

Total No. of Questions : 5]

SEAT No. :

P4257

[Total No. of Pages : 1

[5376]-101

P.G.D.B.M.

ORGANISATIONAL BEHAVIOUR

(2013 Pattern)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Explain the various theoretical framework for understanding OB. [10]

OR

b) Discuss OB as an art or science and explain the importance of OB.[10]

Q2) a) "It is very important to have emotional intelligence along with the right attitude, to survive and grow in an organisation" Discuss. [10]

OR

b) Explain the vrooms motivation model in detail. [10]

Q3) a) Discuss the success story of any two transformational leaders. [10]

OR

b) Explain the importance of working in a group and describe the 5 stages of group development in detail along with a suitable example. [10]

Q4) a) What is work culture, explain with a suitable example and discuss the concept of work place spirituality. [10]

OR

b) "A strong culture affects on organisation's effort to improve diversity". Discuss. [10]

Q5) a) What are the different organisational strategies for implementing change. [10]

OR

b) Explain the seven stage model of change in detail. [10]



Total No. of Questions :5]

SEAT No. :

P4079

[5376]-102

[Total No. of Pages : 3

P.G.D.B.M.

102 : ACCOUNTING FOR BUSINESS DECISIONS

(2013 Pattern) (Semester-I)

Time : 2.30 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All Questions are Compulsory.*
- 2) *All questions carry equal marks.*
- 3) *Use of Non Programmable calculators is allowed.*

Q1) “Management Accounting plays an important role in helping management in decision making”. Do you agree? Justify your answer.

OR

Write notes on (Any Two) :

- i) Dual Aspect Concept
- ii) Going Concern Concept
- iii) Convention of Conservatism

Q2) What do you understand by ‘Financial Statements’? Give the format of Financial Statement of a Sole Proprietorship firm.

OR

Write notes on (Any Two) :

- i) Objectives of Financial Statements
- ii) Schedule VIth of Companies Act.
- iii) Limitations of Financial Statements

Q3) The following information of M/s Jagdish and Sons is available. Prepare a cost sheet showing Prime Cost, Works Cost, Total cost of production, Cost of Sales and profit.

Particulars	Amount (Rs.)	Particulars	Amount (Rs.)
Sales	10,00,000	Direct Wages	80,000
Direct Expenses	75,000	Factory Rent	50,000
Storekeeper Salary	40,000	Salary (Office)	1,20,000
Direct Material	3,50,000	Salary (Sales)	80,000
Showroom Rent	15,000	Director’s Fees (Marketing)	50,000

P.T.O.

OR

From the following details calculate prime cost, factory cost, cost of production, cost of sales and profit from the following particulars :

Particulars	Amount (Rs.)	Particulars	Amount (Rs.)
Sales	20,00,000	Direct Wages	4,00,000
Storekeeper Salary	20,000	Wages of Foreman	50,000
Direct Material	12,00,000	Electric Power	10,000
Oil & water	10,000	Warehouse Charges	10,000
Office Rent	25,000	Travelling Expenses	20,000

Q4) Following transactions have taken place in respect of a material during March 2017.

Date	Particulars
01	Opening balance 1500 units @ Rs. 8 per unit
03	Purchased 300 units @ Rs. 9 per unit
05	issued 1200 units
09	purchased 800 units @ Rs. 10 per unit
15	issued 700 units
19	issued 200 units
23	purchased 500 units @ Rs. 9.50 per unit
30	issued 400 units

Prepare the stores ledger account assuming that the issues are valued on LIFO Basis.

OR

M/s Raj & Co. manufactures a product whose following information is available for the year 2017 :

- Monthly demand for product 3,000 units
- Cost of placing an order Rs. 300
- Annual carrying cost per unit Rs. 60
- Minimum usage 100 units per week
- Normal usage 140 units per week
- Maximum usage 180 units per week
- Reorder period 4 to 6 weeks

Calculate :

- i) EOQ
- ii) Re-order level
- iii) Minimum level
- iv) Maximum level
- v) Average stock level

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

Period	Sales Rs.	Profit Rs.
I	9,00,000	90,000
II	11,00,000	1,30,000

You are required to calculate :

- i) P/V Ratio
- ii) Fixed Cost
- iii) B.E.P.
- iv) Profit at an estimated Sales of Rs. 15,00,000
- v) Sales required to earn a profit of Rs. 2,00,000.

OR

Prepare a Cash budget for three months ended 31-3-2017 from the books of Bharat Co. Ltd. Pune.

2016-17 Months	Credit Sales (Rs)	Purchases (Rs.)	Wages (Rs.)
November, 2016	1,00,000	80,000	5,000
December, 2016	90,000	70,000	6,000
January, 2017	1,10,000	1,00,000	4,500
February 2017	60,000	95,000	5,500
March, 2017	80,000	1,30,000	7,000

40% of credit sales will be realized in the month following sales and remaining 60% in the second month following. The creditors will be paid in the month following purchases. Interest of Rs. 5,000 will have to be paid in the month of March 2017. Wages are paid in the same month.

The opening balance of cash as on 1-1-2017 was Rs. 20,000.



Total No. of Questions : 5]

SEAT No. :

P4080

[5376]-103

[Total No. of Pages : 1

P.G.D.B.M.

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions carry 10 marks each.*
- 2) *Attempt any five.*
- 3) *Draw graphs wherever necessary.*

- Q1)** a) Define Economics. Explain nature and importance of Economics in business decision making.
b) What are the basic economic problems at micro and macro level?
- Q2)** a) Explain how pricing is done under perfect competition in the long run?
b) Explain the types of Elasticity of demand with graphs.
- Q3)** a) Explain the concept of cost with various types.
b) Defin Risk. How we can go for Expected value computation?
- Q4)** a) Explain the roles and functions of money market is India.
b) Explain the Role of SEBI in capital market.
- Q5)** a) Explain the concept of National Income.
b) What are the various Roles played by W.T.O. in Foreign Trade.



Total No. of Questions :5]

SEAT No. :

P4081

[Total No. of Pages :2

[5376] - 104

P.G.D.B.M.

104 : BUSINESS RESEARCH METHODS

(2013 Pattern) (Semester - I)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each questions has an internal option.*
- 3) *Each questions carries 10 marks*
- 4) *Make suitable assumptions where ever required.*

Q1) a) What is business research? What are the objectives and importance of business research?

OR

- b) Draft a research proposal for any one of the following.
- i) To conduct a study on advertisement effectiveness for automobile company.
 - ii) An insurance company in evaluating the effectiveness of its services.

Q2) a) What is descriptive researcch design? What are its type and state its advantages?

OR

- b) i) What is hypothesis? What are the good qualities of hypothesis?
- ii) State the dependent and independent variable for any one of the following situations:
- 1) Advertising expenses and sales.
 - 2) Employee training and Employee productivity

P.T.O.

Q3) a) What is primary data? What are advantages and disadvantages of primary data over secondary data?

OR

b) Prepare a questionnaire for any one of the following situation

- i) Causes of small scale industries in sickness in India.
- ii) Problems faced by customers in online shopping.

Q4) a) Define the following concept with example.

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

OR

- b) i) How is Simple Random Sampling done & when it is suitable?
- ii) Explain the Characteristics of good sampling.

Q5) a) What are non-parametric tests? How they are different from parametric tests? Explain the advantages and disadvantages of non-parametric tests.

OR

b) What are Mean, Median, Mode? Explain its merits and demerits of them.



