Total No. of Questions : 5]

SEAT No. :

PB2096

[Total No. of Pages : 6

[6201]-1001
First Year M.B.A.
101-GC-01 : MaNAGERIAL ACCOUNTING
(2019 Pattern) (Semester-I)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

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

Q1) Solve any Five: **[5×2=10]**

a) Calculate the prime cost from the following information

Direct material purchased : Rs - 1,00,000

Manufacturing overheads : Rs - 30,000

Dvirect material consumed : Rs -90,000

Direct Labour : Rs- 60,000

Direct expenses : Rs - 20,000

i) Rs. 1,70,000

ii) Rs. 2,00,000

iii) Rs. 1,80,000

iv) Rs. 2,10,000

b) Financial accounting is concerned with _____ (select correct one)

i) Recording of business expenses and revenue.

ii) Recording of costs of products and services

iii) Recording of day to day business transactions

iv) None of the above

c) Explain the term overheads.

P.T.O.

d) Which of these is not an objective of cost Accounting?

i) Ascertainment of cost

ii) Determination of selling price

iii) Cost Control and Cost reduction

iv) Assisting shareholders in decision making

e) Following item is excluded from cost sheet.

i) Consumable stores

ii) Dividend paid

iii) Director fees

iv) Free samples

f) _____ cost refers to those cost which have already been incurred and cannot be altered by any decision in the future.

g) Preliminary expenses are recorded in _____

i) Asset side of (B/S)

ii) Liabilities side of (B/S)

iii) credit side of (B/S)

iv) None of the above

h) Which concept states that "for every debit, there is a credit"?

i) Money Measurement Concept

ii) Accounting Period Concept

iii) Separate Entity Concept

iv) Dual Aspect Concept

Q2) Attempt any 2 questions having 5 marks each. **[10]**

a) Management Accounting is the presentation of accounting information in such a way as to assist the management in the creation of policy and in the day to day operation of the undertaking. Explain the statement.

b) Explain the various elements of cost.

c) Differentiate between Cost Accounting & Financial Accounting.

Q3) Attempt any one out of two. **[10]**

a) KMC Ltd produces plastic pots and furnish with you following particulars. You are required to prepare a cost sheet for the period 31st Dec 2023 showing.

i) Prime Cost

ii) Work Cost

iii) Cost of Production

iv) Cost of Sales

v) Profit and

vi) Cost per unit

(Unit Produced 1000)

Particulars	Amount Rs.
Material Consumed	1,00,000
Wages	40,000
Power & Fuel-Factory	20,000
Depreciation of Machinery	6,000
Repairs of Machine	8,000
Depreciation of office-Furniture	2,000
Supervision Expenses-factory	2,000
Hire charges for machines of special purpose	4,000
Wages paid to factory housekeeping worker	20,000
Audit fees	1,500
Director's fees	7,500
Bad Debts	2,500
Office expenses	3,500
Salaries	2,000
Rent factory	5,000
Sales	3,00,000
Salesmen Salary	8,000
Advertising expenses	2,000
Delivery van expenses	8,000
Warehouse Rent	6,000
Printing & Stationary	1,000
Direct expenses	8,000

OR

b) From the following trial balance extracted from the books of DS Industries trading as on 31st March 2023, prepare final account as on 31st March 2023 after taking into consideration the adjustment given below the Trial Balance.

Trial Balance

Particulars	Debit Rs.	Credit Rs.
Sunday creditors		46,000
Rent	1,200	
Cash in hand	3,000	
Cash at Bank	1,400	
Stock on 1-4-22	16,000	
Bad debts	1,000	
Discount	400	1,000
Purchases & Sales	1,10,000	1,68,000
Carriage on Sales	3,600	
Plant & Machinary	20,000	
Sales Return	8,000	
Purchase Return		4,000
Carriage on purchase	1,000	
Furniture	12,000	
Insurance	3,000	
Salaries	6,000	
Bills receivable	12,000	
Drawings	12,000	
Wages	12,000	
Provision for doubtful Debts		2,000
Capital		50,000
Sunday Debtars	40,000	
Commission	8,400	
	2,71,000	2,71,000

Adjustments:

i) Depreciate Plant & Machinery at 10% and Furniture & Fixtures 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/-

Q4) Attempt any one out of two. **[10]**

a) Max Ltd company furnishes you the following data relating to the year 2023.

	Final half of the year Rs.	Second half of the year Rs.
Sales	45,000	50,000
Total cost	40,000	43,000

Assuming that there is no change in prices and variable cost and that the fixed expenses are incurred equalty in the two half year period. Calulate for the year 2023.

i) P/V Ratio

ii) Fixed Expenses

iii) Break-even sales

iv) Percentage of Margin of safety

OR

b) MK trader prepared the following budget estimated for the year 2022-23.

Sales	15,000 Units
Fixed Cost	Rs. 34,000
Sales value	Rs. 1,50,000
Variable Cost per unit	Rs. 6

You are required to calculate

i) P/V Ratio

ii) BEP Sales

iii) Margin of Saftey

Q5) Attempt any one out of two. **[10]**

a) The following is the information given by Jay industries for 50% production (10,000 units)

Raw Material	Rs. 100 per unit
Direct Labour	Rs. 80 per unit
Direct Expenses	Rs. 20 per unit
Factory Expenses	Rs. 1,00,000 (40% fixed)
Administrative Expenses	Rs. 50,000 (50% variable)

Prepare a flexible budget for production capacity at 80% & 100%

OR

b) As a cost accountant you are required to assess material cost variance, material price variance and material usage variance from the give information.

	Standard	Actual
Quantity of material	5,000 units	5,500 units
Price per unit	Rs. 2	Rs. 3



Total No. of Questions : 5]

SEAT No. : ____

PB2097

[Total No. of Pages : 2

[6201]-1002
First Year M.B.A.
102-GC-02 : ORGANIZATIONAL BEHAVIOUR
(2019 Pattern) (Semester - I)

Time : 2½ Hours] ***[Max. Marks : 50***

Instructions to the candidates:

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

Q1) Attempt any five **[5×2=10]**

a) Define Organizational Behaviour.

b) Enlist different types of groups.

c) What is meant by diversity of workplace.

d) Define eustress.

e) What are the three levels of analysis in organizational Behaviour?

f) Define self esteem.

g) What is meant by soft culture?

h) Define Motivation.

Q2) Attempt any two. **[2×5=10]**

a) Explain Autocratic & Custodial model of Organizational Behaviour.

b) Discuss Maslow's need Hierachy theory of motivation.

c) Explain various forces that acts as stimulants to change.

Q3) a) What are OB challenges faced by the organization in current ERA. **[10]**

OR

b) Explain Autocratic, Democratic and Laissez faire styles of leadership with relevant example. **[10]**

P.T.O.

Q4) a) Explain three ego states and discuss complementary transactions. **[10]**

OR

b) Compare and contrast between strong culture & weak culture. **[10]**

Q5) a) Why will employees resist change when company is shifting from Work from home to Hybrid mode of work? What are the organizational strategies to deal with such resistance. **[10]**

OR

b) Elaborate five stage model of group development in detail. **[10]**



Total No. of Questions : 5] **SEAT No. :**

PB-2098

[Total No. of Pages : 2

[6201]-1003
M.B.A.
103-GC-03: Economic Analysis For Business Decisions (Semester-I) (2019 Pattern)

Time : 2½ Hours] ***[Max. Marks : 50***

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Marks are on right hand side.***
3) ***Draw graphs wherever necessary.***

Q1) **Solve any five questions 2 marks each :** **[10]**

a) "Wealth of Nations" was given by _____.

b) Define Micro Economics.

c) Two Indifference curves can intersect each other. True/False.

d) Write the subtypes of price elasticity.

e) Define opportunity cost.

f) Static and dynamic model was given by _____.

g) What is cost plus pricing?

Q2) **Solve any two questions 5 marks each :** **[10]**

a) Explain Law of diminishing marginal utility

b) Explain survey methods of demand forecasting.

c) Differentiate between shift in supply & changes in supply.

P.T.O.

Q3) a) Explain different objectives of the firm. **[10]**

OR

b) Elaborate different types of income elasticity of diamond.

Q4) a) Discuss law of supply with its different determinants. **[10]**

OR

b) Explain the concept of kinked demand in oligopoly.

Q5) a) Discuss the need for government intervention in the markets. **[10]**

OR

b) Elaborate on the measures to control business cycles.

