a)** Elaborate and discuss components of internet micro-environment.

OR

- b) Explain concept of internet macro-environment. Discuss components of internet macro-environment in detail.

**Q3) a)** Internet strategy is a channel marketing strategy. Comment.

OR

- b) Discuss essentials of separate internet marketing plan in detail.

**P.T.O.**

**Q4)** a) Explain elements of internet marketing mix with suitable examples.

OR

b) Discuss importance online marketing for branding product.

**Q5)** a) Discuss key motivational factors influencing customers for buying online.

OR

b) State reasons for development of e-retailing in India.

→ → →

Total No. of Questions : 5]

SEAT No :

**P 1464**

**[5365]-3032**

[Total No. of Pages :2

**M.B.A.**

**MKT - 306: CONSUMER BEHAVIOUR  
(2016 Pattern) (Semester-III)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** a) Define the term consumers and customers with suitable examples. Why De-marketing becomes important for some products.

OR

- b) How does reference group influence vary over products category. What group influence can you expect in the following & why?  
Residential Houses.

**Q2)** a) What are the levels of consumer involvement? Explain the dimension of consumer involvement.

OR

- b) Discuss the principal elements of learning.

**Q3)** a) “A dissatisfied customer is an unpaid salesman of your competitor.” Analyse the statement.

OR

- b) What are the various sources of information for consumer search?

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

**Q4) a)** Explain the Engel-Blackwell-Miniard model of Consumer Behaviour.

OR

b) Explain the Howarth-Sheth model of Consumer Behaviour.

**Q5) a)** Write short notes:-

i) Living Standards Measures.

ii) Bottom of Pyramid.

OR

b) What is Bottom of Pyramid? Explain the characteristics of BOP Consumers, with the help of suitable examples.

→ → →

Total No. of Questions : 10]

SEAT No :

**P 1465**

**[5365]-3033**

[Total No. of Pages :2

**M.B.A.**

**OPE - 306: INVENTORY MANAGEMENT  
(2016 Pattern) (Semester-III)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** Define inventory. Explain the types of Inventory in detail.

OR

**Q2)** What is inventory management? Explain the techniques of inventory management.

**Q3)** Write note on:

- a) Continuous Review System.
- b) Periodic Review System.

OR

**Q4)** What is ABC analysis? Explain the advantages & disadvantages of the ABC analysis.

**Q5)** What is basic EOQ model? Explain the advantages & disadvantages of basic EOQ model.

OR

**Q6)** Write note on:

- a) Safety stock.
- b) Service level.

**P.T.O.**

**Q7)** Define Just in Time (JIT). Discuss features of JIT and effects of JIT.

OR

**Q8)** What do you understand by kanban system as control tool? Give its types in detail.

**Q9)** Explain the factors influencing make or buy decisions in detail.

OR

**Q10)** Write note on:

- a) HML analysis.
- b) XYZ analysis.

→ → →



Total No. of Questions : 5]

SEAT No :

**P 1466**

**[5365]-3034**

[Total No. of Pages :2

**M.B.A.**

**RABM-306: RURAL MARKETING - I**

**(2016 Pattern) (Semester-III)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a) Explain in detail Bottom of the Pyramid Approach. [10]**

**OR**

b) How does the Economic Environment and Technological Environment affect the rural Economy? Explain. [10]

**Q2) a) Enumerate precisely the experiences and learnings from 'Project Shakti'? [10]**

**OR**

b) Enumerate precisely the experiences and learnings from CFCI 'Uttam Bhandhan'. [10]

**Q3) a) Explain models of Consumer Behaviour with example. [10]**

**OR**

b) Explain buyer characteristics, buying behaviour patterns, & brand loyalty. [10]

**P.T.O.**

**Q4) a) What are challenges in Rural Marketing? [10]**

OR

b) Explain in detail sources of information in rural Marketing research.[10]

**Q5) a) How will you segment and develop a target market for the following products: [10]**

i) Bicycles.

ii) Foot wear.

OR

b) Explain in detail emerging segments along with examples. [10]

→ → →

Total No. of Questions : 5]

SEAT No :

**P 1467**

**[5365]-3035**

[Total No. of Pages :2

**M.B.A.**

**RM - 306: RETAIL STORES AND OPERATION MANAGEMENT  
(2016 Pattern) (Semester-III)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** Explain in detail nature & significance of retail location.

OR

Discuss in detail Trade area Analysis.

**Q2)** Explain in detail different objectives of store layout.

OR

Write short notes on any two.

- a) Traffic flow pattern of store.
- b) Vertical merchandising
- c) Style presentation.

**Q3)** Discuss in detail various tasks performed by retail store manager.

OR

Explain in detail role of logistics in retail industry.

**P.T.O.**

**Q4)** Brief the importance of customer data management in retail industry.

OR

Discuss in detail market basket Analysis.

**Q5)** What is mall management & discuss different challenges in mall management.

OR

What efforts you will take as a retailer to convert footfall into sales.



Total No. of Questions : 5]

SEAT No :

**P 1468**

**[5365]-3036**

[Total No. of Pages :2

**M.B.A.**

**SUPPLY CHAIN MANAGEMENT SPECIALIZATION**

**306 - SCM : Logistics Management**

**(2016 Pattern) (Semester-III)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** Explain the concept of value addition from logistics perspective. What are the activities of logistics? Discuss.

OR

What is logistics management? Discuss the role and importance of logistics in modern economy.

**Q2)** Explain the problems associated with integrating logistics within organization.

OR

Discuss the interfaces of logistics with operations, manufacturing, marketing and supply chain within the organization.

**Q3)** Explain logistics system as:

- a) Cost centers and
- b) Nodes vs links.

OR

Write short notes on any two:

- a) Logistics channel
- b) Cost perspective
- c) Level of optimality.

**P.T.O.**

**Q4)** Discuss collaborative approach in logistics relationships. Give examples.

OR

Write short notes on any two:

- a) Competitive relationship.
- b) Product relationship.
- c) Spatial relationship.

**Q5)** What do you understand by service response logistics? Discuss its elements - service productivity and global service issues.

OR

Write short notes on any two:

- a) Service strategy development.
- b) Service delivery system.
- c) Service location and layout.



Total No. of Questions : 5]

SEAT No :

**P 1469**

**[5365]-3037**

[Total No. of Pages :2

**M.B.A.**

**SM-306: SERVICES PERFORMANCE MANAGEMENT  
(2016 Pattern) (Semester-III)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** a) Describe the concept of customer loyalty and customer delightment. Explain strategies for customer delightment in tourism industry.

OR

b) Design a waiting line strategies for a local Restaurant.

**Q2)** a) What is Service Blue Print? Describe different component of Service Blue Print.

OR

b) Explain the following terms with suitable example.

- i) "Customer as a Co-Producer"
- ii) "Customer as a Partial-Employee"

**Q3)** a) What is customer satisfaction in service? Describe the technique to measure customer satisfaction in service industry.

OR

b) Explain the role of TQM in service sector with suitable example.