Total No. of Questions :5]

SEAT No. :

P4082

[5376]-105

[Total No. of Pages : 1

P.G.D.B.M.

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

Time :2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) a) Define Management. Explain the importance and nature of Management.

OR

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

Q2) a) Define organisation. Explain the principles of organisations.

OR

b) “Delegation of authority is good management technique”. Comment.

Q3) a) Discuss the nature and significance of Planning in an industrial enterprise.

OR

b) Explain the concept of M.B.O. State the pros and cons of MBO.

Q4) a) Discuss the process of controlling in detail.

OR

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

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

OR

b) Explain briefly Lewin’s Force Field Theory of change.



Total No. of Questions : 5]

SEAT No. :

P4083

[5376]-201

[Total No. of Pages : 1

PGDBM

**201: BASICS OF MARKETING
(2013 Pattern) (Semester-II) (CBCS)**

Time :2½Hours]

[Max. Marks :50

Instructions to the candidates:

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

- Q1)** a) Define marketing.Explain the following core concepts of marketing.
i) Need ii) Want
iii) Demand iv) Customer Satisfaction.

OR

- b) Explain in detail “Holistic Marketing Orientation”.

- Q2)** a) Name any five points on How Organizational Buying behavior is different from consumer Buying behavior.

OR

- b) Explain ‘Five steps buyer decision process’ with suitable examples.

- Q3)** a) Define ‘Marketing Environment’. Elaborate on “Need for analysing marketing environment”.

OR

- b) Explain in detail the concept of “Market Potential” and “Market Share” with suitable examples.

- Q4)** a) What is ‘Segmentation’?What are the criteria’s for effective segmentation?

OR

- b) Explain the concepts of ‘Differentiation, Positioning, value preposition and USP’?

- Q5)** a) What is meant by ‘Goods’ & services continuum’? How are consumer products classified?

OR

- b) Explain product Mix in detail.



Total No. of Questions :5]

SEAT No. :

[Total No. of Pages :5

P4084

[5376] - 202

P.G.D.B.M

202 : FINANCIAL MANAGEMENT

(2013 Pattern) (Semester - II)

Time : 2 ½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) Define financial management. Explain scope & functions of finance. **[10]**

OR

Q1) Write short notes on: **[10]**

- i) Financial planning.
- ii) CAPM.

Q2) Describe the concept, causes & remedies of over - capitalization **[10]**

OR

Q2) Define leverage. Explain types of leverages. If operating leverage of a firm is high; would you suggest financing a new project entirely through debentures? why? **[10]**

Q3) Sarthak Ltd is considering a project with initial cash outflow of INR 50,000. It has a life of 5 years & zero salvage value. Tax rate is 50%. The estimated cash flows before depreciation & tax are as follows: **[10]**

Year	CBDT
1	10,000
2	11,000
3	13,000
4	15,000
5	20,000

P.T.O.

Compute:

- i) Payback period.
- ii) ARR.
- iii) NPV @ 10%.

OR

Q3) Sairaj & Sons is considering a project with cash inflows given as below in its lifetime of 5 years. **[10]**

Year	Cash Inflow
1	1,00,000
2	1,00,000
3	1,50,000
4	1,50,000
5	2,50,000
Total	7,50,000

If the initial outflow for the project is Rs. 4,50,000 & cost of capital is 10%; calculate:

- i) Payback period.
- ii) NPV.
- iii) Profitability Index.
- iv) Discounted payback period.

Q4) A firm has owner's equity of Rs. 2,40,000. The ratios for the firm are as follows: **[10]**

Total debt to owner's equity	0.6
Fixed assets to owner's equity	0.6
Current debt to total debt	0.4
Total assets turnover	2 times
Inventory turnover	8 times

Use above information to complete the following balance sheet:

Liabilities	Amount	Assets	Amount
Owner's equity		Fixed Assets	
Short term debt		Inventory	
long term debt		Cash	

OR

Q4) Balance sheet of Lincoln's Ltd is given below

[10]

Balance sheet of Lincoln Ltd as on 31.03.2017

Liabilities	Rs.	Assets	Rs.
Share Capital	10,00,000	Land & Building	5,00,000
Profit & Loss A/c	1,50,000	Plant & Machinery	7,50,000
Reserves & Surplus	50,000	Inventory	4,00,000
10% Debentures	5,00,000	Debtors	1,50,000
Creditors	1,25,000	Bills Receivable	20,000
Bills Payable	45,000	Cash	50,000
	18,70,000		18,70,000

Annual Sales for the year is Rs. 10,00,000

Calculate:

- i) Current ratio
- ii) Proprietary ratio
- iii) Debt to equity ratio
- iv) Working Capital Turnover ratio
- v) Total Asset turnover

Q5) Cost sheet of Sanjeevan Ltd. provides the following data:

[10]

	Rs.
Raw material	100
Direct labor	40
Overheads	60
Total cost	<u>200</u>
Profits	40
Selling price	<u>240</u>

- i) Average raw material is in stock for one month.
- ii) Average material in work-in-progress is for half month with full material consumption at 50% completion stage.
- iii) Credit allowed by suppliers is one month.
- iv) Credit allowed to debtors is one month.
- v) Average time lag in payments of wages is 10 days.
- vi) Average time lag in payments of overheads is one month.
- vii) $\frac{1}{4}^{\text{th}}$ of the sales is on cash basis.
- viii) Cash balance is expected to be Rs. 2,00,000.
- ix) Finished goods lie in the warehouse for one month.

You are required to estimate working capital requirements for the output level of 54,000 units.

OR

Q5) JCV Ltd has provided following information:

[10]

	Rs.
Raw Material	40
Direct Labor	15
Overheads	<u>30</u>
Total Cost	85
Profit	15
Selling Price	100

- i) Raw material is in stock for average 4 weeks.
- ii) Average work-in-progress is 2 weeks with full material consumption at 50% conversion stage.
- iii) Finished Goods lie in the stock for about 4 weeks.
- iv) Credit allowed by suppliers is 4 weeks.
- v) Credit allowed to debtors is 8 weeks.
- vi) Cash at bank is expected to be Rs. 12,500.
- vii) $\frac{3}{4}^{\text{th}}$ of the sales are on credit basis.
- viii) Lag in payment of wages is about 1.5 weeks.
- ix) Lag in payment of overheads is 4 weeks.

Calculate working capital requirements at the output level of 1,04,000 units per annum.



Total No. of Questions :5]

SEAT No. :

P4085

[Total No. of Pages :2

[5376] - 203

P.G.D.B.M.

203 : LEGAL ASPECTS OF BUSINESS

(2013 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

- 1) *All questions 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 examples.*

Q1) Explain breach of contract. What are its remedies? [10]

OR

Explain contract of guarantee. What are the types of guarantee. [10]

Q2) What is the meaning of 'sale of goods'? What are the essentials of contract of sale. [10]

OR

Explain 'performance of contract of sale' under Sale of Goods Act. [10]

Q3) What is meant by negotiable instrument? Give its types and its provision for dishonour. [10]

OR

Explain liabilities of parties to the negotiable instrument. [10]

P.T.O.

Q4) Define 'Company' under Companies Act, 1956. Explain procedure for incorporation of a company. [10]

OR

Explain share capital. What are the types of share capital. [10]

Q5) Define consumer dispute. What are the consumer Disputes Redressal Agencies? [10]

OR

Write short notes on any two: [10]

- a) Digital Signature.
- b) Patent
- c) Trade marks
- d) Design



Total No. of Questions :5]

SEAT No. :

[Total No. of Pages :2

P4086

[5376] - 204

P.G.D.B.M

204 : Business Communication

(2013 Pattern) (Semester - II)

Time : 2 ½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) What are the principles of effective communication? [10]

OR

There are several barriers to communication. Explain them with examples.