Total No. of Questions : 5]

SEAT No. :

PB-2099

[Total No. of Pages : 2

[6201]-1004

M.B.A.

GC-04 : BUSINESS RESEARCH METHODS

(2019 Pattern) (Semester - I) (104)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Figures to the right indicate full marks.***
3) ***Answers to the questions should be specific and to the point.***
4) ***Draw sketches wherever necessary with pencil.***
5) ***Graph paper will not be provided.***

Q1) Attempt any five : **[10]**

a) Define Hypothesis. What are the types of Hypothesis?

b) List the steps in the Research process.

c) Define sampling list the types of sampling.

d) List the attitude scaling techniques.

e) What is Reliabity and validity?

f) Explain dependent and independent variables.

g) What do you understand about extraneous variables?

h) Define Research Design.

Q2) Attempt any two : **[10]**

a) Differentiate between qualitative and quantitative research.

b) Differentiate between probability and Non-Probability sampling.

c) Explain the concept, propose of Research Design with suitable examples.

Q3) Attempt any one : **[10]**

a) Draft a questionnaire for promoting electric vehicles for green and smart Pune city.

b) What is Research Hypothesis? What are the qualities of a hypothesis. Give one example each of a hypothesis?

P.T.O.

Q4) Attempt any one : **[10]**

a) Prepare a hypothesis (Null and Alternate) for the following situations.

i) Research wants to know whether using youtube is a bane or born among young of generations.

ii) Researcher wants to know the impact of Maha Metro on Public Transport.

b) Dr. Sathe, a renowned doctor is researching the height of the students, studying in 8th gade. Dr. Sathe has gathered 12 students but wants to know which maximum category is where they belong. Draw a histogram and determine which category is more prominent in the height level.

No.	1	2	3	4	5	6	7	8	9	10	11	12
Height	141	143	145	145	147	152	143	144	149	141	138	143

Q5) Attempt any one : **[10]**

a) Develop a research proposal on social media effects on Mertal Health of Todays youth.

b) Develop a suitable sample design for the following situation.

i) To study awareness of saving investments in youth.

ii) To study the disposal of electronic waste in effective manner in Pune city.

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Total No. of Questions : 5]

SEAT No. :

PB-2100

[Total No. of Pages : 2

[6201]-1005
M.B.A.
105: GC-05: Basics of Marketing
(Semester - I) (2019 Pattern)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) ***All questions are compulsory.***

2) ***Figures to the right indicate full marks.***

Q1) **Solve any Five out of Eight :** **[10]**

a) State the difference between Need and desire.

b) Explain Brick & Click model with an example.

c) Define differentiation strategy.

d) Name any four bases for segmentation of consumer markets.

e) Define digital markets.

f) What is the meaning of long tail marketing.

g) State the stages of PLC.

h) Mention the difference between customer satisfaction and customer loyalty.

Q2) **Solve any Two out of Three :** **[10]**

a) Explain PLC stages with an example.

b) Describe the impact of Globalization and Social responsibility on marketing.

c) Difference between product and production orientation towards market place.

P.T.O.

Q3) **Answer any One :** **[10]**

a) Apply the PLC model to discuss the strategies adopted by a Company manufacturing driverless cars.

b) Applying the consumer buying behavior model, discuss the steps involved in the purchase of home decor items.

Q4) **Answer any One :** **[10]**

a) Analyse the major forces impacting the micro environment for an automobile company.

b) As a marketing manager, analyse the value chain delivery process of a mobile manufacturing company.

Q5 **Answer any One :** **[10]**

a) Develop a segmentation and targeting strategy for a fashion apparel brand to be launched in India.

b) As a marketing manager of an Edtech Company, design marketing mix strategies considering 7Ps.



Total No. of Questions : 5]

SEAT No. : [ ]

PB2101

[Total No. of Pages : 2

[6201]-1006
First Year M.B.A.
106-GC-06 : DIGITAL BUSINESS
(2019 Pattern) (Semester - I)

Time : 2½ Hours] ***[Max. Marks : 50***

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Figures to the right indicate full marks.***
3) ***Give relavant examples.***

Q1) Solve any Five. **[10]**

a) Define Disintermediation.

b) Recall the concept fintech.

c) Define gamification.

d) Write a note on collaboration 2:0.

e) Identify different online brokers with examples.

f) Define IoT.

g) Memorise the concept of smart gadgets.

h) Recall the defination of search engines with examples.

Q2) Solve any two **[10]**

a) Compare and contrast 'Traditional Retailers Vs E-Tailers.

b) Compare and contrast Traditional Logistics Vs E-Logistics.

c) Identify the key players in online payments.

Q3) Solve any one **[10]**

a) Virtual Communities is a perfect place to listen to customer Appraise with various examples.

b) Ellaborated on Role of Intermediaries at emarketplace.

P.T.O.

Q4) Solve any one **[10]**

a) Indian customers are moving from Home made Food to Food delivered at doorstep' Appraise the Gatement.

b) E-learning, or digital learning, has grown rapidly in India over the past decade. Elaborate on applications of E-learning in India.

Q5) Solve any one. **[10]**

a) You are appointed as a consultant for designing the mobile games suggest the suitable business model.

b) You are appointed as a consultant for online travel company design a suitable business model.



Total No. of Questions : 5]

SEAT No. : [ ]

PB2102

[Total No. of Pages : 2

[6201]-1007
First Year M.B.A.(HRD)
107-GE-UL-01 : MANAGEMENT FUNDAMENTALS
(2019 Pattern) (Semester - I)

Time : 2 Hours] ***[Max. Marks : 50]***

Instructions to the candidates:

1) ***All questions are compulsory. All questions corry 10 marks.***
2) ***Draw neat diagram and state sutable examples wherever necessary.***

Q1) Answer any 5 out of 8. **[5×2=10]**

a) Define the planning.

b) What is mean by virtual organization?

c) What is benchmarking?

d) What is difference between centralization and decentralization organization structure?

e) What is MBO?

f) Define goals and plans.

g) What is SMART Goal?

h) Illustrate span of control.

Q2) Answer any 2. **[2×5=10]**

a) Illustrate the Hawthorne Experiment of human resource approach.

b) Write difference between mechanistic organization and organic organization.

c) What is bounded rationality? Explain its process.

Q3) Answer the following. **[1×10=10]**

a) Explain Mintzberg's managerial roles with suitable example.

OR

b) Suppose you have been asked by company to design its control system. which of the alternative will you follow in designing the control system? and why? (A. Forward looking or B. Backward looking)

P.T.O.

Q4) Answer the following. **[1×10=10]**

a) "Controlling is fundamental function that ensures work accomplishment according to plan". Analyze this statement and outline the various steps involved in controlling."

OR

b) What effect do you think the characteristic of the boundryless organization will have on employee in today's contemporary organizations?

Q5) Answer the following. **[1×10=10]**

a) "Having a method for ethical decision making is essential to serve as a practical tool for exploring ethical dilemmas and identifying ethical courses of action"- comment on this statement and describe ethical approach of decision making.

OR

b) State and analyze the factors affecting structural choice of automobile manufacturing organization.



Total No. of Questions : 5]

SEAT No. :

PB2103

[Total No. of Pages : 2

[6201]-1008

First Year M.B.A.

108-GE - UL - 02 : INDIAN ECONOMY

(2019 Pattern) (Semester - I)

Time : 2 Hours] *[Max. Marks : 50*

Instructions to the candidates:

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

Q1) Solve any five (2 marks each) **[10]**

a) Explain quantitative population growth differentials in India.

b) What is the theory of demographic transition?

c) What is the role of monetary policy in the Indian economy?

d) Define four budget terminology used in India.

e) Examine the trends in Inflation in India.

f) What is the poverty line?

g) What is governance infrastructure?

h) What are the common causes of a balance of payments crisis?

Q2) Answer any two (5 marks each) **[10]**

a) Discuss the RBI's role in regulating the banking sector.

b) Explain any two theoretical justification for state ownership or privatization of enter prises?

c) Compare and contrast the HDI scores of different states in India.

P.T.O.

Q3) Answer any one (10 marks each) **[10]**

a) Explain why market failures necessitate state intervention. Provide two examples to illustrate.

OR

b) Discuss the rationale behind the dissolution of the planning commission and the establishment of NITI Aayog.

Q4) Answer any one (10 marks each) **[10]**

a) Explain the correlation between poverty, vulnerability and unorganized sector employment in India.