**P.T.O.**

**Q4) a)** What do you mean by Service Recovery? Discuss various Service Recovery strategies.

OR

b) If you are the Manager of service organization and wanted to apply gap model to improve services, which gap would you start with? Why? in what order you proceed to close the gap?

**Q5) a)** Service Sector in India is growing rapidly Enlist the reasons for it's growth.

OR

b) "Reliance Jio :- Success or Failure"? Explain key factors of it's success or failure in Detail.

→ → →



Total No. of Questions : 10]

SEAT No :

**P 1470**

**[5365]-3038**

[Total No. of Pages :2

**M.B.A.**

**BOS 306: TOURISM AND HOSPITALITY MANAGEMENT (SPL.)  
(2016 Pattern) (Semester-III)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) Answer any Five Question from below.*
- 2) All Questions carry equal marks (10 marks).*

*Q1)* Explain the role and functions of international agencies in hospitality industries.

*Q2)* Explain what is full-fledged travel agency and what is their source of income.

*Q3)* Explain what is recreation leisure and adventure tourism with their relationship with different tourism organisation or institutions.

*Q4)* Explain various travel motivators of tourism.

*Q5)* Explain the various activities and impacts of western and eastern ecotourism.

*Q6)* Write short notes on:

- a) Geographic components of tourism.
- b) MICE.

*Q7)* Explain what is biodiversity and its conservation in ecosystem.

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

*Q8)* Explain various components of package tours.

*Q9)* Differentiate between Ecotel and Eco resorts.

*Q10)* Write in details about adventure, sports, religious, business and medical tourism.



Total No. of Questions : 5]

SEAT No :

**P 1471**

**[5365]-3039**

[Total No. of Pages :2

**M.B.A.**

**TM - 306: MANAGING INNOVATION - I  
(2016 Pattern) (Semester-III) (CBCS)**

*Time : 2¼ 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)** “We need to constantly Innovate to stay in this world of changing business scenario”. Explain this statement with illustrations. **[10]**

OR

b) Differentiate between Innovation and Creativity. **[10]**

**Q2) a)** Explain Incremental versus Radical Innovation as a part of Static Model. **[10]**

OR

b) Explain Foster’s S curve with examples. **[10]**

**Q3) a)** Explain the concept of Core Competencies. **[10]**

OR

b) Differentiate between Value Chain & Value Network. **[10]**

**P.T.O.**

**Q4) a) How do firms search for Innovation Opportunities? [10]**

OR

**b) Explain the concept of Innovation Portfolio in detail. [10]**

**Q5) a) Explain Sustaining Versus Disruptive Technologies with examples. [10]**

OR

**b) Explain trajectories of market need versus technology improvement with examples. [10]**

→ → →

Total No. of Questions : 5]

SEAT No. :

P2743

[Total No. of Pages : 2

[5365]-4001

MBA

401 : MANAGING FOR SUSTAINABILITY

(2016 Pattern) (Semester - IV)

*Time : 2.15 Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** State the types of stakeholders and their influence on business in the context of CSR.

OR

With reference to CSR, discuss the social and environmental problems and how they shape markets.

**Q2)** Elaborate the concept of social frame work of sustainable development.

OR

Write notes on (any two):

- a) Sustainable Development Vs Green Development
- b) Managing downside
- c) Equitable distribution

**Q3)** Discuss the business models for sustainable development in Global perspective.

OR

Write notes on (any two):

- a) Life Cycle Analysis
- b) Economic dimension of sustainable development
- c) Alternative Prism models for sustainability.

**P.T.O.**

**Q4)** Write notes on (any 2) :

- a) Governance Vs Management
- b) Agency Theory
- c) Governance issues in the public sector.

OR

Write notes on (any 2) :

- a) Purpose of good governance
- b) Friedman's Theory of CSR
- c) Role of IRDA as a regulator.

**Q5)** Discuss the importance and sources of 'Value System'.

OR

Write a notes on (any two):

- a) Ethical practices in Management.
- b) Strategies of Organisational Cultural Building
- c) Utilitarianism



Total No. of Questions : 5]

SEAT No. :

P2744

[Total No. of Pages : 2

[5365]-4002

M.B.A.

**403 (BIM) : BANKING REGULATIONS & LEGAL ASPECTS  
(2016 Pattern) (Semester - IV)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Describe money market, briefly explain the various instruments of money market. **[10]**

OR

b) The Banking Ombudsman Scheme (BOS) enables an expeditious and inexpensive forum to bank customers for resolution of complaints relating to certain services rendered by Bank, comment. **[10]**

**Q2) a)** Write short notes on (any two) : **[10]**

- i) Regional Rural Bank
- ii) Nationalized Banks
- iii) Cooperatives Banks

OR

b) Write a note on Disinvestment of shares by Government. **[10]**

**Q3) a)** Explain the steps involved in the procedure of opening A/c and taking insurance policies. **[10]**

OR

b) Differentiate between Secured Loan and Unsecured Loan with suitable examples. **[10]**

**P.T.O.**

**Q4) a)** Define Bank Guarantee, highlight the precautions to be taken for issuance of Bank Guarantee. **[10]**

OR

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

- i) UC PDC 600.
- ii) Invocation & Enforcement.
- iii) Letter of credit

**Q5) a)** Explain in detail lien, pledge and hypothecation with suitable examples. **[10]**

OR

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

- i) Types of securities.
- ii) Types of mortgages.
- iii) Escrow Arrangements.





Total No. of Questions : 5]

SEAT No :

**P 1472**

**[5365]-4003**

[Total No. of Pages : 1

**M.B.A.**

**DFM - 403 : DEFENCE ECONOMICS  
(2016 Pattern) (Semester - IV)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** a) Discuss the challenges to National security of India.

OR

b) Discuss the structure of Ministry of Defence.

**Q2)** a) What is Defence Economics? Explain the scope of defence Economics.

OR

b) Critically evaluate the Adam Smith's theory of war.

**Q3)** a) Explain the scope and nature of economic warfare.

OR

b) Explain the effects of war on National Economy.

**Q4)** a) Discuss the objectives of National security strategy of India.

OR

b) Examine the alternative approaches to Defence planning.

**Q5)** a) Discuss the scope of International relations.

OR

b) Discuss Marxism in international relations.

**x x x**

Total No. of Questions :5]

SEAT No. :

**P1473**

**[5365]-4004**

[Total No. of Pages : 2

**M.B.A.**

**403ED : SOCIAL ENTREPRENEURSHIP**

**(Semester-IV) (2016 Pattern)**

*Time : 2:15 Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Define social entrepreneurship. When did it emerge as a global movement?

**OR**

b) What is social Business? How is it different from social Entrepreneurship?

**Q2) a)** What is the difference between social entrepreneurship and Government?

**OR**

b) What is the relationship between social entrepreneurship and democracy?

**Q3) a)** Explain in detail a model of social change.

**OR**

b) How educational institutes can play a role in nurturing social innovators?

**Q4) a)** Critically evaluate the impact of social entrepreneurship.

**OR**

b) Can social entrepreneurs attract and cultivate talented human resource? Explain.