Q2) A new mid-ranged smart phone has to be launched on August 15, 2017 by the brand name "Call Me". Creatively prepare a print advertisement for the same describing its unique personality. The advertisement will feature in the Sunday Times just before Independence Day. [10]

OR

Prepare a circular informing your employees of a special discount offered by 'Golds Gym'. This is an attractive offer exclusively for the employees of your company. This initiative is in line with your company's philosophy of employee care and sensitivity.

Q3) What are the principles of effective presentation? [10]

OR

What are the principles governing audio visual media in presentations?

Q4) Why are exit interviews held? How does a company benefit by conducting this practice of conducting exit interviews? You could explain with the help of examples. [10]

OR

P.T.O.

Video conferencing and tele-meetings have become common ways of conducting interviews. Comment on this statement while explain the pros and cons of such methods.

Q5) What are the different components of a business report? [10]

OR

What are the objectives of a report? What are the different types of reports?



Total No. of Questions :5]

SEAT No. :

P4087

[Total No. of Pages :2

[5376] - 205

P. G. D. B. M

205 : BUSINESS GOVERNMENT AND SOCIETY

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

Time : 2 ½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

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

OR

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

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

OR

b) How will Industrial & Trade development help in economic growth of the nation? **[10]**

Q3) a) Discuss the issues in regulation that come up during privatization. **[10]**

OR

b) Describe (BOT) Build Operate and Transfer Model in detail. **[10]**

Q4) a) Define Globalization. What is MNC and TNC under Globalization?[10]

OR

b) Define Globalization. What are the challenges faced under globalization by the country? **[10]**

P.T.O.

Q5) a) Is changing workplace one of the challenges faced by globalization?[10]

OR

b) Is influence of technology and gender issues one of the reasons for companies going global? [10]



Total No. of Questions :5]

SEAT No. :

P4088

[5376]-301

[Total No. of Pages : 2

P.G.D.B.M.

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Define HRM. Explain HRM Functions in detail.

OR

b) Explain the linkage of Organizational and HR Strategies.

Q2) a) Define Job Analysis. Explain the purpose of Job Analysis.

OR

b) Explain the various Sources of Recruitment.

Q3) a) Explain Training Need Analysis (TNA) in detail.

OR

b) What is Management Development? Explain the importance of Management Development.

Q4) a) Define Performance Appraisal. State the process of Performance Appraisal.

OR

b) State the reasons and guidelines of linking compensation with performance.

P.T.O.

Q5) a) Explain various types of organizational exit.

OR

b) Write Short Notes (Any Two) :

- i) Organizational Entry
- ii) Flexible Work Arrangement
- iii) Employee Survey
- iv) Lay Off



Total No. of Questions :5]

SEAT No. :

P4089

[5376]-302

[Total No. of Pages : 4

P.G.D.B.M.

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

- Q1) a) i)** A small manufacturing firm produces two types of gadgets A and B which are first processed in the foundry and then sent to the machine shop for finishing. The number of man-hours of labour required in each shop for the production of each unit of A and B and the number of man-hours available with the firm per week are given below :

	Foundry	MachineShop
Gadget A	10	5
Gadget B	6	4
Firm's Capacity per week	1000	600

Profit on sale of A is Rs. 30 per unit as compared with Rs. 20 per unit for B. Determine weekly production of A and B so that the profit is maximised. Formulate it as a L.P.P. **[5]**

- ii) A company has 4 machines on which to do 3 jobs. Each job can be assigned to one and only one machine. The cost of each job on each machine is given in the following table. What are the job assignments for minimum cost? **[5]**

JOB	Machine			
	A	B	C	D
X	17	23	27	31
Y	7	12	16	18
Z	9	14	18	21

OR

P.T.O.

- b) The company has three plants manufacturing the same product at P_1, P_2, P_3 , and the product manufactured at these plants are 51 units, 85 units and 76 units respectively is then sent to distribution centres W_1, W_2, W_3 whose respective requirements are 71 units, 97 units and 44 units respectively.

Unit transportation cost from P_1 to W_1, W_2, W_3 is Rs 20, Rs 40 and Rs. 50 respectively and from P_2 to W_1, W_2, W_3 are Rs. 80, Rs. 120 and Rs. 90 respectively and from P_3 to W_1, W_2, W_3 are Rs. 30, Rs. 70 and Rs. 130 respectively, Use Vogel's approximation method to find optimal solution. [10]

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

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

OR

- b) The Rainfall distribution in monsoon season is as follows : [10]

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

Simulate the rainfall for 10 days using following random number : 67, 63, 39, 55, 29, 78, 70, 06, 78, 76. Find average rainfall.

- Q3) a)** A Trader of boats has estimated the following distribution of demand for a particular kind of a boat.

No. Demanded	0	1	2	3	4
Probability	0.05	0.2	0.35	0.25	0.15

Each boat cost him Rs. 7,000 and he sells them for Rs. 10,000 each. Boats that are left unsold at the end of the season must be disposed of Rs. 6000 each. How many boats should be stocked so as to maximize the expected profit? [10]

OR

- b) Solve the game with pay-off matrix as below : [10]

	Player B		
Player A	B1	B2	B3
A1	1	7	2
A2	6	2	7
A3	5	1	6

- Q4)** a) i) Describe the characteristics of CPM and PERT model. [5]
 ii) State the limitations of CPM and PERT techniques. [5]

OR

- b)

Activity	Optimistic time	Most likely time	Pessimistic time
1-2	1	2	3
1-3	2	2	8
2-4	6	7	8
2-5	1	2	3
3-4	1	4	7
4-6	1	5	9
4-5	1	2	3
5-7	1	2	3
6-7	1	2	9

- i) Draw network diagram and calculate expected time.
 ii) Determine critical path and project duration. [10]

- Q5)** a) i) Explain the concept of probability with example. [5]
 ii) In the dairy the milk is filled in sachets of 500gms by machines A, B, and C respectively 25%, 35% and 40% of the total output. It is also found that 5, 4 and 2 percent of the sachets respectively by machine A, B, and C have either over filling or under filling of milk. A government inspector made a random check and found that the sachet was under filled and booked a case against the dairy. What are the probabilities that it was filled by machine A, B, C? [5]

OR

- b) Assuming that the probability of a fatal accident in a factory during the year is $1/1200$. Calculate the probability that in a factory employing 300 workers, there will be at least two fatal accidents in a year.
Given ($e^{-0.25} = 0.7788$) **[10]**



Total No. of Questions : 5]

SEAT No. :

P4090

[5376]-303

[Total No. of Pages : 2

P.G.D.B.M.

**303 : OPERATIONS AND SUPPLY CHAIN MANAGEMENT
(2013 Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question has an internal option.*
- 3) *Each question carries 10 marks.*
- 4) *Figures to the right indicate marks for that question/sub question.*
- 5) *Draw neat diagrams and illustrations supportive to your answer.*
- 6) *Use calculator is permitted (as applicable).*

Q1) a) What is supply chain management? Explain in brief the concept of SCM. **[10]**

OR

b) Discuss various phases in evolution from Manufacturing to Operations Management. **[10]**

Q2) a) Define Production Planning & Control. Explain the various functions of PPC. **[10]**

OR

b) Discuss in brief Importance of Production Planning & Control in a Manufacturing Organisation. **[10]**

Q3) a) Define Supply Chain Management. Describe the various key issues in Supply Chain Management. **[10]**

OR

b) Explain the following terms:

- i) Perfect Order. **[5]**
- ii) Service Reliability. **[5]**

P.T.O.