OR

b) Analyze the reasons behind India MNCs engaging in mergers and acquisitions both domestically and internationally . Provide examples to illustrate.

Q5) Answer any one (10 marks each) **[10]**

a) Evaluate the effectiveness of India's foreign trade policy.

OR

b) Examine the role of trade barriers, tariffs, quotas and exchange rate policies in shaping India's trade patterns.



Total No. of Questions : 5]

SEAT No. : ____

[Total No. of Pages : 2

PB-2104

[6201]-1009
M.B.A.
109 : GE-UL-03 : ENTREPRENEURSHIP DEVELOPMENT
(2019 Pattern) (Semester - I)

Time : 2 Hours] ***[Max. Marks : 50***

Instructions to the candidates:

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

Q1) Answer Any 5 Out of 8 (2 Marks Each) : **[5 × 2 = 10]**

a) How would you define an Entrepreneur?

b) Enumerate the constraints of entrepreneurial culture.

c) Enlist the functions of entrepreneur.

d) Enumerate the factors influencing entrepreneurship growth.

e) What is meant by Sole Proprietorship? Explain its characteristics?

f) List the characteristics of Entrepreneur.

g) Define Mobilization of resources.

h) Describe any four importance of Entrepreneurial training?

Q2) Answer Any 2 Out of 3 (5 Marks Each) : **[2 × 5 = 10]**

a) What is the Innovation theory by Schumpeter and highlight its feature.

b) "Innovation and Entrepreneurship" goes hand in hand. Justify?

c) Explain why Entrepreneurial Training is important for Entrepreneurship Development?

Q3) Answer Any one (10 Marks) : **[10]**

a) "Self-employment is the best method of solving the problem of growing unemployment in the country." Do you agree? Suggest a suitable strategy for the identification and development of entrepreneurs.

OR

b) Outline the Objectives of NIESBUD for Entrepreneur Development?

P.T.O

Q4) Answer Any one (10 Marks) : **[10]**

a) Evaluate the role business incubators and Start up ecosystem in entrepreneurship development.

OR

b) "Innovation and Entrepreneurship" goes hand in hand. Justify?

Q5) Answer Any one (10 Marks) : **[10]**

a) What problems are facing the Indian Entrepreneurs. Explain?

OR

b) In India, young Entrepreneurs face a number of Problems but they have bright prospects in Indian Economy - Elaborate?

Total No. of Questions : 5]

SEAT No. : ____

PB-2105

[Total No. of Pages : 2

[6201]-1010

F.Y. M.B.A.

110-GE-UL-04 : ESSENTIALS OF PSYCHOLOGY FOR MANAGERS

(Pattern 2019) (Semester - I)

Time : 2 Hours] ***[Max. Marks : 50***

Instructions to the candidates:

1) ***All the questions are compulsory.***
2) ***Each question has an internal option.***
3) ***Figures to the right indicate full marks.***
4) ***Answer should be specific and to the point.***

Q1) **Answer any 5 out of 8 :** **[2 Marks each]**

a) Psychology is said to be the scientific study of _____ and _____.

i) Behaviour, mental process

ii) Mental illness, mental health

iii) Physical states, mental states

iv) None of the above

b) Who is considered as the "Father of American Psychology"?

c) From which Latin word is the English word 'Emotion' derived?

d) Write whether the following statement is 'True' or 'False' Psychology is a study of mental processes.

e) Which of these statements is not correct about long term memory?

i) The information and its source are stored separately.

ii) We are sometimes able to keep information for a very long time.

iii) Long term memory can be instrumental in helping us construct new memories.

iv) Long term memory links us with our past.

f) What is Dreaming?

g) Define sensing and perceiving.

h) What is hallucination.

P.T.O.

Q2) **Answer any two out of three :** **[5 Marks each]**

a) Describe the process of conditional learning.

b) Explain how neurons communicate.

c) Write Short note on Heredity and Behaviour.

Q3) **Answer 3(a) or 3(b) :** **[10 Marks each]**

a) Explain the biological experience of emotion.

b) Describe how Pavlov's early work in classical conditioning influenced the understanding of learning.

Q4) **Answer 4(a) or 4(b):** **[10 Marks each]**

a) Label and review the principles of encoding, storage and retrieval.

b) Explain Schedule and Role of Reinforcement

Q5) **Answer 5(a) or 5(b) :** **[10 Marks each]**

a) Describe how classical conditioning principles can be used in advertising.

b) Differentiate between Psychiatrist and Psychologists as profession with relevant examples.

▽▽▽▽

Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages : 2

PB-2106

[6201]-1111
M.B.A.
GE-UL-05:111 : LEGAL ASPECTS OF BUSINESS
(2019 Pattern) (Semester - I)

Time : 2 Hours] ***[Max. Marks : 50***

Instructions to the candidates:

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

Q1) Solve any five : **[10]**

a) Define contract means.

b) Define unpaid seller.

c) Negotiable instruments means.

d) Consumer means.

e) Contingent contract

f) Define coercion.

g) Define Discharge from liability.

h) Explain MOA of company

Q2) Answer any two : **[10]**

a) What are the types of negotiable Instruments.

b) What are the rights of unpaid seller.

c) Explain the prospectus of company

Q3) Answer any one : **[10]**

a) What are the essentails for valid contract.

b) Explain the rights of consumer.

P.T.O

Q4) Answer any one : **[10]**

a) Explain the types of negotiable instruments in details.

b) Explain the details about consumer redressal committees.

Q5) Answer any one : **[10]**

a) What are the rights & responsibility of director under company act?

b) Explain the doctrin of careat emptor under sale of goods act.

Total No. of Questions : 5]

SEAT No. :

PB-2107

[Total No. of Pages : 2

[6201]-1112
M.B.A.
GE-UL-06 : DEMAND ANALYSIS & FORECASTING
(2019 Pattern) (Semester - I)

Time : 2 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) Answer any Five (2 marks each) : **[10]**

a) Explain the significance of Demand Forecasting.

b) What is the meaning of constrained forecasts?

c) Describe Expert Opinion Method.

d) What is lead time in forecasting demand forecasting ?

e) What is Delphi Method in Demand Forecasting?

f) Explain the process of New Product Forecasting.

g) Define demand estimation in demand forecasting.

h) Define Short Run Forecast.

Q2) Answer any Two (5 marks each) : **[10]**

a) Differentiate between Short Run Forecast and Long Term Forecast.

b) Explain purpose of forecast.

c) Explain Diffusion and Composite Indexes.

Q3) Answer any One (10 marks each) : **[10]**

a) What are the strengths and weakness of qualitative methods of forecasting ?

OR

b) What are the four (4) main components of a time series?

P.T.O

Q4) Answer any One (10 marks each) : **[10]**

a) State in detail the steps involved in selecting a Forecasting Technique.

OR

b) What is the relationship between the forecasting time horizon and choice of forecasting models?

Q5) Answer any One (10 marks each) : **[10]**

a) India is the world's third largest and the fastest growing aviation market in the world., The India Aviation Market size is expected to grow from USD 10.89 billion in 2023 to USD 12.55 billion by 2028, at a CAGR of 2.87% during the forecast period (2023-2028). analyze 4 components of time series in the light of this statement

OR

b) Explain your thoughts on the Myths versus Reality of Forecasting.

Total No. of Questions : 5]

SEAT No. : ____

PB2108

[Total No. of Pages : 2

[6201]-2001

First Year M.B.A.

201-GC-07 : MARKETING MANAGEMENT

(2019 Pattern) (Semester-II)

Time : 2½ Hours] ***[Max. Marks : 50***

Instructions to the candidates:

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

Q1) Solve any 5. **[10]**

a) Enlist 4p's of Marketing.

b) Define Retailer.

c) Define Brand

d) Define Packaging.

e) Define Cost-Plus Pricing.

f) Define sales promotions.

g) Define marketing mix.

h) Enlist levels of product.

Q2) Attempt any 2. **[10]**

a) Explain factors affecting distribution strategy.

b) Explain various pricing strategies.

c) Explain sales promotion schemes.

P.T.O.