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

**Q5) a)** Discuss the objectives and activities of Grameen Bank.

**OR**

b) Explain the approaches adopted for the socio-economic influence of Hiware Bazar Village.



Total No. of Questions : 5]

SEAT No. :

P2745

[Total No. of Pages : 2

[5365]-4005

M.B.A. (Semester - IV)

403 (FBM) : ESSENTIALS OF FAMILY BUSINESS

MANAGEMENT - II

(2016 Pattern)

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** Discuss the various responsibilities of shareholders to the company.

OR

Explain the impact of sarbanes - Oxley on the family business and its board.

**Q2)** Explain the concept of cousin companies and various complexities in cousin companies.

OR

Write short notes on :

- a) Family council
- b) The family Assembly

**Q3)** Explain the various factors which may acts as resistance to succession planning in family business.

OR

Discuss in detail about the rewards and challenges for latter-generation family members in family business.

**P.T.O.**

**Q4)** Elaborate the statement “The CEO as architect of governance”.

OR

Discuss the unique roles of the CEO spouse.

**Q5)** Explain the three states of evolution in family business.

OR

Write short notes on :

- a) Intrapreneurship
- b) Changing the culture in family business.



Total No. of Questions :5]

SEAT No. :

**P1474**

**[5365]-4006**

[Total No. of Pages : 2

**M.B.A.**

**403-FIN : INDIRECT TAXATION  
(2016 Pattern) (Semester-IV)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *Solve any one from each question.*
- 2) *All questions are compulsory.*
- 3) *All questions carry equal marks.*

**Q1) a)** Discuss the various phases of GST roll out in India.

**OR**

b) What are the various taxes subsumed under GST? Discuss the benefits of GST.

**Q2) a)** What are the threshold limits for GST registration and explain the registration process in brief?

**OR**

b) What is composition scheme under GST? What conditions must be satisfied in order to opt for composition scheme?

**Q3) a) i)** M/s Quality foods & Beverages manufactures packed foods. During March 2018 the company sold 20,000 packets to it's dealers. The MRP is ₹ 20 each. However the company gives discount of 25%. Calculate the transaction value & taxliability if applicable tax rate is 9%. each for CGST and SGST.

ii) A dealer selling consumer goods to retailer costing ₹ 1,00,000. The freight charges of ₹ 5,000 are paid by the retailer. What would be the transaction value and GST? (CGST & SGST 5% each).

**OR**

b) M/S Shivam Electronics, a registered dealer under GST, imported goods worth of ₹ 1,00,000 and incurred expenses to produce final saleable goods. Basic customs duty on imports was chargeable @ 10%. These manufactured goods were sold within state at ₹ 4,50,000 plus applicable GST. Rate of CGST and SGST is 5% and 7% respectively compute cost of imported goods and GST payable & sales value.

**P.T.O.**

**Q4)** a) What is Input Tax credit? Explain in brief how Input Tax credit works & conditions for claiming the credit?

**OR**

b) How Input Tax Credit (ITC) can be utilised? Under what conditions there can be reversal of ITC?

**Q5)** a) Define the following terms relating to customs Act.

- i) Imported Goods
- ii) Customs Area
- iii) Dutiable Goods
- iv) prohibited Goods
- v) Coastal Goods

**OR**

b) Explain types of customs duties chargeable after implementation of GST.



Total No. of Questions :5]

SEAT No. :

**P1475**

**[5365]-4007**

[Total No. of Pages : 1

**M.B.A.**

**403 - HM : INTRODUCTION TO MEDICAL / HEALTHCARE  
TERMINOLOGY  
(Semester-IV) (2016 Pattern)**

*Time : 2.¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Write about Coronary Angiography.

**OR**

b) Write about carotid Angiography.

**Q2) a)** Write about P.C.P.N.L.

**OR**

b) Write about GD scopy.

**Q3) a)** Write about T.K.R.

**OR**

b) Write about Laparoscopic TL.

**Q4) a)** Write about Bronchoscopy.

**OR**

b) Write about Tooth Implant procedure.

**Q5) a)** Write about Adjuvant Chemotherapy.

**OR**

b) Write about Grave's disease.





Total No. of Questions :5]

SEAT No. :

**P1476**

**[5365]-4008**

[Total No. of Pages : 2

**M.B.A.**

**403 - HR : EMPLOYMENT RELATIONS  
(2016 Pattern) (Semester-IV)**

*Time : 2.¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Define employee relations. Describe the Dunlops Approach in detail.

**[10]**

**OR**

b) Explain the constitutional and legal framework of industrial relations.

**Q2) a)** Explain the Lay-off and retrenchment under Industrial Dispute Act. **[10]**

**OR**

b) Explain the provisions of chapter V under the contract labour Act 1970.

**Q3) a)** Explain the process of registration of Trade union.

**[10]**

**OR**

b) Discuss rights and liabilities of registered trade unions.

**Q4) a)** Explain the remedies to minimize the challenges in implementation of workers' participation in management. **[10]**

**OR**

b) Explain the importance of collective Bargaining in Industrial relations.

**P.T.O.**

**Q5) a)** Explain the current Trends in Employment Relation.

**[10]**

**OR**

**b)** Write short note (any two) :

- i) Works committee
- ii) Illegal strikes and lockouts
- iii) Unfair labour practices
- iv) Duties of labour court Tribunals.



Total No. of Questions : 5]

SEAT No. :

**P3963**

[Total No. of Pages : 2

**[5365]-4009**

**M.B.A. (Semester - IV)**

**403 (IB) : INTERNATIONAL BUSINESS ENVIRONMENT  
(2016 Pattern)**

*Time : 2¼ 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.*

**Q1) a)** What are tariff and non-tariff barriers and why are they imposed by countries? **[10]**

OR

b) The US is clearly tilting towards protectionism. How do you see this affecting world trade? **[10]**

**Q2) a)** Elaborate on the positive and negative effects of foreign investments in a country. **[10]**

OR

b) How do interest rates and movement of foreign exchange impact trade and investment flows. **[10]**

**Q3) a)** Clearly explain the 3 prime functions of IMF - Surveillance, Lending and Technical support. **[10]**

OR

b) What is agreement on Textile & Clothing? Explain its various provisions. **[10]**

**P.T.O.**

**Q4) a)** Explain the concept of International collaborative arrangement and strategic alliance. **[10]**

OR

b) What is an MNC? Discuss the involvement of MNCs in international business. **[10]**

**Q5) a)** Explain the structure and functioning of NAFTA. **[10]**

OR

b) Explain the Emerging Developments & other Issues in International Business. **[10]**

▽▽▽▽

Total No. of Questions :5]

SEAT No. :

**P1477**

**[5365]-4010**

[Total No. of Pages : 2

**M.B.A.**

**403-IT : SOFTWARE PROJECT MANAGEMENT  
(2016 Pattern) (Semester-IV)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** Explain difference between software project management and contract management. **[10]**

**OR**

Discuss plans and methods used for software project management.

**Q2)** Explain cost benefit Analysis in detail. **[10]**

**OR**

Explain strategic assessment and technical assessment for project management.