Q4) a) Explain various methods of Manufacturing with suitable examples. [10]

OR

b) Explain the following terms:

i) Design of service systems. [5]

ii) Service blueprinting. [5]

Q5) a) What is EOQ? Discuss EOQ as a inventory control technique. [10]

OR

b) Write note on :

i) FSN. [5]

ii) ABC. [5]



Total No. of Questions : 5]

SEAT No. :

P4091

[Total No. of Pages :2

[5376] - 304

P.G.D.B.M.

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

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) What are the dilemma's and challenges faced by family business? [10]

OR

What are the features that makes the family business unique?

Q2) How to leverage family dynamics in order to improve business performance. [10]

OR

How the conflicts are overcome in family business firms.

Q3) Why you need Emotional Intelligence to run your Family Business? [10]

OR

Elaborate the benefits of Family meetings & Family Council meetings.

P.T.O.

Q4) How to set up the next generation for successful leadership of the family enterprise? **[10]**

OR

What are the attributes of relationship with the senior generation in family business?

Q5) How family culture can be extended to non-family managers in family business. **[10]**

OR

Discuss the issues and challenges: If a non-family manager is a bridging president or CEO of Family Business.



Total No. of Questions : 5]

SEAT No. :

P4092

[Total No. of Pages :2

[5376] - 305

P.G.D.B.M.

304 - FIN : FINANCIAL REGULATORY FRAMEWORK

(2013 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) Elaborate the 'Global Financial Crises' along with causes and effect on Indian financial sector. **[10]**

OR

Explain the role of financial regulators in promoting economic growth.

Q2) Explain the duties, powers and functions of Insurance regulatory and development Authority (IRDA). **[10]**

OR

What are the regulatory measures taken by RBI to facilitate financial inclusion?

Q3) What is winding up of business? Explain the power of company to borrow on security of property. **[10]**

OR

Distinguish between public and private company.

P.T.O.

Q4) Explain External commercial Borrowing? Discuss the key elements and terms of external commercial borrowings? **[10]**

OR

Explain the regulatory framework for raising fund through GDR's and ADR's.

Q5) Explain the banking regulation act as applicable to cooperatives. **[10]**

OR

Explain the legal framework for societies registration Act 1860.



Total No. of Questions : 5]

SEAT No. :

P4093

[Total No. of Pages :2

[5376] - 306

P.G.D.B.M.

304 - HR : PERFORMANCE MANAGEMENT

(2013 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) a) Define Performance Management. Explain Historical development in Performance Management.

OR

b) Describe the changing nature of organization. Explain how the changing nature of work has implication on Performance Management.

Q2) a) Explain components of Manager's Performance and Development Plan. Why setting mutual expectations and performance criteria are important?

OR

b) Define 'Monitoring'. Describe the principles of Monitoring in detail.

Q3) a) "Organizational culture is responsible for the enhancement of organizational and individual performance." Comment.

OR

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

P.T.O.

Q4) a) Define 'Reward'. Explain components and objectives of reward system.

OR

b) Write short notes on: (any two)

i) Performance Management Pitfalls and Remedies.

ii) Efficiencies of Performance Appraisal.

iii) Limitations of Performance Appraisal.

Q5) a) Explain Ethics and dilemmas involved in Performance Management.

OR

b) Design a Performance Evaluation System for a Multinational Organization.



Total No. of Questions :05]

SEAT No. :

P4094

[Total No. of Pages :2

[5376] - 307

P.G.D.B.M.

304 - IB : INDIAN ECONOMY & TRADE DEPENDENCIES

(2013 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each 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 are the trends in National Income of India? **[10]**

OR

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

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

OR

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

Q3) a) Discuss in detail the growth & present state of I.T. Industries in India with examples. **[10]**

OR

b) Discuss the small sector Industrial Policy in brief. **[10]**

P.T.O.

Q4) a) Discuss in brief the Growth & Structure of Indian Foreign Trade since 1991. **[10]**

OR

b) Elaborate on the role of Foreign Investment Inflow in boosting economic growth of India. **[10]**

Q5) a) Explain the impact of Liberalization in Indian Economy. **[10]**

OR

b) Write a detail note on WTO. **[10]**



Total No. of Questions :5]

SEAT No. :

P4095

[Total No. of Pages :2

[5376] - 308

P.G.D.B.M.

304 - IT : SOFTWARE ENGINEERING

(2013 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) a) Design a GUI Form for opening library account in Central Library.

OR

b) Explain in detail SDLC.

Q2) a) Explain different approaches and model for system development.

OR

b) Explain RAD Model.

Q3) a) Explain requirement specification for travel booking system.

OR

b) Explain requirement anticipation for travel booking system.

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

OR

b) Draw a use case diagram for update the present mailing address.

P.T.O.

Q5) a) Draw activity diagram for National Conference System with following key processes :

- i) Registration of participants.
- ii) Abstract uploading.
- iii) Display list of selected papers.
- iv) On-line fees payment.
- v) Schedule uploading for the conference.

OR

b) Draw activity diagram for reservation process.



Total No. of Questions :5]

SEAT No. :

P4096

[Total No. of Pages :2

[5376] - 309

P.G.D.B.M.

**304 - MKT : Contemporary Marketing Research
(2013 Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) a) Explain the term 'Contemporary Marketing Research' : What are the steps involved in Marketing Research?

OR

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

Q2) a) Design a questionnaire to study consumer behaviour of car servicing centre.

OR

b) Discuss following:

- i) Balanced vs unbalanced scale.
- ii) Forced vs unforced scale.

Q3) a) Discuss in detail types of probability sampling techniques.

OR

b) What do you mean by experimental Marketing Research Design. Discuss any two types of experimental research design.

P.T.O.

- Q4)** a) Write short notes on
- i) Conjoint analysis.
 - ii) Factor analysis.

OR

- b) Two salesman A and B are employed by company. Recently it has conducted a sample survey yielding the following data:

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

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

- Q5)** a) Explain Cluster Analysis with suitable example. Also discuss its uses in Marketing Research.

OR

- b) Give an example of a situation where each of the following techniques can be used
- i) Multidimensional scaling.
 - ii) Conjoint analysis.



Total No. of Questions :05]

SEAT No. :

P4097

[Total No. of Pages :2

[5376] - 310

P.G.D.B.M.

304 - OPE : INVENTORY MANAGEMENT

(2013 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

- 1) All questions are compulsory.*
- 2) Each 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.*

Q1) a) Discuss different types of Inventory Costs in detail. **[10]**

OR

b) State the impact of pressure for high Inventory & pressure for 'Low Inventory'. **[10]**

Q2) a) Discuss the issues in P & Q system of Inventory Control. **[10]**

OR

b) What is 'Continuous Review' & 'Periodic Review' system. **[10]**

Q3) a) Discuss the 'Basic EOQ' Model in detail with example. **[10]**

OR

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

P.T.O.