Q3) a) Design distribution channel for a pharmaceutical company. **[10]**

OR

b) Design Distribution channel for a Tractor company in Indian Market.**[10]**

Q4) a) Design total promotion plan for electric car manufacturing & Marketing company in Indian Market. (Make necessary assumption). **[10]**

OR

b) Design advertising campaign for newly launched health drink company in overseas market. (make necessary assumptions) **[10]**

Q5) a) As a marketing manager prepare detailed marketing plan for a newly Launching "Gymnasium services" in your city. **[10]**

OR

b) Design a detailed marketing plan for a company planning to launch a super market in your city. **[10]**

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Total No. of Questions : 5]

SEAT No. :

PB2109

[Total No. of Pages : 4

[6201]-2002
First Year M.B.A.
202-GC-08 : FINANCIAL MANAGEMENT
(2019 Pattern) (Semester - II)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Figures to the right indicates full marks.***
3) ***Use of simple calculator is allowed.***
4) ***All questions carry equal marks.***

Q1) Solve any Five: **[10]**

a) Define financial management.

b) What are the various techniques of financial Statement Analysis?

c) What do you mean by solvency Ratios?

d) What is meant by working capital management?

e) What do you mean by Financial leverage?

f) What are the external sources of finance?

g) What are the model tools of evaluation of the project?

h) What is meant by NPV?

Q2) Attempt any two. **[10]**

a) State the objectives of the financial management.

b) Explain the concept of operating cycle.

c) Compare and contrast between fund flow & cash flow statements.

d) Write short note on : Time Value of Money.

e) Critically examine the various steps involved in capital budgeting process.

P.T.O.

Q3) a) The following data represents the ratios pertaining to ABC Ltd. for the year ending on 31st March 2024. **[10]**

Annual sales	Rs.40,00,000/-
Sales to Net Worth	4 times
Current Liabilities to Net Worth	50%
Total Debt to Net Worth	80%
Current Ratio	2.2
Sales to inventory	8 times
Average collection period	40 days
Fixed Assets to Net Worth	70%

From the above information, prepare the balance sheet with as many as details possible. Assume all sales on credit.

OR

b) Anup Ltd. has the following capital structure **[10]**

Equity share capital (20,000 shares)	₹ 4,00,000/-
6% preference shares	₹ 1,00,000/-
8% Debentures	₹ 3,00,000/-
Total	₹ 8,00,000/-

The market price of equity share is Rs.20/- It is expected that the company will pay a current dividend of Rs. 2 per share which will grow 7% Forever. Tax rate is 4%. Calculate the weighted average cost of capital.

Q4) a) Calculate the operating, financial & combined leverage.

Balance sheet of PQR Ltd. as on 31/03/2022 **[10]**

Liabilities	₹	Assets	₹
Equity capital (Rs.10 each)	12,00,000	Fixed Assets (net)	21,00,000
15% Debentures	8,00,000	Current-Assets	19,00,000
General Reserve	700,000		
Current Liabilities	13,00,000		
Total	40,00,000	Total	40,00,000

i) The earning before interest & tax (EBIT) is 20% on sales for the year ended 31/03/2022.

ii) The profit volume ratio is 40%.

iii) The total asset turnover (sales/total assets) for the year is 2.

OR

b) XYZ Ltd. has currently an ordinary shares capital of Rs. 250 Lakhs consisting of equity shares of Rs. 100 each. The company is planning to raise another Rs.200 lakhs for Financing a major expansion program. The following four options are available. **[10]**

i) Entirely through ordinary shares

ii) Rs.100 lakhs through ordinary shares & balance by 15% term loan.

iii) Rs.50 lakhs through ordinary shares, Rs.150 lakhs through long term borrowing at 15% rate of interest.

iv) Rs.100 lakhs through ordinary shares & Rs.100 lakhs through preference shares with 14% dividend.

Expected EBIT of the company is Rs.80 lakhs. Calculate EPS under each alternatives & advice the company about most beneficial alternative. Income tax rate can be taken as 50%.

Q5) a) ABC Ltd. is investing in a project that is expected to cost Rs. 12,00,000 & has an effective life of 5 years. The projected cash inflows for this period are as follows. **[10]**

Year	Amount (₹)
1	3,00,000
2	3,00,000
3	4,50,000
4	4,50,000
5	7,50,000
Total	22,50,000

Calculate-

i) Payback period

ii) Net present value@10%

iii) Profitability Index

iv) Discounted pay back period @10%

OR

b) The management of Gemini Ltd. has called for a statement showing the working capital needed to finance a level of activity of 3,00,000 units of output for the year. The cost structure for the company's product for the above mentioned activity level is detailed below: **[10]**

Particulars	Cost per unit (₹)
Raw materials	20
Direct labour	5
Overheads	15
Total cost	40
Profit	10
Selling price	50

Past trend indicates that raw materials are held in stock, on an average for two months. Work in progress (50% complete) will approximate to half a monthly production. Finished goods remain in warehouse on an average for a month. Suppliers for materials extend a month's credit. For debtors two month credit is usually allowed. A minimum cash balance of ₹ 25,000/- is expected to be maintained.

The production pattern is assumed to be uniform through out the year.

Total No. of Questions : 5]

SEAT No. : ____

PB-2110

[Total No. of Pages : 3

[6201]-2003

M.B.A.

203 - GC - 90 : HUMAN RESOURCE MANAGEMENT

(Compulsory Generic Core Course)

(2019 Pattern) (Semester - II)

Time : 2½ Hours] ***[Max. Marks : 50***

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Figures to the right indicate full marks.***
3) ***Assume suitable data if necessary.***
4) ***All questions have internal options.***

Q1) **Solve any Five :** **[5 × 2 = 10]**

i) Human resource management means _____.

a) A method which an organisation collects, maintains and reports information on people and jobs

b) The process of integrating the employees' needs and aspirations with organizational needs

c) The process of bringing people and organisation together so that the goals of each are achieved

d) The efforts to make life worth living for workers

ii) Method of data collection to back up a forecast of personnel needs ___.

a) Intrusion Prevention System (IPS)

b) Intrusion Detection Prevention System (IDPS)

c) Patent Electronic System Verification (PAIR)

d) Human Resource Information System (HRIS)

iii) The use of process criteria in job selection means that the individual is being assessed on _____.

a) The number of tasks they can process simultaneously

b) A methodological approach to task completion

c) How many tasks can be processed in a set amount of time

d) The right way to complete a task successfully

P.T.O.

iv) _____ may be defined as sequence of separate, but related work activities providing for continuity, order and meaning in a person's life.

a) Occupation b) Job

c) Career d) Task

v) "If a worker has few absences. his supervisor might give him a high rating in all other areas of work" this is an example of _____ bias in Performance Appraisal :

a) Halo effect b) Central Tendency

c) Personal Biases d) Stereo Typing

vi) What are the objectives of training?

vii) Briefly explain the objectives of induction programme.

viii) What are the objectives of compensation?

Q2) **Solve any Two :** **[2 × 5 = 10]**

a) Examine any 3 types of employees separation. Give examples.

b) Define the concept of manpower inventory. How the manpower inventory is prepared?

c) Elaborate various stages in the process of selection with examples.

d) Define transfer. What are its types? Explain its advantages and disadvantages.

Q3) **Solve any One :** **[1 × 10 = 10]**

a) Distinguish between Human Resource Management (HRM) and Human Resource Development (HRD). Discuss the role of Human Resource manager.

OR

b) 'Human Resource Planning server as a link between HRM and the Business plans'. Evaluate the statement.

Q4) **Solve any One :** **[1 × 10 = 10]**

a) Explain any two forms of separation From the following :

i) Retirement

ii) Layoff

iii) Downsizing

OR

b) Why Performance appraisal fails in an organization? How can an organization make effective appraisal system?

Q5) **Solve any One :** **[1 × 10 = 10]**

a) "Job Design is a result-oriented tool for optimal utilization Human Resources". Discuss with example.

OR

b) Define HRIS. Elucidate the steps to successfully implement the human resource information system in an organization.

▽▽▽▽

Total No. of Questions : 5]

SEAT No. :

PB-2111

[Total No. of Pages : 2

[6201]-2004
M.B.A.
GC-10-204 : OPERATION & SUPPLY CHAIN MANAGEMENT
(2019 Pattern) (Semester - II)

Time : 2½ Hours] ***[Max. Marks : 50***

Instructions to the candidates:

1) ***All the questions are compulsory.***
2) ***All the questions has an internal option.***
3) ***All the questions carry equal marks.***
4) ***Use of only simple calculator is allowed.***

Q1) Attempt any 5 from the following 8 questions. **[10]**

a) Define quality in perspective of manufacturers view.

b) List the types of wastages considered under the lean management.

c) Enlist the types of plant layouts.

d) Describe the concept of accuracy of forecasts.

e) Enlist the components of ordering cost.

f) Define capacity requirement planning.

g) State the concept of Gantt chart.

h) Enlist the flows in "supply chain"

Q2) Attempt any 2 from the following 3 questions. **[10]**

a) Describe the concept of inventory. Paraphrase the need for high inventory.

b) Explain the barriers in implementing Total Quality Management.

c) Summarise the sources of data used in forecasting.