**Q3)** Discuss COCOMO model in detail. **[10]**

**OR**

Explain software project sequencing and scheduling.

**Q4)** Discuss software protect risk analysis, planning and control. **[10]**

**OR**

Explain CPM and PERT tools with example.

**P.T.O.**

**Q5)** Draw PERT diagram for following project and calculate critical path : **[10]**

Activity	Description	Duration	Predecessors
A	Develop project plan	3	-
B	Assign project task	4	-
C	Obtain hardware	5	A
D	Coding	6	A
E	Hardware installation	7	C
F	Testing	8	D
G	User acceptance	9	B
H	Support & maintenance	3	E, F, G

**OR**

You as a developer asked to develop as small application that analyses each course offered by a university and reports the average grade obtained in the course. Write a statement of scope, project initiation, project planning of this project.



Total No. of Questions :5]

SEAT No. :

**P1478**

**[5365]-4011**

[Total No. of Pages : 1

**M.B.A.**

**403 MC-STRATEGIC BRAND MANAGEMENT  
(Semester-IV) (2016 Pattern)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

- Q1)** a) What do you mean by brand? Why it is consider the most valuable assest for a company?  
b) Can everything be branded? Explain the statement with suitable examples.
- Q2)** a) Explain the term “Brand positioning”? Write the difference between “Points of parity and Points of Different”.  
b) How positioning of a brand affect through endorsing celebrity. Explain the match up between brand image and brand celebrity image.
- Q3)** a) As a marketing manager of a company develop appropriate brand strategy?  
b) What is “Brand Reinforcement” and “Brand Revitalization”.
- Q4)** a) What is Brand extension. Explain its advantages and disadvantages.  
b) Suppose you are a Marketing manager of multinational company design the marketing program to launch Brand extension.
- Q5)** a) What are benefits to the organisation for global branding? Give suitable examples.  
b) What do you understand by customer Based Brand Equity. Discuss it’s importance in today’s Era.



Total No. of Questions : 5]

SEAT No. :

**P3964**

[Total No. of Pages : 2

**[5365]-4012**

**M.B.A. (Semester - IV)**

**403 (MKT) : SERVICES MARKETING**

**(2016 Pattern)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates :*

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

**Q1)** Explain the nature of services. What are the unique characteristics of services?  
**[10]**

OR

Explain in brief Consumer Behavior in Services and factors influencing customer expectation of service.

**Q2)** Write in brief: **[10]**

- a) Explain GAP model of service quality.
- b) Discuss the need for measuring service quality.

OR

Discuss the major issues and challenges of service Communication in India.

**Q3)** Write in detail the factors involved in Design and Development of service marketing system in an organization. **[10]**

OR

Discuss the major issues and challenges of service marketing in India.

**P.T.O.**



**Q4)** Why is the 'people' element of the marketing mix so important in services marketing? **[10]**

OR

What is Internal Marketing? Explain the stages in developing internal marketing program.

**Q5)** Short Notes (Any Two) : **[10]**

- a) Financial & economic impact of service
- b) Factors influencing customer expectation of service
- c) Inseparability and Inventory of Services



Total No. of Questions :5]

SEAT No. :

**P1479**

**[5365]-4013**

[Total No. of Pages : 2

**M.B.A.-II**

**403 (OPE) : OPERATIONS STRATEGY AND RESEARCH  
(Semester-IV) (2016 Pattern)**

*Time : 2¼ 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.*
- 6) *Use calculator is permitted (as applicable).*

**Q1)** a) What is Operations Strategy? Explain Strategies and values competing through Operations. **[10]**

**OR**

b) Explain Importance of operations strategies. Discuss impact with corporate strategy. **[10]**

**Q2)** a) i) Explain value chain concept focus. **[5]**

ii) Write note on strategic issues in manufacturing. **[5]**

**OR**

b) What is Core competence? Explain Core competence and distinctive capabilities Discuss. **[10]**

**Q3)** a) Explain the concept of Change Management in association with operations strategy Implementation. **[10]**

**OR**

b) Explain in the detail about Just In Time and Lean manufacturing process with suitable example. **[10]**

**Q4)** a) What is Linear programming. Explain Simplex method with suitable example. **[10]**

**OR**

b) i) Explain Formulation of LPP. **[5]**

ii) Explain Sensitivity Analysis. **[5]**

**P.T.O.**

**Q5) a)** A Manager has a choice between two options : **[10]**

- i) A risky project promising Rs. 10 lakhs with a probability of 0.6 and Rs. 6 lakhs with a probability of 0.4
- ii) A diversified portfolio comprising of two projects with independent outcomes each paying Rs. 5 lac with a probability of 0.6 and Rs. 3 lakhs with a probability of 0.4.

Construct decision tree for using expected monetary value criteria.  
What is the optimal decision in this case?

**OR**

- b) Define Decision tree? Explain application of decision trees in making manufacturing decisions like expansion of present plant. Discuss. **[10]**



Total No. of Questions : 5]

SEAT No. :

**P3965**

[Total No. of Pages : 2

**[5365]-4014**

**M.B.A. (Semester - IV)**

**403 (RABM) : RURAL CREDIT & FINANCE**

**(2016 Pattern)**

*Time : 2.15 Hours]*

*[Max. Marks : 50*

*Instructions to the candidates :*

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

**Q1) a)** Discuss the role of agriculture in the economic development of India. **[10]**

OR

b) Explain the characteristics of Indian agriculture. **[10]**

**Q2) a)** Explain various financial intermediaries in agriculture with their respective functions. **[10]**

OR

b) What is the role of 'credit' in Agriculture? State the structure of Agriculture Finance in India. **[10]**

**Q3) a)** Explain the following in context of Co-operative Banks and Agriculture Finance; **[10]**

- i) Primary level credit institutions.
- ii) Special features of Co-operative banking.

OR

b) Explain the structure and functions of District Central Cooperative banks. **[10]**

**P.T.O.**

**Q4)** a) Discuss and explain the concept of 3C's, 7P's and 3R's of credit. [10]

OR

b) Explain the principle of Micro and Macro finance. [10]

**Q5)** a) Explain various players and approaches in the area of rural and micro finance. [10]

OR

b) Illustrate the role of BDS in rural finance. [10]

▽▽▽▽

Total No. of Questions : 5]

SEAT No. :

P2746

[Total No. of Pages : 2

[5365]-4015

M.B.A

403RM : E-COMMERCE AND DIGITAL MARKETING IN RETAIL

(2016 Pattern) (Semester - IV)

Time : 2.15 Hours]

[Max. Marks : 50

*Instructions to the candidates:*

- 1) *Solve any one from each question.*
- 2) *All questions are compulsory.*
- 3) *All questions carry equal marks.*

**Q1)** a) Explain advantages of E-commerce and challenges in the current market situation with examples.

OR

b) Define E-Commerce. Elaborate advantages of implementing E-commerce in today's market situation.

**Q2)** a) What do you mean by Electronic payment. Explain different types of Electronic payments used.

OR

b) Elaborate different tools used to promote Website.