Q4) a) Explain the concept of 'Just In Time'. Discuss the benefits & disadvantages of JIT. **[10]**

OR

b) What is 'Vendor Managed Inventory' system. **[10]**

Q5) a) Discuss various factors influencing 'Make or Buy' Decisions. **[10]**

OR

b) Discuss the various factors through which evaluation of performance of Materials function is carried out. **[10]**



Total No. of Questions :5]

SEAT No. :

P4098

[Total No. of Pages :2

[5376] - 311

P.G.D.B.M.

**304 (RABM) : Agriculture and Indian Economy
(2013 Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) What is the concept of Green Revolution? Explain the place of Agriculture in Indian Economy. **[10]**

OR

What is Five Year Plans? Explain the major plans adapted for agriculture in 12th Five Year Plan. **[10]**

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

OR

Explain the concept of Food Security with its salient features & implications. **[10]**

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

OR

Write Short Notes on (any 2): **[10]**

- a) Fertilizers & Manures for Agriculture.
- b) Soil Conservation & Reclamation.
- c) Mechanization for Agriculture.

P.T.O.

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

OR

Explain the concept of Land Reforms with its need and scope of land reforms. [10]

Q5) What is the unorganized sector in Agriculture in India? What is the estimation of organised & unorganized workers in agricultural sector? [10]

OR

What are the provisions for agricultural Labour as per minimum wages and abolition of Bonded Labour in India. [10]



Total No. of Questions :5]

SEAT No. :

P4099

[Total No. of Pages :2

[5376] - 312

P.G.D.B.M.

**304 - SCM: Essentials of Supply Chain Management
(2013 Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

- 1) *All Questions are compulsory.*
- 2) *Each 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 Supply Chain Management? Also explain generalized supply chain model. **[10]**

OR

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

Q2) a) Draw a typical structure of supply chain for four wheeler company to covering Indian market. **[10]**

OR

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

Q3) a) How changing business landscape in globalization make impact on supply chain. **[10]**

OR

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

P.T.O.

Q4) a) What are the functions of Distribution Manager? **[10]**

OR

b) “The essence of demand management is to enhance the ability of firms throughout the supply chain” –Elaborate. **[10]**

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

OR

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



Total No. of Questions :5]

SEAT No. :

P4100

[Total No. of Pages :2

[5376] - 313

P.G.D.M.

TECHNOLOGY MANAGEMENT

304-TM : Technology Competition and Strategy

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

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) Explain the term 'Competitive Domains'. Explain technological characteristics of competitive domains. **[10]**

OR

Explain technology emergence phase and incremental change phase. Describe framework for analysis of technology emergence. **[10]**

Q2) Distinguish between external and internal technology intelligence? Explain role of organizational arrangements for gathering data. **[10]**

OR

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

Q3) Microsoft has developed GUI OS applications over DOS based applications as Windows and then Internet based applications for Personal Computers and also acquired Mobile manufacturing company 'Nokia'. Explain the core competency of Microsoft. How do they link the technology strategies with business strategies? **[10]**

OR

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

P.T.O.

Q4) Explain linkage between choice and competitive advantages. **[10]**

OR

What are the key principles underlying the formulation of Technology Strategy?
[10]

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

OR

What are strategic and operational reasons of collaborative activity? **[10]**



Total No. of Questions : 5]

SEAT No. :

P4101

[5376]-314

[Total No. of Pages : 2

P.G.D.B.M.

**305: MARKETING MANAGEMENT
(2013 Pattern) (Semester-III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question has an internal option.*
- 3) *Each question carries 10 marks.*
- 4) *Figures to the right indicate marks for that question/sub - question.*
- 5) *Your answer should be specific and to the point.*
- 6) *Support your answer with suitable live example.*
- 7) *Draw neat diagram and illustrations supportive to your answer.*

Q1) What do you mean by PLC? Explain the characteristics of PLC stages with examples? **[10]**

OR

Describe the new product development process?

Q2) What do you mean by price? Discuss the internal and external factors influencing pricing decision? **[10]**

OR

Define price. Which pricing method will you adopt for following products?

- a) Smart Phones.
- b) Hair oil with unique fragrance.

Q3) Discuss the importance of distribution channels. Which distribution channel will you suggest for generator set for business buyer and why? **[10]**

OR

Explain how the process of designing the distribution channel is?

P.T.O.

Q4) What do you mean by marketing communication? Discuss the merits and Demerits of TV and RADIO as advertising media. **[10]**

OR

Define Advertising. Discuss the importance of advertising.

Q5) What do you mean by marketing plan? Prepare a marketing plan for any one of the following product. **[10]**

- a) Newly introduced fruit juice.
- b) A college planning to introduce new course.
- c) A bank planning to open its branch in rural area.

OR

Discuss marketing audit in detail. Explain the importance.



Total No. of Questions :5]

SEAT No. :

P4102

[5376]-401

[Total No. of Pages : 1

P.G.D.B.M.

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Discuss International Political Economy in present scenario.

OR

Explain the Governance of the Global Economy.

Q2) Illustrate the differences among national Economies.

OR

Explain the 'Social Market capitalism'.

Q3) What is Trade? Explain free Trade and its merits.

OR

What are all those threats to 'Open Trading System'?

Q4) Discuss International financial system.

OR

Explain the regulation of International Finance.

Q5) "MNC's are always domain over the 'domestic' companies"-Justify the statement.

OR

Write short notes on (any two) :

- a) Globalisation
- b) Liberalisation impact on International Economy
- c) FDI impact on economic development



Total No. of Questions :10]

SEAT No. :

P4103

[Total No. of Pages :2

[5376] - 402

P.G.D.B.M

402 : MANAGEMENT INFORMATION SYSTEM

(2013 Pattern) (Semester - IV)

Time : 2 ½ Hours]

[Max. Marks :50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question carries 20 marks.*
- 3) *Draw neat and suitable diagram, if necessary.*

Q1) For the service provider back office develop a network of 200 plus computers. suggest the right topology for the same.

OR

Q2) “MIS has the key contribution to success or failure of the any organization”. Elaborate the statement with suitable example.

Q3) Elaborate the role of Database Management for a Call Center for managing ‘Data as a Business Resource’.

OR

Q4) For regular functioning of day to day activities a shopping mall wants to develop the MIS. Being a system analyst suggest the suitable SDLC model for the same.

Q5) Elaborate the advantages of a database management approach to the file processing approach? Give examples to illustrate your answer.

OR

Q6) “Use of GIS is the competitive advantage for automobile sector”. Justify the statement with suitable example.

P.T.O.

Q7) Suggest the suitable e-business model for an organization which is selling individual property.

OR

Q8) “Information security and control must have ethical and social dimensions”. Comment on the statement.

Q9) An e-Business enterprise wants to develop MIS for the critical functions relating to the finance department. Identify and add other relevant functions of an e-business enterprise. Suggest what would be the functional requirements from an information system.

OR

Q10) ‘Sarah’ is a newly launched Three Star Hotel is interested to develop MIS for smooth functioning. Discuss in detail its application including booking, billing, room service, cancellation and decision analysis etc.



Total No. of Questions :5]

SEAT No. :

P4104

[Total No. of Pages :2

[5376] - 403

P.G.D.B.M.

403 - FBM : MANAGING INNOVATION - I

(2013 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) Explain 'Innovation' and 'Business Design'.

OR

Discuss the difference between 'Invention' and creativity with example.

Q2) What is the concept of 'static models'? Explain 'Incremental' versus 'Radical Innovation'.

OR

Explain the 'clark model' and 'cycle model' in brief.

Q3) Discuss 'Profit chain' and 'value chain'.

OR

Explain 'Assets' and 'Knowledge' with example.