Q3) a) "Capacity planning involves long term and short terms considerations" Illustrate the statement in the context of production planning. **[10]**

OR

b) Explain the need & importance of selective control of inventory. **[10]**

P.T.O

Q4) a) Appraise & calculate the EOQ and Total cost of inventory at EOQ using the following inventory data. **[10]**

i) Annual Demand - 10000 units

ii) Ordering cost - Rs. 30 / order

iii) Carrying cost - 20% of Avg inventory investments

iv) Unit cost - Rs. 15

OR

b) Compare the concept of evolution of supply chain management "from physical distribution to logistics to SCM". **[10]**

Q5) a) Design the Generalized SCM model for computer manufacturing company. **[10]**

OR

b) Compose service blue printing for logistics company. **[10]**

Total No. of Questions : 5]

SEAT No. : ____

PB2112

[Total No. of Pages : 2

[6201]-2005
First Year M.B.A.
207-GE-UL-07 : CONTEMPORARY FRAMEWORKS IN MANAGEMENT
(2019 Pattern) (Semester - II)

Time : 2 Hours] ***[Max. Marks : 50***

Instructions to the candidates:

1) ***For question No 1-Answer any 5 out of 8 questions.***
2) ***For question No 2-Answer any 2 out of 3 questions.***
3) ***For question No 3,4,5-Answer any 1 out of 2 questions.***
4) ***Each question carries 10 marks.***

Q1) Solve any five questions. **[10]**

a) What are the 5 dimensions of the trait EI model?

b) Name the authors of the following books.
   i) '7 Habits of Effective people'
   ii) 'The 21 irrefutable laws of leadership'

c) Principle of 'personal vision' related to which habit?

d) 'Unwilling to be vulnerable within the group' is a sign of
   i) Fear of Conflict
   ii) Absence of Trust
   iii) Lack of commitment
   iv) Avoidance of accountability

e) First who, then what is about_____
   i) Deciding who will lead
   ii) Deciding direction first
   iii) Getting right people on board
   iv) Motivating right people

f) What is the 'EQ brain'?

g) 'The Stockdale paradox' explained by Jim Collins in concern of _____ concept.
   i) Confront the brutal facts
   ii) Hedgehog Concept
   iii) The Flywheel
   iv) None of these

h) What do you mean by the concept of Inside-out?

P.T.O.

Q2) Solve any two questions. **[10]**

a) Explain various traits of a person with high social skills.

b) What do you mean by being proactive? How one can become more proactive.

c) What is dysfunction 2-Fear of conflict? Provide suggestions to overcome it.

Q3) Solve any one question. **[10]**

a) What do you mean by 'Begin with end in mind'? Explain how beginning with the end in mind applies to personal development and self-improvement efforts.

OR

b) Briefly explain the 5 dysfunctions of teams. How can team members foster a culture of trust and psychological safety to prevent or resolve various dysfunctions?

Q4) Solve any one question. **[10]**

a) Analyse the importance of ongoing personal and professional development for leaders and how it contributes to their effectiveness with the help of the Law of Process.

OR

b) What are the barriers to empathy? How can one develop empathy?

Q5) Solve any one question.

a) 'Good is enemy of Great'- discuss this statement considering the content of the chapter 'Good to Great'. **[10]**

OR

b) What are the two concepts that come under the umbrella of " disciplined people" for organizations that want to move from good to great?



Total No. of Questions : 5]

SEAT No. :

PB2113

[Total No. of Pages : 2

[6201]-2006

First Year M.B.A. (Management)

208 - GE - UL - 08 : GEOPOLITICS & WORLD ECONOMIC SYSTEMS

(2019 Pattern) (Semester - II)

Time : 2 Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) *Q.1 is compulsory.*
2) *Q.2 to Q.5 carry equal marks.*

Q1) Attempt any 5 questions having 2 marks each: **[5×2=10]**

a) What is Hegemonic stability.

b) Define capitalism.

c) Functions of GATT.

d) Define WTO

e) Define OCED & SAARC

f) Define International monitory system.

g) Define Brexit.

h) Define liberlization.

Q2) Attempt any 2 questions having 5 marks each. **[2×5=10]**

a) Explain international trade laws.

b) Highlight the functions of international monetary fund.

c) List and explain the trade blocks.

Q3) Attempt any one out of two. **[10]**

a) Discuss the contemporary issues and challanges of global economic environment.

OR

b) Crictically examine Euro Zone crises and its impact of India.

P.T.O.

Q4) Attempt any one out of two: **[10]**

a) Evaluate foreign exchange rate policies of developing countries. Critically comment on Indian rupee.

OR

b) Evaluate the current global economic situtation emerging out of Russia - Ukraine war.

Q5) Attempt any one out of two: **[10]**

a) Explain various Bi-lateral and multi - lateral trade agreements with suitable examples.

OR

b) Elaborate on the "Dispute settlement procedure" under GATT & WTO and how it works.



Total No. of Questions : 5]

SEAT No. :

PB-2114

[Total No. of Pages : 2

[6201]-2007

M.B.A.

209 - GE - UL - 09 : STARTUP AND NEW VENTURE MANAGEMENT

(2019 Pattern) (Semester - II)

Time : 2 Hours] ***[Max. Marks : 50***

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***All questions carry equal marks.***
3) ***All questions carry internal options.***

Q1) **Answer any five of the following :** **[10]**

a) What is an Entrepreneur?

b) What is Start-up?

c) Define MVP.

d) Write the four components of financial statements.

e) Write different types of social media promotion tools.

f) Explain the concept of bootstrapping.

g) What is mind mapping tool?

h) Write any 2 types of business models.

Q2) **Answer any two of the following:** **[10]**

a) Explain the concept of Longtail Marketing.

b) Enumerate the various forms of business organisations.

c) Explain the concept of crowd funding with example.

Q3) a) Explain the role of MSDE in detail. **[10]**

OR

b) Explain in detail the role of a successful board.

P.T.O.

Q4) a) Explain the process of customer validation. **[10]**

OR

b) Define Venture capital. What are the stages of financing in venture capital?

Q5) a) Uber wants to leverage its driver network and food delivery platform to enter the grocery delivery market. How would you help uber enter this market? Suggest GTM strategy for Uber. **[10]**

OR

b) Design a business plan for any service organisation.

▽▽▽▽

Total No. of Questions : 5]

SEAT No. :

PB-2115

[Total No. of Pages : 2

[6201]-2008

M.B.A.

210 GE-UL-10 : QUALITATIVE RESEARCH METHODS

(2019 Pattern) (Semester - II)

Time : 2 Hours] *[Max. Marks : 50*

Instructions to the candidates:

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

Q1) Answer the following. (Any 5 out of 8) (2 marks each) : **[10]**

a) Define Qualitative Research.

b) What is a Qualitative Research Design?

c) What is a Triangulation?

d) Define Observation.

e) What do you mean by Projection?

f) Define Reliability.

g) Define Validity.

h) Define Quality Management.

Q2) Answer the following. (Any 2 out of 3) (5 marks each) : **[10]**

a) Explain the Ethics in Qualitative Research.

b) Explain the Combining Qualitative and Quantitative Methods.

c) Explain the Longitudinal Qualitative Studies.

Q3) Answer the following : **[10]**

a) Explain the Need & Characteristics of Qualitative Research.

OR

b) Explain the Principle of Saturation.

P.T.O.

Q4) Answer the following : **[10]**

a) Discuss in details the Types of Interview.

OR

b) Explain in details the Zaltman's Metaphor Elicitation Techniques.

Q5) Answer the following : **[10]**

a) Discuss in details the Criteria for Evaluating the Building of Theories.

OR

b) Discuss in details the Quality Assessment as a Challenge for Qualitative Research.

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Total No. of Questions : 5]

SEAT No. : ____

PB-2116

[Total No. of Pages : 2

[6201]-2009

M.B.A.