**Q3)** a) Explain the term Search Engine Optimization.

OR

b) Elaborate different digital marketing techniques used to promote product or service.

**P.T.O.**

**Q4)** a) Discuss the spread of Social Media Marketing with examples and how it can impact on marketing of products and services.

OR

b) Write a short note on Campaign Marketing & Blog Marketing.

**Q5)** a) Discuss various options available on Mobile Marketing and its relevant advantages.

OR

b) What is Web Analytics? Explain importance of implementing web analytics.



Total No. of Questions :5]

SEAT No. :

**P1480**

**[5365]-4016**

[Total No. of Pages : 2

**M.B.A.**

**403 SCM : STRATEGIC SUPPLY CHAIN MANAGEMENT  
(2016 Pattern) (CBCS) (Semester-IV)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** What is the concept of SCM? Explain the strategic objection of SCM. **[10]**

**OR**

b) Briefly describe the concept of customer relationship management from the perspective of supply chain. **[10]**

**Q2) a)** Explain impact of 'customer needs' and 'impact of uncertainty'. **[10]**

**OR**

b) What is the concept of strategic fit? Explain the steps in achieving strategic fit. **[10]**

**Q3) a)** Explain Managing supply chain for strategic fit based on the impact of customer needs and impact of uncertainty. **[10]**

**OR**

b) Explain the impact of multiple product and customer segments for managing supply chain. **[10]**

**Q4) a)** Discuss the strategic partnerships and alliances. **[10]**

**OR**

b) Define outsourcing? Explain advantages and disadvantages of it with respect to SCM. **[10]**

**P.T.O.**



**Q5) a)** Elaborate the idea of supply chain faced challenges and to overcome adoption strategies for the future. **[10]**

**OR**

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

- a) Ethical Supply Chain
- b) Organizational Supply Chain challenges
- c) Intelligent system
- d) Globalization



Total No. of Questions : 5]

SEAT No. :

P2747

[Total No. of Pages : 2

[5365]-4017

M.B.A. (Semester - IV)

403 SER : STRATEGIC SERVICES MARKETING

(2016 Pattern)

*Time : 2.15 Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *All questions carry equal marks. (10 marks each)*

**Q1) a)** How does any service firm can build their competitive advantage. [10]

OR

- b) “Marketers focus on ‘Tangibilising the intangibles’, in order to make service look like product”. Comment on the statement.

**Q2) a)** Why both quantitative and qualitative research studies are used in service marketing. Explain with proper examples. [10]

OR

- b) “Advertising research plays a successful role in success of service provider”. Critically analyse the statement.

**Q3) a)** Think of a service organisation that retains you as a loyal customer. Why are you loyal to this provider? What are the benefits to you of staying loyal and not switching. What would it take for you to switch. [10]

OR

- b) “Northwest Mutual life insurance has a decision support system designed to help it understand its customers”. Discuss various applications of MDSS.

**P.T.O.**

**Q4) a)** Explain how service scape will play important role in Branding of Multi-speciality Hospital. **[10]**

OR

b) “Brand equity is the heart of brand management”. Analyse the statement in context to brand equity.

**Q5) a)** As a marketing manager of tours & travels company, design a service mix to motivate domestic tourists. **[10]**

OR

b) What are the areas in which marketing research can help a insurance industry.



Total No. of Questions : 5]

SEAT No. :

P2748

[Total No. of Pages : 1

[5365]-4018

M.B.A (Semester - IV)

403THM : STRATEGIC HOSPITALITY MANAGEMENT

(2016 Pattern)

*Time : 2.15 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) Discuss in detail origin & scope of strategic management. [10]

OR

b) Explain the strategic management process in detail.

**Q2)** a) Why do we need to analyze the Operating Environment? [10]

OR

b) Why is an Internal Analysis important?

**Q3)** a) Discuss in detail Corporate - Level Strategy and Restructuring. [10]

OR

b) Explain in detail Strategic Group Mapping.

**Q4)** a) Write a note on Organizational Design and Control. [10]

OR

b) Explain Functional-Level Resource Management.

**Q5)** a) Discuss in detail Future Global Strategies. [10]

OR

b) Explain in detail Strategies for Entrepreneurship and Innovation.



Total No. of Questions :5]

SEAT No. :

**P1481**

**[5365]-4019**

[Total No. of Pages : 2

**M.B.A.**

**TECHNOLOGY MANAGEMENT**

**TM - 403 : Technology Competition and Strategy (Special)  
(2016 Pattern) (Semester-IV)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidate:*

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

**Q1) a)** Explain the Technological characteristics of competitive Domains.

**[10]**

**OR**

b) Explain how Technology help in taking competitive advantages over the competitors of an organisation with example.

**[10]**

**Q2) a)** What do you mean by Technology Intelligence and write mechanisms for data collection for an organisation.

**[10]**

**OR**

b) Explain the contemporary challenges in mapping the Technology Environment for an organisation.

**[10]**

**Q3) a)** What do you mean by SWOT Matrix, N-by-N matrix and X-Y coordinating method.

**[10]**

**OR**

b) Explain core competencies and Exploitation of core competencies for an organisation.

**[10]**

**Q4) a)** Explain Business connections with Technology for an organisation.

**[10]**

**OR**

b) Explain Formulation of Technology strategy to have superior performance, Accountability to share holders, Government and other stake holders.

**[10]**

**P.T.O.**

**Q5) a)** Explain Technology strategy for collaboration between small and large firms. **[10]**

**OR**

b) How do you do collaborative arrangements in the domain of Technology strategy write with example? **[10]**



Total No. of Questions : 5]

SEAT No. :

P2749

[Total No. of Pages : 2

[5365]-4020

M.B.A (Semester - IV)

404 - BIM : TRENDS IN INSURANCE MANAGEMENT

(2016 Pattern)

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *Attempt all questions.*
- 2) *Each questions carry 10 marks.*
- 3) *Give relevant example.*

**Q1)** Define Insurance. List the various life & non-life insurance covers available in India.

OR

What are the basic principles of Insurance? Explain each one of them in detail.

**Q2)** Brief out the role of IRDA in supervising promotional activities.

OR

Protection of policy holders is a very important aspect in the insurance business. Explain the provisions for protection of the interest of policy holders provided by IRDA.

**Q3)** Define group Medclaim policy.

OR

Give in detail about the principles of health insurance products. Give examples.

**P.T.O.**

**Q4)** Explain the functions & advantages of reinsurance.

OR

What do you mean by General Insurance? What are the various categories of general insurance? Explain.

**Q5)** Explain the role of Information Technology in Insurance Industry.

OR

Explain International Trends in Insurance regulations.





Total No. of Questions : 5]

SEAT No. :

**P2750**

[Total No. of Pages : 1

**[5365]-4021**

**M.B.A (Semester - IV)**

**404 DFM : NATIONAL POWER AND DEFENSE POLICY**

**(2016 Pattern)**

*Time : 2.5 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) Write a note on Collective Security and Deterrence. [10]**

OR

b) Discuss the role of National Interest and Ideology in International Relations.