Q4) What is to 'Innovate'? Describe the 'Innovation Portfolio'.

OR

Explain 'Technological' and 'psychological' impact on Innovation.

P.T.O.

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

- a) Customers and complimentary Innovators.
- b) Sources of Innovation.
- c) Planned Firm Activities.
- d) Creative Distruction.

OR

What is the concept of sources of Innovation? Explain the Functional Sources of Innovation.



Total No. of Questions :5]

SEAT No. :

P4105

[Total No. of Pages :2

[5376] - 404

P.G.D.B.M.

403 (FIN) : CORPORATE FINANCE

[Finance Specialisation]

(2013 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) Explain investment decisions with its various types.

OR

State the goals of corporations.

Q2) The Firm has Net Operating Profit After Taxes [NOPAT] of Rs. 120 Lakh, its existing capital consists of Rs. 150 lakh equity shares having 15% cost and of Rs. 100 lakh 12% debt. Tax rate 40% calculate Weighted Average Cost of Capital [WACC] and Economic value Addition [EVA].

OR

Calculate Economic Value Added (EVA)

Sales	600,000
(-) Operating cost	320,000
(-) Interest cost	24,000
Earnings Before Tax	<u>2,56,000</u>
(-) Tax @ 30%	76,800
Earning After Tax	<u>1,79,200</u>

Roshni company is having equity share capital of Rs. 400, 000/- @ 20% cost and the debt of Rs. 200, 000/- @ 12%.

P.T.O.

Q3) Explain the concept 'Value Based Management System' with its features and benefits.

OR

Explain the meaning of 'Corporate Governance' and explain any one model of it.

Q4) From the following information of star Ltd. Compute price per share as per Walter's model

Rate of return on the investment 16%

Earning per share Rs. 12/-

Payout ratio 40%.

OR

A firm has given following information. Calculate share price by using Gordon's model

→ Capital rate 12%.

Earnings per share Rs.100/-

Retention ratio 30%

Internal rate of return 15%.

Q5) Explain and describe the various techniques of corporate Restructuring.

OR

Explain the concept and reasons for corporate Restructuring.



Total No. of Questions :5]

SEAT No. :

P4106

[Total No. of Pages :2

[5376] - 405

P.G.D.B.M.

**403 - H.R : LABOUR LAWS
(2013 Pattern) (Semester - IV)**

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) Write a note on evolution of labour laws. Discuss the problems & challenges faced by labour laws?

OR

Why there is a need for change in labour Law.

Q2) Explain the objectives & back ground of minimum wages Act - 1948?

OR

Define salary or wage, Employer', Employee under payment of Bonus Act - 1965'?

Q3) Enumerate the provisions of the factories Act - 1948 for ensuring health of the workers in a factory?

OR

Discuss the provisions relating to hazardous process under factories Act 1948?

P.T.O.

Q4) Discuss the powers of Inspectors appointed under Employees Provident fund & Miscellaneous Provisions Act - 1952?

OR

Elucidate the penalties & offences under gratuity Act 1972?

Q5) Explain the various benefits under Employees state Insurance Act - 1948?

OR

Discuss the cases where employer is not liable to pay compensation under WCA Act - 1923?



Total No. of Questions : 5]

SEAT No. :

P4107

[5376]-406

[Total No. of Pages :1

P.G.D.B.M

**403-IB:Course Title: International Business Economics
(2013 Pattern) (Semester-IV)**

[Time :2½Hours]

[Max. Marks :50]

Instructions to the candidates:

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

Q1) Do you think that the present economic environment of India is favourable to Globalization? Discuss and give your suggestions?

OR

State the nature and scope and importance of International Business Economics.

Q2) Explain the Hecksher Ohlin theorem of international trade.

OR

Explain the Ricardian theory of Comparative Cost.

Q3) Discuss briefly major kinds of non-tariff barriers and their implications for growth of international trade.

OR

Discuss Movements in interest rates and then impact on trade and investment flows.

Q4) Discuss in details Multinational Corporations and their involvement in International Business.

OR

Explain in detail the causes of fluctuations in exchange rate.

Q5) What is the Special Drawing Right (SDR)? How is it related to the gold price?

OR

What are the objectives of International Monetary Fund?



Total No. of Questions : 6]

SEAT No. :

P4895

[Total No. of Pages : 1

[5376]-407
P.G.D.B.M. (Semester - IV)
(403) I.T. MANAGEMENT
(2013 Pattern)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) Qu. 6 is compulsory.*
- 2) Attempt any Four questions from remaining.*
- 3) All questions carry equal marks.*

Q1) Explain storage technologies and different devices.

Q2) Define Network and explain different types of network.

Q3) Explain general purposes applications software.

Q4) What do you understand Database Management? Explain its features.

Q5) Explain concept of data mining and data warehouses.

Q6) Write short notes (Any two) :

- a) Recruitment process
- b) Cyber law
- c) E-commerce



Total No. of Questions : 10]

SEAT No. :

P4896

[Total No. of Pages : 1

[5376]-408

PGDBM

BOS : MARKETING MANAGEMENT

403 (MKT) Integrated Marketing Communication

(2013 Pattern) (Semester - IV)

Time : 2:30 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory and carry equal marks.(10)
- 2) Figures to the right indicate full marks.

Q1) Discuss the process of making an advertising campaign?

OR

Q2) Discuss the criteria for choosing a media type.

Q3) Critically evaluate how effective the online communications, as a medium, will be for a company -led customer engagement for its brand or brands.

OR

Q4) Analyse in detail how the Government of India manage citizen engagement through media (both online and offline)for positionin the recent demonitisation?

Q5) What are the advantages and disadvantages of outsourcing the national and international promotion strategies?

OR

Q6) How will you do a sales promotion campaign ? Explain.

Q7) Discuss the strengths and weaknesses of online advertisements.

OR

Q8) Discuss the principles of good layout for an advertisement copy

Q9) Discuss the distict role of sales promotion and also write the scope of sales promotion.

OR

Q10) Discuss the various sales promotion techniques with an example.



Total No. of Questions : 5]

SEAT No. :

P4108

[5376]-409

[Total No. of Pages :1

Post Graduate Diploma in Business Management (PGDBM)

403 OPE: Planning and Control of Operations

(2013 Pattern) (Semester-IV)

[Time :2.30 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) Explain the process layout in manufacturing industry. **[10]**

OR

“Production planning and control act as link between several departments of manufacturing company”.Discuss.

Q2) What is the causal method in demand forecasting & when it is used? **[10]**

OR

What is demand forecasting? Explain how demand forecast is used as Planning Tool.

Q3) Explain various aggregate production planning methods. **[10]**

OR

Discuss alternatives for managing demand and alternatives for managing supply for aggregate production planning.

Q4) Develop a BOM of a table or a chair and explain the BOM process with it. **[10]**

OR

Differentiate between MRP, MRP -II & ERP, Also state its importance with respect to productivity improvement.

Q5) Explain process of loading & scheduling implementation for a fast food center. **[10]**

OR

What is Scheduling? How is scheduling related to other aspects of production Planning.



Total No. of Questions : 5]

SEAT No. :

P4109

[5376]-410

[Total No. of Pages :2

P.G.D.B.M.