211 : GE-UL-11 : BUSINESS GOVERNMENT & SOCIETY

(2019 Pattern) (Semester - II)

Time : 2 Hours] ***[Max. Marks : 50***

Instructions to the candidates:

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

Q1) Attempt any five (2 marks each) : **[10]**

a) Write any two economic functions of government.

b) Define foreign direct investment.

c) Define globalization

d) Give any two examples of corporate social responsibility.

e) What is constitutional environment?

f) What is Build, operate & Transfer model of public private partnership?

g) What is business lobbying.

h) What is Poverty?

Q2) Solve any two (5 marks each) : **[10]**

a) Explain the interdependance of businessess and government.

b) Explain how foreign direct investments help in securing economic growth.

c) Write a note on privatisation measures of railways in India.

Q3) Solve any one : **[10]**

a) How does industrial development contribute to eradication of poverty?

OR

b) "Public Private Partnership is becoming a preferred mode of investment for growth" Discuss.

P.T.O.

Q4) Solve any one : **[10]**

a) Explain the domestic forces acting for and against globalization.

OR

b) Explain how demography, technology and gender issues impact business organizations.

Q5) Solve any one : **[10]**

a) State the methods of socially responsible behaviour by businesses with examples.

OR

b) Which of the following is not an example of government trying to influence the economy using fiscal policy? Explain why.

i) The government increasing corporate tax by 5%.

ii) The government with the help of central bank trying to reduce inflation rate by 2%.

iii) Government trying to impose new tax plan that would let small businesses pay less money.

iv) Finance minister thinking of tax deductions of citizens.

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Total No. of Questions : 5]

SEAT No. :

PB-2117

[Total No. of Pages : 2

[6201]-2010

M.B.A.

212 : (GE-UL-12) : BUSINESS PROCESS RE-ENGINEERING

(2019 Pattern) (Semester - II)

Time : 2 Hours] ***[Max. Marks : 50***

Instructions to the candidates:

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

Q1) **Answer any 5 out of 8 [2 marks each] :** **[10]**

a) Identify any two myth associated with BPR.

b) What is the concept of BPR.

c) Write the name of two methods using for measuring key performance Indicators (KPIs) in BPR.

d) Write the role of IT infrastructure in supporting BPR.

e) What are the key elements of BPR.

f) List any 2 BPR methodologies.

g) Define Just in Time.

h) What characteristics should a BPR team possess to effectively carry out the redesing process?

Q2) **Answer any two out of three [5 marks each] :** **[10]**

a) Explain the goals of BPR.

b) Explain What is meant by dysfunction in the context of BPR.

c) Explain how business activity maps are used as tools in BPR initiatives.

P.T.O.

Q3) **Answer 3(a) or 3(b) :** **[10]**

a) Explain the concept of BPR in relation to performance improvement within an organization.

b) Describe how BPR complements the implementation of Enterprise Resource Planning (ERP) Systems in Organizations.

Q4) **Answer 4(a) or 4(b) :** **[10]**

a) Explain the relationship between BPR and Information Technology (IT) in manufacturing.

b) Describe how collaborative Manufacturing practices support BPR initiatives in the manufacturing industry.

Q5) **Answer 5(a) or 5(b) :** **[10]**

a) How do factors related to change management system and culture influence the outcome of business re-engineering initiatives?

b) Explain problems in communication and organizational resistance hinder the success of business re-engineering?

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Total No. of Questions : 5]

SEAT No. :

PB-2118

[Total No. of Pages : 2

[6201]-2011

M.B.A.

205BA (SC-BA-01) : BASIC BUSINESS ANALYTICS USING R

(2019 Pattern) (Semester - II)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

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

Q1) Answer the following questions (any five) : **[10]**

a) Define prescriptive analytics.

b) What is data maturity?

c) What is lapply() function in R? Give an example.

d) List two IDEs for R.

e) State the difference between data and information.

f) Explain numeric data type in R.

g) List the two BI tools.

h) State the importance of data visualization.

Q2) Answer the following questions (any two) : **[10]**

a) Summarize if and switch statement in R with example.

b) Explain in built functions in R. Give two examples of inbuilt functions.

c) Discuss exploratory data analysis.

Q3) Answer the following questions (any one) : **[10]**

a) Discuss data frames in R. How to create a data frame in R. Discuss with example how str() and summary() functions can be applied on a data frame?

b) Write code in R for data visualization using line plot, scatter plot and histogram.

P.T.O.

Q4) Answer the following questions (any one) : **[10]**

a) Explain the following functions with R code

i) paste ( )

ii) rbind ( )

iii) class ( )

iv) abs ( )

v) nrow ( )

b) Explain the following functions with R code :

i) c buid ( )

ii) n col ( )

iii) typeoff ( )

iv) matrix ( )

v) merge ( )

Q5) Answer the following questions (any one) : **[10]**

a) Discuss the applications of Business Analytics in Social media Analytics and HR Analytics.

b) Discuss the applications of Business analytics in marketing & Retail Analytics.

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Total No. of Questions : 5]

SEAT No. :

PB2119

[Total No. of Pages : 2

[6201]-2012
First Year M.B.A.
206-BA-SC-BA-02 : DATA MINING
(2019 Pattern) (Semester - II)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

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

Q1) Solve any Five: **[10]**

a) Describe Business Intelligence.

b) List any Two Data Mining Tasks.

c) Define Numeric attribute.

d) Explain Data Cleaning.

e) Define Decision-Tree Based Approach.

f) What is Classification.

g) Define Clustering.

h) Define Apriori Algorithm.

Q2) Solve any Two. **[10]**

a) Explain Data Mining Process in details.

b) What is Data Normalization. Explain it's characteristics.

c) Discuss Support Vector Machines (SVM) with example.

Q3) a) What is the model selection? Also explain the techniques used for classification model selection. **[10]**

OR

b) Explain the general approach to solve classification problem with diagram.

P.T.O.

Q4) a) Define K-means clustering? Differentiate between partitional & Hierarchical clustering methods. **[10]**

OR

b) What is customer profiling? How to creating customer profiling.

Q5) a) For the following given Transaction Data set, Generate Rules using a Apriori Algorithm consider the values as support = 50% & confidence = 75% **[10]**

Transaction ID	Items purchased
1	Bread, Cheese, Egg, Juice
2	Bread, Cheese, Juice
3	Bread, Milk, Yogurt
4	Bread, Juice, Milk
5	Cheese, Juice, Milk

OR

b) What are some potential limitations of different anomaly detection techniques, and how can they be addressed?

Total No. of Questions : 5]

SEAT No. : ____

PB-2120

[Total No. of Pages : 2

[6201]-2013

F.Y. M.B.A.

205 FIN (SC FIN - 01) : FINANCIAL MARKETS AND BANKING OPERATIONS

(2019 Pattern) (Semester - II)

Time : 2½ Hours] ***[Max. Marks : 50***

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Figures to the right indicate full marks.***
3) ***Draw neat labelled diagram whereever necessary.***

Q1) **Solve any five :** **[10]**

a) Define Treasury Bill.

b) List out difference between future and forward market.

c) List out any two defects of Indian money market.

d) Define foreign exchange market.

e) Define MUDRA.

f) Define IMPS.

g) i) _____ refers to the removal of a company's shares from listing on the stock exchanges.

A) Removal Companies

B) Deregistered Companies

C) Cancellation of Companies

D) Delisting of Companies

ii) Which of the following body regulates regional rural banks in India.

A) RBI

B) NABARD

C) State Government

D) Dept. of Rural Development

P.T.O.

h) i) SIDBI Stands for

A) Small Institutions Development Bank of India

B) Small Industries Development Bank of India

C) Small Industries Derivatives Bank of India

D) Small Industries Development Bureau of India

ii) _____ is regulatory authority for commodity future market in India.

A) DFT B) RBI

C) FMC D) SEBI

Q2) **Solve any Two :** **[10]**

a) Distinguish between Money Market and Capital Market.

b) Distinguish between Banks and NBFC's.

c) Explain the concept of EFT.

Q3) **Solve any One :** **[10]**

a) Explain various methods of raising funds in Primary Market.

OR

b) Explain in detail the classification of development Banks in India.

Q4) **Solve any One :** **[10]**

a) Analyse various reforms in Indian Money Market.

OR

b) Analyse the role of commercial bank in banking structure of India.