**Q2) a) Write a note on IMF. [10]**

OR

b) Explain in detail Neo-Colonialism and Dependency.

**Q3) a) Discuss the subjects of International Law. [10]**

OR

b) Explain the relationship between International Law and Municipal Law.

**Q4) a) Discuss the concept of Operations of Strategic Forces. [10]**

OR

b) Explain Operational Objectives and concept of Operations in Deserts.

**Q5) a) Explain the role of Private Sector in Defence Production. [10]**

OR

b) Discuss in detail Contemporary Trends in India's Defense Expenditure.



Total No. of Questions :5]

SEAT No. :

**P1482**

[Total No. of Pages :2

**[5365] - 4022**

**M.B.A**

**404 ED : INVESTING IN SCIENCE & TECHNOLOGY**

**(2016 Pattern) (Semester - IV)**

*Time : 2¼ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1) a)** Explain the concept of Investing and also highlight the various reasons & Importance of technology investing for a start - up firm with suitable examples. **[10]**

OR

b) Describe in detail the Investment approach. **[10]**

**Q2) a)** Briefly explain the various steps of Investment planning. **[10]**

OR

b) Write short note on (Any 2) **[10]**

- i) Drafting capital program & Budget Documents
- ii) Designing Organisation Structure.
- iii) Process of Project Request steps .

**Q3) a)** Define Technology Entrepreneurship, also explain the importance of technology for a start-up with appropriate examples. **[10]**

OR

b) Briefly explain the various factors which influences the formation of Technology firm. **[10]**

**P.T.O.**

**Q4) a)** Write short notes on (Any two). **[10]**

- i) Role of VNESCO in funding organisations.
- ii) Government of India Initiative for Investing in Science & Technology.
- iii) Role of Bill Gate Foundations.

OR

b) Describe in detail the types and role of International Funding Agencies. **[10]**

**Q5) a)** Discuss in detail the success story of any Indian technology Enterprenur. **[10]**

OR

b) Highlight the various factors responsible for a successful entrepreneur. With appropriate example of your choice. **[10]**



Total No. of Questions :5]

SEAT No. :

**P1483**

[Total No. of Pages :2

**[5365] - 4023**

**M.B.A**

**404 - FBM : MANAGING INNOVATION - II**

**(2016 Pattern) (Semester - IV)**

*Time : 2¼ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Each question has an internal option.*
- 3) *Each questions 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)** What are various Generic Strategies for World Wide Innovation? Elaborate the strategies with Examples. **[10]**

OR

b) Explain various methods of Globalisation for Innovations with examples. **[10]**

**Q2) a)** “Understanding Techno-economic factors for while innovation is important”. Do you agree? Why? **[10]**

OR

b) Explain stages involved in Implementation of Innovation. **[10]**

**Q3) a)** Elaborate the Government’s role in promoting innovation in the country. **[10]**

OR

b) What are the Macro Economic fundamentals supporting innovation in the country? **[10]**

**P.T.O.**

**Q4) a)** Explain CI-3 frame work with suitable examples. **[10]**

OR

b) Elaborate the concept of Innovation in Service Industry. What different innovations have been done in Service industry in India? Explain any two of those. **[10]**

**Q5) a)** Explain a case of any Social Innovator you know. **[10]**

OR

b) Explain a case of any Organisational Innovator occur recently. **[10]**



Total No. of Questions : 5]

SEAT No. :

**P3966**

[Total No. of Pages : 2

**[5365]-4024**

**M.B.A. (Semester - IV)**

**404 (FIN) : INTERNATIONAL FINANCE**

**(2016 Pattern)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates :*

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

**Q1)** Explain the importance of International Financial Institutions. Enumerate role of International Monetary Fund (IMF) & World Bank in detail.

OR

Write short Note on :

- a) Purchasing Power Parity
- b) Issues in Overseas funding

**Q2)** Explain the need for forecasting 'Exchange Rates'. State various fundamental factors affecting Exchange Rates.

OR

Explain the concept of Hedging& techniques of Hedging.

**Q3)** External Commercial Borrowings are must for Cross Border International Acquisitions - Discuss. Also explain Foreign Bonds & Euro Bonds in detail.

OR

What are the various methods of raising resources by borrowers in international market?

**P.T.O.**

**Q4)** What is the role of “International Bond Market” in raising international currency loans? Also explain various types of Bonds.

OR

Explain the syndication processes in practice .What are the types of syndicated loans?

**Q5)** Explain the role & significance of ‘Financial Reporting Standards’ in the international Trade.

OR

Short Note on :

- a) International Receivables Management
- b) International Cash Management

▽▽▽▽

Total No. of Questions :5]

SEAT No. :

**P1484**

[Total No. of Pages :2

**[5365] - 4025**

**M.B.A.**

**STRATEGIC PLANNING AND HEALTHCARE MANAGEMENT**

**404 HM : Specilisation Health Care Management.**

**(2016 Pattern) (Semester - IV)**

*Time : 2:15 Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1) a)** Define strategic management, elaborate in detail the process of strategic management with the help of flow chart. **[10]**

OR

b) What do you mean by strategic map. Prepare a strategic map for a trauma centre & Accident hospital? **[10]**

**Q2) a)** Illustrate with suitable example for Avoiding failures and sustaining competitive advantage in health care Industry. **[10]**

OR

b) Explain the strategies used in global environment for restructuring health care industry. **[10]**

**Q3) a)** Explain in detail the steps involved in formulation & implementation of strategies to achieve competitive advantage in health care industry. **[10]**

OR

b) Write short note on

i) Blue ocean strategy **[5]**

ii) Red ocean strategy **[5]**

**P.T.O.**



**Q4) a)** Explain in detail different techniques of strategic evaluation & control in health care industry. **[10]**

OR

b) Write short note on

i) Gap Analysis **[5]**

ii) Corporate portfolio Analysis **[5]**

**Q5) a)** Frame a Business model for dental hospital using ecommerce. **[10]**

OR

b) Explain in detail the concept of returns on strategic investment with suitable example of health care industry. **[10]**



Total No. of Questions : 5]

SEAT No. :

P2751

[Total No. of Pages : 2

[5365]-4026

M.B.A. (Part - II) (Semester - IV)

404 - HR : STRATEGIC HUMAN RESOURCE MANAGEMENT

(2016 Pattern)

*Time : 2 Hours 15 Min.]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *All questions carry equal marks. (10 Marks)*

**Q1)** Explain life cycle of organization and HRD.

OR

Describe different types of HR strategies.

**Q2)** Define the term Retention. What are the factors influencing retention of employees in today's competitive labour market.

OR

Explain the career planning perspective including organizational and individual centered career planning.

**Q3)** Explain the concept of cross-cultural diversity. Define the strategies for managing Diversified workforce.

OR

What are the different characteristics of learning organisations? Define the HRM Role in learning organisations.

**P.T.O.**

**Q4)** What are the different policies and programmes of attraction and retention in an organisation?

OR

What are the objectives of compensation management system? Define the components of compensation.