RURAL MARKETING - I

R.A.B.M (403)

(2013 Pattern) (Semester-IV)

[Time :2½Hours]

[Max. Marks :50]

Instructions to the candidates:

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

- Q1)** a) Define the term Rural Marketing **[3]**
b) What are various opportunities available to marketers of goods & services in rural parts of India? **[7]**

OR

- a) Explain the elements involved in Rural Marketing Environment. **[5]**
- b) What role does technology play in the Rural Marketing Environment? **[5]**

- Q2)** Explain with examples the contribution of “Project Shakti” in developing rural economy. Note down the strengths of Project Shakti and its benefits to the rural population. **[10]**

OR

What kind of challenges did ITC identify that led to design “e-Choupal model?”
Mention the working of e-Choupal concept in rural Parts of our nation. **[10]**

- Q3)** Explain the factors influencing buying behaviour of rural population. **[10]**

OR

- a) What are the steps in buying decision process. **[5]**
- b) Explain the impact of Opinion leaders on buying decisions of persons residing in rural parts. **[5]**

- Q4)** a) Define the term 'Marketing Research'. [3]
b) Explain the steps involved in the research process. [7]

OR

- a) Explain in detail the Rural Vs. Urban Marketing research. [5]
b) What are the major challenges involved in marketing research in rural Parts of India? [5]
- Q5)** Explain in detail various characteristics of Rural Buyer. [10]

OR

What are the bases of segmenting the rural markets? Give suitable examples. [10]



Total No. of Questions : 5]

SEAT No. :

P4110

[5376]-411

[Total No. of Pages :1

P.G.D.B.M.

**403 (SCM):Inventory Management
(2013 Pattern) (Semester-IV)**

Time :2½Hours]

[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.*

Q1) What is Aggregate Planning? Describe linkage of Aggregate planning with Inventory Management. **[10]**

OR

What is Aggregate Production Plan? Describe Chase Production Strategy.

Q2) What are Inventories? Describe various types of Inventory. **[10]**

OR

Define Inventory. What are the Different types of cost that require to be considered in Inventory Decision

Q3) Explain Inventory of Multiple Location for delivering perfect customers orders. **[10]**

OR

Write short notes:

- a) Inventory for Outbound system.
- b) Automated Inventory tracking system.

Q4) Explain Environmental aspects of Storage in Managing Inventory. **[10]**

OR

Explain Hygiene Precautions in case of Chemical and Pharmacy Food storage materials.

Q5) What is Kan- Ban? Explain Kan-Ban in Creating the Lean Supply chain. **[10]**

OR

What is JIT? Explain JIT Purchasing with Example.



Total No. of Questions : 5]

SEAT No. :

P4111

[5376]-412

[Total No. of Pages :1

PGDBM

**403T.M:FUNDAMENTALS OF TECHNOLOGY MANAGEMENT
(2013 Pattern) (Semester-IV)**

[Time :2½Hours]

[Max. Marks :50]

Instructions to the candidates:

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

Q1) What is Technology Management? Explain levels of Development of technology with characteristics.

OR

Elaborate the need of Management of Technology (MOT) in the present global context.

Q2) Explain in detail the role of technology in wealth creation with suitable example.

OR

Define Long Wave Cycle? Explain the evolution of Production Technology & product Technology.

Q3) What is Creativity, Invention & Innovation? How it plays an important role in managing technology.

OR

Write a short note

- a) Types of Innovation.
- b) Leaders versus Followers.

Q4) Explain in detail the new technology trends in industry which are affecting on business environment and resources? justify with example.

OR

What is Project planning & Management? Explain MOT guiding principles for managing Enterprise?

Q5) Explain the concept of competitiveness with different indicators at macro level.

OR

Explain “Japan as a role model of managing technology for global competition”.



Total No. of Questions :5]

SEAT No. :

P4112

[Total No. of Pages :1

[5376] - 413

P.G.D.B.M

404 FBM : Essentials of Family Business Management - II

(2013 Pattern) (Semester - IV)

Time : 2 ½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

- Q1)** a) Discuss the elements of “Effective governance of shareholder” in Family Business firm.
b) Explain the terms (a) Advisory Board (b) Boards of Directors in Family Business firm.
- Q2)** a) What are the complexities can be faced in cousin companies in Family Business & Discuss.
b) Discuss setting up a family business governance process.
- Q3)** a) What do you mean by “succession paradox”? and explain the resistance to succession planning by different elements/factors.
b) Explain the process of selecting right successor in family business.
- Q4)** a) Discuss the concept of ‘Transfer of power’ with respect of CEO.
b) “The CEO is architect of succession and governance”, Explain.
- Q5)** a) Explain the term “Evolution”, Explain different states of Evolution.
b) Short note (a) Intrapreneurship (b) Inter generational growth.



Total No. of Questions :5]

SEAT No. :

[Total No. of Pages :2

P4113

[5376] - 414

P.G.D.B.M

404 : Finance specialization

MERCHANT BANKING AND FINANCIAL SERVICES

(2013 Pattern) (Semester - IV)

Time : 2 ½ Hours]

[Max. Marks :50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question has an internal option.*
- 3) *Each question carries 10 marks.*
- 4) *Figures to the right indicate marks for that question/sub-question.*
- 5) *Your answers should be specific and to the point.*
- 6) *Support your answers with suitable live examples.*
- 7) *Draw neat diagrams and illustrations supportive to your answer.*

Q1) a) State the benefits of money market for Indian Banking Industry. Explain how Money Market and Capital Market are different. **[10]**

OR

b) As a promoter of Corporate Enterprise how will you select the Merchant Banker for Capital Issue? **[10]**

Q2) a) Define Prospectus. Explain the difference between Abridged Prospectus and Regular Prospectus. **[10]**

OR

b) Short notes on:

- i) Role of Issue Manager. **[5]**
- ii) Private placements. **[5]**

P.T.O.

Q3) a) Define Mergers. Explain hostile mergers and strategies adopted to avoid hostile merger with suitable example. [10]

OR

b) 'Debentures as an important source of borrowed capital'. Explain the statutory provisions and procedure relating to issue of debentures. [10]

Q4) a) 'Factoring provides a solution for businesses, to managing cash flow'. Discuss. [10]

OR

b) Define the leasing? State the type & process of leasing? [10]

Q5) a) What is Credit Rating? Explain CIBIL, CRISIL and ICRA [10]

OR

b) Venture Capital is the most vital funding to a new startup. Explain in detail the types and stages of venture capital. [10]



Total No. of Questions :5]

SEAT No. :

[Total No. of Pages :2

P4114

[5376] - 415

P.G.D.B.M

(404 HR) : Industrial Relations

(2013 Pattern) (Semester - IV)

Time : 2 ½ 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 do you understand by the term 'Industrial Relations'? Explain its importance in Industrial Growth in our country. **[10]**

OR

b) Discuss the various approaches to industrial relations.

Q2) a) What are the duties of labour courts tribunals & National Tribunals?**[10]**

OR

b) Explain the provision of Strikes and Lockouts in Industrial Disputes Act, 1947.

Q3) a) What are the various weaknesses of Trade Unions? How these can be removed? **[10]**

OR

b) Discuss the provisions contained in the Trade Union Act 1926 regarding political fund. Discuss how it has been used.

Q4) a) Define grievance. Why do grievances arise? **[10]**

OR

b) What is meant by discipline? Discuss the objectives and prerequisites for discipline.

P.T.O.

Q5) a) Explain as to how workers participation in management helps in maintaining harmonious Industrial Relations. **[10]**

OR

b) What is collective bargaining? Describe the procedure of collective bargaining.