Q5) **Solve any One :** **[10]**

a) What do you mean by E-banking? How has technology benefited the banking industry.

OR

b) Explain the features of GDR? How the GDR mechanism works?

▽▽▽▽

Total No. of Questions : 5]

SEAT No. :

PB2121

[Total No. of Pages : 2

[6201]-2014
First Year M.B.A.
206-SC-FIN-02 : PERSONAL FINANCIAL PLANNING
(2019 Pattern) (Semester - II)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) ***Assume suitable data if necessary.***
2) ***Figures to the right indicate full marks.***
3) ***All questions are compulsory.***
4) ***All questions have internal options.***

Q1) Attempt any five questions. **[10]**

a) Define financial planning.

b) What is time value of money?

c) An investment with greater variability its return will be_____

i) Less risky ii) More risky

iii) Less profitable iv) More profitable

d) What is public provident fund?

e) What do you understand by range?

f) _____is define as an arrangement of one's financial and economic affairs by taking complete legitimate benefits of all deductions, exemptions, allowances and rebates to reduce tax liability.

i) Financial planning ii) Investment planning

iii) Tax planning iv) Business planning

g) _____is a contract through which someone designates another person to act in his or her name and interest in completing a legal act with third party.

i) Will ii) Derivative

iii) Power of attorney iv) Prospectus

h) Mr. Vinod has deposited Rs. 60,000 in a saving bank account at 8.5% simple interest interested to keep the deposit for a period of 10 years. Calculate simple interest.

i) 51,000 ii) 55,000

iii) 47,000 iv) 72,000

P.T.O.

Q2) Attempt any 2. **[10]**

a) A person borrows Rs.5,00,000 from a bank for purchase of the flat at 8% per annum reducing balance interest rate. Find EMI for a period of 10 years.

b) Find out the present value of a 4 year annuity of Rs. 20,000 discounted at 10 percent.

c) Mention the types of deductions.

Q3) a) Discuss the creation of an investment portfolio. **[10]**

OR

b) Discuss the features, advantages and disadvantages of term insurance.

Q4) a) Elaborate the investment vehicles with its features. **[10]**

OR

b) Explain the different types of insurance cover.

Q5) a) Discuss the section 80C with its gross qualifying amount. **[10]**

OR

b) Critically evaluate the ULIP, Term Insurance and life insurance. And how do they impact personal financial planning?



Total No. of Questions : 5] **SEAT No. :**

PB-2122

[Total No. of Pages : 2

[6201]-2015
First Year M.B.A.
205-HR SC HRM-01: Competency Based Human Resource Management
(Semester-II) (2019 Pattern)

Time : 2½ Hours] ***[Max. Marks : 50***

Instructions to the candidates:

1) ***Attempt all questions.***
2) ***Draw diagram /flowchart/module wherever applicable.***

Q1) **Attempt any five questions :** **[10]**

a) Define the term knowledge.

b) State the components of competency.

c) State any two functional competency.

d) What is performance planning?

e) What is Key Performance Indicator (KPI)?

f) Write any two limitations of competency framework.

g) Define the concept of " Transactional Competency.

h) Define "Development".

Q2) **Attempt any Two questions :** **[10]**

a) Difference between Job Specification and Job Discription. Explain.

b) Explain the process of performance coaching.

c) Discuss the process of "Training Need Analysis" (TNA) in brief.

P.T.O.

Q3) **Attempt any One question :** **[10]**

a) How competency mapping can be used in recruitment and selection function. With respect to KSA (give example)

b) Explain the types of competency model (any two)

Q4) **Attempt any One question :** **[10]**

a) Design KRA for sales manager of FMCG sector.

b) Explain evaluation of career through knowledge, skill, attitude areas. With suitable example.

Q5 **Attempt any One question :** **[10]**

a) Design following competency model for "College Teacher"

Organisational must have 1 2 3 4 5	Job specific must have 1 2 3 4 . . . .
Organisational Nice to have 1 2 3 4 . . .	Job Specific Nice to have 1 2 3 4 . . .

b) Design Leadership Competencies for motivating non-performing employees.

Total No. of Questions : 5]

SEAT No. :

PB2123

[Total No. of Pages : 2

[6201]-2016
First Year M.B.A.
206-HR-SC-HRM-02 : EMPLOYEE RELATIONS AND LABOUR LEGISLATIONS
(2019 Pattern) (Semester - II)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

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

Q1) Solve any five of the following:- **[10]**

a) Define Employee Relations, elaborate factors of Employee relations.

b) Enlist different forms of Workers Participation in India.

c) Define Strike under Industrial Disputes Act, 1947.

d) Explain any two features of Collective Bargaining.

e) Who is authorized to fix minimum wages for fixing and revising Minimum wages under the Minimum Wages Act, 1948?

f) Define the term Aggrieved Women as per the provision of The Sexual Harassment of Woman at work place (Prevention, Prohibition and Redressal) Act, 2013?

g) Is there a difference between commissioning mother and adopting mother under maternity benefit act 1961? Define aforementioned concepts.

h) Who fixes the hours of for a normal working day mention the section and Act which specifies it.

Q2) Solve any two of the following:- **[10]**

a) Explain the role of International Labour Organization influencing legislation in India.

b) Who are the authorities under Maharashtra Recognition of Trade Union and Prevention of Unfair Labour Policies 1971.

c) Differentiate between Registration of Establishment employing Contract Labour and Licensing of Contractors.

P.T.O.

Q3) a) If you are IR manager, how will you tackle the conflict pertaining to Leave travel allowance through collective bargaining, justify your answer with meaning, scope , and nature of collective bargaining. **[10]**

OR

b) Industrial Dispute Act 1947 is expedient to make provision for the investigation and settlement of industrial disputes, Elucidate the provisions related to different settlement Machinery? **[10]**

Q4) a) When strikes and lockouts are considered to be illegal, opine with the help of Rights of Recognized unions under Maharashtra Recognition of Trade Union and Prevention of Unfair Labour Practices Act 1971. **[10]**

OR

b) Explain in detail about Advisory Boards and Registration of establishment as per the provisions related to The Contract Labour (Regulation and Abolition) Act, 1970. **[10]**

Q5) a) If you are the HR vice president of a renowned organisation, how will you frame the policies considering all the provisions related to health and Welfare under The Factories Act,1948. **[10]**

OR

b) Sushma works as a marketing manager at a mid-sized company. She recently found out that she is pregnant and is excited about the upcoming addition to her family. However, she is unsure about her rights and entitlements under the Maternity Benefit Act. Enumerate the key provisions of the Maternity Benefit Act that Meera can benefit from. **[10]**

Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages : 2

PB-2124

[6201]-2017
M.B.A.
(SC - MKT - 01) 205 MKT : Marketing Research
(2019 Pattern) (Semester - II)

Time : 2½ Hours] ***[Max. Marks : 50***

Instructions to the candidates:

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

Q1) **Solve any five (2 marks each).** **[10]**

a) Explain Pricing Research.

b) Write any three importance of Factor Analysis.

c) What are the advantages of online marketing Research?

d) What is Branding Research?

e) Explain new trends in Marketing Research.

f) Define the concept of of perceptual mapping.

g) Enlist any three barriers in international marketing research.

h) Define marketing Research.

Q2) **Solve any two (5 marks each)** **[10]**

a) Elaborate the challenges that are faced by the researcher in conducting international research.

b) Explain the role of marketing research in marketing decision making.

c) Link the concept of marketing research with marketing.

Q3) **Solve any one question (10 marks each).** **]10]**

a) What sampling design you suggest for the following situation. Justify your answer

- A HR manager of the WIPRO Ltd. wants to understand the work life balance of the employees.

b) What sampling design you suggest for the following situation. Justify your answer.

- A marketing Research Firm wants to analyse the customers preferences for OTT platform among the consumers.

Q4) **Solve any one (10 marks each).** **[10]**

a) A marketing manager wants an attractive packing for a brand of toothpaste. As a research advisor, Formulate the questionnaire for understanding the customer preferences towards packing for a brand of Toothpaste.

b) Assess various forecasting methods for understanding customer satisfaction for the product smart TV.

Q5) **Solve any one (10 marks each).** **[10]**

a) A reputed life Insurance company wants to analyse the millennial customers perference for insurance products. Draft a research proposal for conducting a research.

b) Apply the concept of Discriminant analysis in different marketing scenarios.