**Q5)** How can ethics be approached in different ways and what are the different ethical issues that take place in an organisation

OR

Give a detailed account of leadership and motivation in global context.



Total No. of Questions :5]

SEAT No. :

**P1485**

[Total No. of Pages :2

**[5365] - 4027**

**M.B.A.**

**MBA-404 IB : INDIAN ECONOMY AND TRADE DEPENDENCIES  
(2016 Pattern) (Semester - IV)**

*Time : 2¼ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1) a)** Explain the growth of National Income Since 1991.

OR

- b) What are the components of Human Development Index (HDI)? Explain briefly each component.

**Q2) a)** Evaluate the Human Capital Formation in India.

OR

- b) Discuss the measures for reduction of poverty in India.

**Q3) a)** “Outsourcing proved competitive strength of Indian IT Industry in the world” \_\_\_\_ Do you agree? Discuss with the help of suitable examples.

OR

- b) Discuss in detail development of small sector Industries in India since 1991.

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

**Q4)** a) Discuss the benefits of foreign direct investment and foreign institutional investment in India.

OR

b) What is Balance of Trade and Balance of Payment? Explain Balance of payment crisis since 1991?

**Q5)** a) Discuss the role of WTO in Indian economy.

OR

b) Write a note on India's Foreign Exchange Reserves.



Total No. of Questions :5]

SEAT No. :

**P1486**

[Total No. of Pages :2

**[5365] - 4028**

**M.B.A.**

**ERP - 404 IT : ENTERPRISE RESOURCE PLANNING (ERP)  
(2016 Pattern) (Semester - IV)**

*Time : 2¼ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1)** Explain ERP architecture in detail & write the advance features of ERP. [10]

OR

What is ERP? Explain the success and failure factors of an ERP system?[10]

**Q2)** Discuss the ERP implementation life cycle for an organization. [10]

OR

What are the different methodologies of implementing ERP? [10]

**Q3)** Explain the functional modules of ERP in details. [10]

OR

Explain the details about ERP functional modules like HRM. [10]

**Q4)** Explain the details about Data warehousing and Data mining? [10]

OR

Explain in details Business process Re-engineering related to ERP? [10]

**P.T.O.**

**Q5)** XYZ Pvt. Ltd. is a manufacturing company providing services to various big companies in India & abroad. However currently the company is facing lot of problems due to huge competition in manufacturing sector. You as a ERP consultant suggest how ERP Implementation can prove as better tool to improve companies overall functioning. List all modules and sub- modules and discuss any three modules of ERP which will be suitable for XYZ Pvt. Ltd. company.

[10]

OR

‘XYZ Bank’ is planning for implementation of ERP in their organisation. Which all modules would you prefer to implement in such an organisation. Discuss the role of consultant in the implementation. Also throw some light on the challenges faced during the implementation.

[10]



Total No. of Questions : 10]

SEAT No. :

**P2752**

[Total No. of Pages : 2

**[5365]-4029**

**M.B.A. (Semester - IV)**

**404 - DMCM : SPECIALIZATION DIGITAL MEDIA AND  
COMMUNICATION MARKETING**

**Internet Marketing - II (Theory)**

**(2016 Pattern)**

*Time : 2.15 Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** Explain key concepts of electronic customer relationship marketing (e-CRM) in detail with suitable examples. **[10]**

OR

**Q2)** Explain various stages of Implementing e-CRM. **[10]**

**Q3)** Elaborate various factors to be considered, before designing a website project. **[10]**

OR

**Q4)** Explain various elements of website design. **[10]**

**Q5)** What is interactive marketing communication? Elaborate characteristics of interactive marketing communication. **[10]**

OR

**Q6)** Explain advantages and limitations of using offline communications to support e-commerce. **[10]**

**P.T.O.**



**Q7)** Elaborate the concept of Search Engine Optimisation (SEO) pay-per-click (PPC) with suitable examples. **[10]**

OR

**Q8)** Discuss the concept of online Advertising and online public relations. **[10]**

**Q9)** Elaborate various factors to be considered to evaluate performance of Internet Marketing. **[10]**

OR

**Q10)** Explain the concept of website maintenance in detail also explain the concept of content marketing. **[10]**



Total No. of Questions : 5]

SEAT No. :

**P2753**

[Total No. of Pages : 2

**[5365]-4030**

**M.B.A (Semester - IV)**

**404 - MARKETING : SALES AND DISTRIBUTION**

**MANAGEMENT**

**(2016 Pattern)**

*Time : 2.5 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.*
- 4) Figures to the right indicate marks for that question.*
- 5) Your answer should be specific and to the point.*

**Q1)** A) Define what is sales planning? Explain sales planning process?

OR

B) What are different types of distribution channel? Design channel for consumer goods?

**Q2)** A) What are the criteria for selection of channel member?

OR

B) Define what are field sales planning? What are the types of compensation plan?

**Q3)** A) What the methods of sales forecasting?

OR

B) Write short notes on :

- i) Sales Audit
- ii) Tale/Mobile Marketing

**P.T.O.**

**Q4)** A) What is the significance and importance of franchisee in channel design?

OR

B) What are the different types of wholesalers?

**Q5)** A) What the functions and importance of Retailing?

OR

B) What are the factors affecting selection of Location for Retailing?



Total No. of Questions : 5]

SEAT No. :

**P2754**

[Total No. of Pages : 2

**[5365]-4031**

**M.B.A. (Semester - IV)**

**404 - (OPE) : TOTAL QUALITY MANAGEMENT**

**(Operation Specialization)**

**(2016 Pattern)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a) Define Quality. What is little q and Big Q? Explain. [10]**

OR

- b) What is the role of Quality Circle in improving quality at Shop Floor?  
What are the limitations of Quality Circle? [10]

**Q2) a) Explain Deming's 14 Point Philosophy. [10]**

OR

- b) Discuss the Philosophy given by Crosby. [10]

**Q3) a) Explain 7 QC Tools. [10]**

OR

- b) What is Quality Function Deployment? Explain difficulties associated with QFD. [10]

**P.T.O.**

**Q4) a)** Elaborate Statistical Quality Control and its benefits. **[10]**

OR

b) Write short note on any two. **[10]**

i) Benefits of Control Charts

ii) P Chart and C Chart

iii) Six Sigma Quality

**Q5) a)** Quality Management Awards are always influencing to maintain the Quality by Manufacturer or Service Provider. Justify the Statement with Suitable example. **[10]**

OR

b) Explain the Criteria for Malcolm Baldrige National Quality Award. **[10]**



Total No. of Questions :5]

SEAT No. :

**P1487**

[Total No. of Pages :2

**[5365] - 4032**

**M.B.A**

**RABM - 404 : RURAL MARKETING - II**

**(2016 Pattern) (Semester - IV)**

*Time : 2¼ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1) a)** What are different product decisions to be taken for any marketing organisation while entering in Rural markets? **[10]**

OR

b) Discuss various brand Building Strategies with suitable examples. **[10]**

**Q2) a)** Explain the Pricing Strategy decision based on its product life cycle with illustrations. **[10]**

OR

b) Discuss the concept & significance of Rural Pricing with its objectives. **[10]**

**Q3) a)** Describe Distribution decisions for New entrant in Rural Markets? **[10]**

OR

b) Explain the distribution strategies of Rural markets & it's challenges. **[10]**

**P.T.O.**

**Q4) a)** What are the different roles of retailers with specific to Rural markets. Explain with suitable examples. **[10]**

OR

b) Discuss the current Rural retailing scenario in Indian Rural Markets. Also discuss Rural Malls impact on Retail Business. **[10]**

**Q5) a)** Explain the concept, objectives & challenges of Rural IMC. **[10]**

OR

b) Design communication strategy for Rural Markets for any one of following product. **[10]**

i) Cookies & Biscuits.

ii) 150 Cc Bike.