Total No. of Questions :5]

SEAT No. :

[Total No. of Pages :2

P4115

[5376] - 416

P.G.D.B.M

404 - IB : Export & Import Procedure

(2013 Pattern) (Semester - IV)

Time : 2 ½ Hours]

[Max. Marks :50

Instructions to candidates:

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

Q1) Explain the Concept of Aligned Document System (ADS)? How to prepare Documents under ADS?

OR

“Documentation & Procedure is trade barriers in International Trade”-
Comment.

Q2) Write Short Notes (Any Two).

- a) Export Contracts.
- b) Cargo Insurance.
- c) Forwarding Agent.

OR

Explain in details Documentations & Procedures involved in Custom Clearance of Export Cargo.

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

OR

Discuss the various methods of obtaining the Pre-shipment & Post Shipment Finance.

P.T.O.

Q4) Explain the various Export Promotion Schemes in India.

OR

Write Short Notes (Any Two).

- a) DEPB Schemes.
- b) ITPO.
- c) Facilities for deemed Exports.

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

OR

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



Total No. of Questions :6]

SEAT No. :

[Total No. of Pages :1

P4116

[5376] - 417

P.G.D.B.M

404 - (IT) : E - Business

(2013 Pattern) (Semester - IV)

Time : 2 ½ Hours]

[Max. Marks :50

Instructions to the candidates:

- 1) *All questions carry equal Marks.*
- 2) *Q.No. 6 is compulsory solve any Four from remaining.*

Q1) Explain e-business in details with suitable examples. **[10]**

Q2) Illustrate different types of e-business models. Explain E-Scm in details.**[10]**

Q3) What is search engine optimization? Explain how SEO helps the e-business.**[10]**

Q4) Explain e-business Architecture in details with examples. **[10]**

Q5) Explain e-payment process in details what are the security measures to be taken care for online e-payment? **[10]**

Q6) Write Short Notes on [any two]:- **[10]**

- a) m-commerce frameworks and models.
- b) e-CRM.
- c) Information Publishing Technologies.



Total No. of Questions :5]

SEAT No. :

P4117

[Total No. of Pages :2

[5376] - 418

P.G.D.B.M

404 MKT : CONSUMER BEHAVIOUR

(2013 Pattern) (Semester - IV)

Time : 2 ½ Hours]

[Max. Marks :50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Internal options are provided.*
- 3) *All questions carry equal marks.*

Q1) a) Describe the effect of social class on life styles with relevant examples.

OR

b) Describe the relevance of culture to marketing decisions.

Q2) a) Discuss the relationship between different buying situations & involvement levels.

OR

b) How do you define MOTIVATION? Explain the motive hierarchy theory of motivation.

Q3) a) Describe the stages consumers go through in the buying process for high end mobile phones.

OR

b) Make a comparative analysis of Store and Non Store purchasing. Why do people shop. Enlist the reasons.

Q4) a) Explain the Howard Seth Model of buying Behaviour with an appropriate graphical representation.

OR

P.T.O.

- b) Engel, Blackwell and Miniard model (EBM) to be explained with a graphical representation.
- Q5)** a) Discuss the demographic and socio-economic profile of Indian consumers.

OR

- b) Design the marketing mix for a shampoo for BOP consumers.



Total No. of Questions :5]

SEAT No. :

P4118

[Total No. of Pages :2

[5376] - 419

P.G.D.B.M

404 - OPE : MRP - I AND MRP - II

(2013 Pattern) (Semester - IV)

Time : 2 ½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) a) Explain the impact of various time horizons of demand on MPS process with example.

OR

b) Explain all the functions of MPS with examples.

Q2) What is BOM? Corelate BOM with.

- i) Table
- ii) Chair

OR

b) Explain the role of MRP-I in organisation with relevant examples.

Q3) a) State the term capacity? Explain CRP process for a fast food chain.

OR

b) Explain production smoothing policies with examples.

Q4) a) State with examples MRP-II.

OR

b) Explain Relation of MRP-II with demand management and capacity management.

P.T.O.

Q5) a) Write short notes on (Any two).

i) MRP - I

ii) MRP - II

iii) JIT

iv) Transition from MRP -I to MRP - II.

OR

b) State difference between MRP - I & MRP - II.



Total No. of Questions : 5]

SEAT No. :

P4897

[Total No. of Pages : 1

[5376]-420

PGDBM

404 - (RABM) : RURAL CREDIT AND FINANCE

(2013 Pattern) (Semester - IV)

Time : 2:½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) "Agriculture is the primary sector of India" comment.

OR

Explain the importance of Indian agriculture.

Q2) Discuss the role of credit in Indian agriculture and describe various sources of agriculture finance in India.

OR

Give the classification of Agricultural Finance in India.

Q3) What is Co-operative Banking? Explain its features and structure.

OR

"Co-operative Banking is very significant in Indian agriculture". Explain.

Q4) Discuss productive Vs. consumption theory. Give 3 Rs of credit.

OR

Explain concept of 3C_s and 7P_s of credit.

Q5) Explain the concept of rural finance and discuss delivery channels involved.

OR

Define triangle of microfinance and explain the role of BDS in rural finance.



Total No. of Questions :5]

SEAT No. :

P4119

[Total No. of Pages :2

[5376] - 421

P.G.D.B.M

LOGISTICS MANAGEMENT

404 (SCM) : Supply Chain Management

(2013 Pattern) (Semester - IV)

Time : 2 ½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) a) State the objectives of logistics management. Discuss activities involved in logistics.

OR

b) Discuss scope and importance of logistics management with examples.

Q2) a) Write a note on role of logistics with reference to interface with manufacturing & marketing.

OR

b) State the meaning of fragmented logistics? Discuss with examples.

Q3) a) Define the term Outsourcing logistics? Explain with suitable example.

OR

b) State logistics network with reference to reach and cost effectiveness of logistics.

Q4) a) Explain Competitive Relationship and product Relationship of logistics.

OR

b) Explain various approaches to analysing logistics system.

P.T.O.

Q5) a) Discuss the effect of logistics service location and layout on service delivery.

OR

b) Write short notes (Any two).

- i) 3PL V_s 4PL.
- ii) Global services issues
- iii) Value added role of logistics.



Total No. of Questions :5]

SEAT No. :

[Total No. of Pages :2

P4120

[5376] - 422

P.G.D.B.M

TECHNOLOGY MANAGEMENT (Specialization)

404 (TM) : TECHNOLOGY FORECASTING

(2013 Pattern) (Semester - IV) (Elective Core)

Time : 2 ½ 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 Trend Analysis with suitable example. Discuss Trend Extrapolation. **[10]**

OR

b) What is Technology Forecasting? Discuss Long Wave analysis. **[10]**

Q2) a) i) Write short note on Science Fiction Analysis. **[05]**

ii) Write short note on Field Anomaly Relaxation. **[05]**

OR

b) Write a note on NGP. Explain in details NGP process with suitable example. **[10]**

Q3) a) Explain Technology Assessment? Discuss agent modeling with suitable example. **[10]**

OR

b) Explain Economic base modeling. Discuss various applications of simulations in Technology forecasting. **[10]**

P.T.O.

Q4) a) What is the meaning of Relevance tree? Explain various applications of decision analysis in Technology forecasting method. **[10]**

OR

b) Explain the Economics base modeling. Discuss input output analysis. **[10]**

Q5) a) Explain descriptive and matrices methods. Discuss check list for impact identification. **[10]**

OR

b) i) Write short note on innovation system modeling. **[05]**

ii) Write short note on Morphological analysis. **[05]**