Total No. of Questions : 5]

SEAT No. :

P2755

[Total No. of Pages : 2

[5365]-4033

M.B.A. (RM) (Semester - IV)

404 - (RM) : INTERNATIONAL RETAILING

(2016 Pattern)

*Time : 2.15 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)** What are the strategies adopted for branding and positioning of product while doing International Trade? **[10]**

OR

What are the strategies adopted for International distribution and logistics of product while doing International Trade?

**Q2)** What are basis for the assessment of potential market for International trade? Why do retailers internationalize? **[10]**

OR

What are the trends in the internationalization of retailing and discuss about the evolution of international retailing?

**Q3)** Elaborate the concept of cross-market subsidization. Illustrate the concept of Global Strategic Offensives. **[10]**

OR

What are the factors considered while forming strategic alliances and making joint ventures with foreign partners.

**P.T.O.**



**Q4)** Elaborate the concept of Multi-dimensional scaling techniques. Emphasize upon conjoint analysis with illustrations. **[10]**

OR

How retail positioning and branding is done in International trade? Discuss about retail structure in International trade.

**Q5)** What are the factors considered for distribution and logistics in International market? Give appropriate examples. **[10]**

OR

How the international marketing plan is developed and controlled. What are the measures considered for control of International marketing plan?



Total No. of Questions :5]

SEAT No. :

**P1488**

[Total No. of Pages :2

**[5365] - 4034**

**M.B.A**

**SCM - 404 : KNOWLEDGE MANAGEMENT IN SUPPLY CHAIN  
(CBCS) (2016 Pattern) (Semester - IV)**

*Time : 2:15 Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1) a)** Explain in detail the framework of IT in supply chain? **[10]**

OR

b) Briefly describe the concept of customer relationship management from the perspective of supply chain? **[10]**

**Q2) a)** Explain the importance of information system in supply chain? **[10]**

OR

b) i) Write note on information for strategic SC decisions. **[10]**

ii) Explain the Risk and challenges in implementing supply chain information system?

**Q3) a)** Explain web enabled supply chains and the use of technology applications in supply chain? **[10]**

OR

b) What do you mean by digital markets and efficient supply chain? **[10]**

**P.T.O.**

**Q4) a)** Describe in brief various opportunities related with E-supply chain?[10]

OR

b) What is impact of E-Business on Supply Chain Management? [10]

**Q5) a)** Explain the infrastructure of information technology with regard to supply chain in detail? [10]

OR

b) Write short note on (any two). [10]

i) GPRS

ii) Image precept of ERR in detail

iii) Explain the concept of ERR detail

iv) Explain the infrastructure of information technology with regards to supply chain in detail



Total No. of Questions :5]

SEAT No. :

**P1489**

[Total No. of Pages :2

**[5365] - 4035**

**M.B.A.**

**SERVICES MANGEMENT SPECIALISATION**

**(404 -SER) : Sectorial Service Management**

**(2016 Pattern) (Semester - IV)**

*Time : 2:15 Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Internal options have been provided for each questions.*
- 3) *All questions carry equal marks.*

**Q1) a)** What do you mean by Business services? Describe the salient features of services?

OR

b) Discuss any one classification of services. What are the basic characteristics of services and goods?

**Q2) a)** Elaborate on different types of Hospital Services and the segmentwise users of health care services?

OR

b) The banking Industry has experienced a sea change in the recent years. Discuss the recent trends in banking which have enhanced the customer service experience?

**Q3) a)** Discuss some major Tourist segments and their main marketing characteristics?

OR

b) Elaborate the role of 'Advertising and sales promotions in Tourism services'? Discuss various sales Promotion Techniques

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

**Q4)** a) Discuss the scope and importance of the Hotel and catering Services with the classification of Hotels.

OR

b) Describe various kinds of promotion methods used by the Hotel Industry?

**Q5)** a) Elaborate on the buying behavior and purchase criterion of Retail consumer?

OR

b) Describe the different types of retail formats with suitable examples?



Total No. of Questions : 5]

SEAT No. :

P4247

[Total No. of Pages : 1

[5365]-4036

M.B.A. (Semester - IV)

404 - THM- TOURISM PLANNING & DEVELOPMENT

(2016 Pattern)

*Time : 2.15 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 is Tourism planning? Explain the characteristics and key supply components in detail.

OR

- b) Discuss the economic impact of Tourism Planning and Development. How can we measure and forecast demand.

**Q2)** a) What are the major parameters of Tourism Destination Management? Share your thoughts in detail.

OR

- b) How an organisation or country can formulate a Tourism Policy to deal with crisis?

**Q3)** a) What are Major Parameters of tourism destination management explain in detail.

OR

- b) What is Tourism Destination Planning? What are the key design and Innovations in Tourism Planning.

**Q4)** a) Please elaborate on Tourism as Capitalism.

OR

- b) What are key environmental issues in Tourism Planning?

**Q5)** a) Please explain in detail the forces impacting the future of Tourism.

OR

- b) How a Demographic Shift would influence the future of Tourism? Please explain.



Total No. of Questions :5]

SEAT No. :

**P1490**

[Total No. of Pages :2

**[5365] - 4037**

**M.B.A.**

**404 - TM : MANAGING INNOVATION - II**

**(2016 Pattern) (Semester - IV)**

*Time : 2¼ 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 various methods of Globalisation for Innovations with examples. **[10]**

OR

b) How Innovators can protect Entrepreneurial Rents? Elaborate with examples. **[10]**

**Q2) a)** Explain a Product Lifecycle for an Innovative Product. Elaborate the stages with suitable examples. **[10]**

OR

b) Explain stages involved in Implementation of Innovation. **[10]**

**Q3) a)** What are public complementary assets? Explain the role of government as provider of public complementary assets. **[10]**

OR

b) What are the Macro Economic Fundamentals supporting innovation in the country? **[10]**

**P.T.O.**

**Q4) a)** Elaborate the concept of Innovation in Service Industry. What different innovations have been done in Service industry in India? Explain any two of those. **[10]**

OR

- b) Write a short notes (Any two). **[10]**
- i) Customer blending in Service Innovations
  - ii) Customer Mind Mapping
  - iii) Customer Ecosystem Mapping

**Q5) a)** Compare Innovations in India with any developed country. **[10]**

OR

- b) Explain a case of any Organisational Innovator occur recently. **[10]**