Total No. of Questions : 5]

SEAT No. :

PB2125

[Total No. of Pages : 2

[6201]-2018
First Year M.B.A.
206-MKT-SC-MKT-02 : CONSUMER BEHAVIOUR
(2019 Pattern) (Semester - II)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

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

Q1) Attempt any 5 questions. **[10]**

a) Difference between needs, wants and demand.

b) Define consumer behaviour.

c) What is VALS typology?

d) Explain organisational buying behaviour.

e) Consumer protection act.

f) Define 'Social Classes'

g) What are organisational buying roles?

h) Explain Gen Z consumers.

Q2) Attempt any 2 questions. **[10]**

a) What is meaning of consumer personality? Explain the effects of personality in decision making.

b) Explain family life cycle and its characteristics influencing consumer behaviour.

c) What is mean by culture? Explain cultural influences on consumer behaviour.

Q3) a) How do you measure social classes in India using Socio-Economic calsses (SEC) in urban and rural market. **[10]**

OR

b) Discuss the emerging trends in Indian market with special reference to changing consumer behaviour. Explain the application of understanding consumer behaviour in marketing decisions.

P.T.O.

Q4) a) What is post-purchase dissonance? How compaines can reduce the same? **[10]**

OR

b) What is attitude? What are the functions of it? Dose attitude help people in order to have satisfaction? Explain.

Q5) a) How consumer learning theories are used by marketers to change the perception of consumers? Explain with relevant examples. **[10]**

OR

b) Discuss the changing pattern of consumer behaviour in the content of evolving Indian economy and explain the application of consumer behavior in marketing.



Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages : 2

PB-2126

[6201]-2019
M.B.A.
205-SC-OSCM-01 : SERVICES OPERATIONS MANAGEMENT - 1
(2019 Pattern) (Semester - II)

Time : 2½ Hours] ***[Max. Marks : 50***

Instructions to the candidates:

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

Q1) **Answer any 5 out of 8 questions :** **[2 Marks Each]**

a) Enlist two examples of highly tangible services.

b) Define New service development (NSD).

c) Examine the facilitating role of services in an economy.

d) Define the term 'Consumer Service Economy.

e) What is Business service experience?

f) State the concept of 'Service Dominant Logic.

g) What are the characteristics of service operations?

h) What is the service profit chain.

Q2) **Solve any two of the following sub questions : (5 marks each)**

a) Summarize the evolution of economy with special reference to service sector.

b) Write a short note on facility locations.

c) Discuss the objective of good service organization.

Q3) **(10 marks each)**

a) What are the challenges of adopting new technology in services

OR

b) Compare and contrast types and service processes. Illustrate with examples.

P.T.O

Q4) **(10 marks each)**

a) 'Designing the enterprise requires the new service development process" analyse the statement with suitable example.

OR

b) Explain Huff model for a retail Outlet.

Q5) **(10 marks each)**

a) Evaluate the customer experience and outcomes for food delivery services provided by mobile apps.

OR

b) What is flowcharting and explain Gantt chart with examples.

Total No. of Questions : 5]

SEAT No. : [ ]

PB2127

[Total No. of Pages : 2

[6201]-2020
First Year M.B.A.
206-OSCM-SC-OSCM-02 : SUPPLY CHAIN MANAGEMENT
(2019 Pattern) (Semester - II)

Time : 2½ 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) Answer any 5out of 8. (2 marks each) **[10]**

a) Explain the flows involved in supply chain.

b) What is Agile Sc?

c) Short Note on Kanhan.

d) Define inventory management in SC.

e) Discuss the key components of customer value and how they can be influenced by effective supply chain management practices.

f) What is Capacity Management'?

g) Short Note on Outsourcing.

h) Define push based supply chain.

Q2) Answer any 2 out of 3. (5 marks each) **[10]**

a) Explain value added services provided by 3 PL provider.

b) Describe the Distribution management in supply chain?

c) Explain how the linear SC transformed into collaborative network.

Q3) Answer any one question. **[10]**

a) Evaluate the role of technology, such as advanced analytics and digital platforms. in improving supply chain management to enhance customer value. Provide examples of technological innovations that have transformed supply chain practices.

OR

b) Differentiate between push and pull strategies in Supply Chain Management.

P.T.O.

Q4) Answer 4(a) or 4(b) **[10]**

a) Ms. Neha has visited the chocolate manufacturing plant, She has seen visual signals are used to control the material what is this system of controlling the material? How this system gives high level of sophistication for OEM?

OR

b) Explain the concept of lean management and its application in supply chain operations. Discuss the principles of lean management, such as waste reduction, continuous improvement, and just-in-time (JIT) manufacturing, and how they enhance operational effciency and customer value.

Q5) Answer 5(a) or 5(b) **[10]**

a) Describe the forecast flows in upstream & downstream direction?

OR

b) Explain the concept of total supply chain. Describe the diving forces of supply chain.

Total No. of Questions : 5]

SEAT No. :

PB2128

[Total No. of Pages :2

[6201]- 3001
S.Y.M.B.A.
301 GC - 11 : STRATEGIC MANAGEMENT
(2019 Pattern) (Semester - III)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

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

Q1) Answer the following. (Any five) **[10]**

a) Key performance Inducater (KPI)

b) Red ocean strategies

c) SBU (Strategies Business Unit)

d) Core competencies

e) Critical sucess factor

f) Key Result Area (KRA)

g) Vision

h) Takeover strategy

Q2) Short note one (Any two) **[10]**

a) Explain VRIO framework.

b) Grand strategies with Examples

c) Value chain Analysis

P.T.O.

Q3) a) Explain merger & Acqusitions strategies with examples. **[10]**

OR

b) Explain Mintz berg's. 5 Ps in strategies management.

Q4) a) Explain GE 9 cell model. **[10]**

OR

b) Explain MC Kinsey's 7's framework.

Q5) a) Explain Porter's five force model with example. **[10]**

OR

b) Difference between Blue ocean & Red ocean strategies.

Total No. of Questions : 5]

SEAT No. :

PB2129

[Total No. of Pages : 3

[6201]-3002
S.Y.M. B. A.
302 : GC - 12 : DECISION SCIENCE
(2019 Pattern)(Semester - III)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Each question carries 10 marks.***
3) ***Figures to the right indicate full marks.***
4) ***Graph Paper will be provided.***
5) ***Use of non-scientific calculator is allowed.***

Q1) Solve any Five of the following. **[10]**

a) Write a short note on Hungarian method/Flood's Technique to solve assignment problem.

b) Explain in brief Vogel's Apporoximation Method.

c) What do you understand as the Feasible Solution and Optimum Solution in case of an LPP?

d) Define Transition Probability in Markov chain.

e) State the condition for Balanced Transportation Problem.

f) Define Independent Events in Probability.

g) Define Probability.

h) Enumerate the techniques of Initial Feasible solution for Transportation Problem.

Q2) Answer any two from the following: **[10]**

a) Determine the initial basis feasible solution to the following transportation problem by using NWCM.

P.T.O.

	Destination				
Sources	D_1	D_2	D_3	D_4	Supply
S_1	19	30	50	10	7
S_2	40	8	15	18	9
S_3	30	20	20	25	18
Demand	5	8	7	14	

b) Write a short note on Markov chain.

c) Describe the steps in solving Assignment Problem

Q3) Answer any one from the following: **[10]**

a) Maximize $z = 16x_1 + 8x_2$

Subject to:

$6x_1 + 4x_2 \geq 24$

$4x_1 + 2x_2 \leq 16$

$3.5x_1 + 3x_2 \leq 21$

$x_1 , x_2 \geq 0$

b) In a cricket season for a one day match a bowler bowled 50 balls. The frequency distribution of runs scored per ball is as given below.

Runs/balls:	0	1	2	3	4	5	6
Number of balls:	15	10	10	4	8	1	2

` Simulate the system for 2 overs and find average runs given in 2 overs by him. Use the following random numbers: 88, 03, 05, 29, 28, 48, 65, 19, 55, 17, 37 and 82

Q4) Answer any one from the following: **[10**

a) A card is drawn from a well shuffled deck of 52 cards. Find the probability that

i) It is not a spade card
ii) It is a face card

b) A pair of dice is thrown. Find the probability of getting the sum.

i) More than nine

ii) Mutiple of three

Q5) Answer any one from the following: **[10]**

a) Given is the following information regarding a project-

Activity	Preceding Activity	Duration
A	-	3
B	-	4
C	-	2
D	A,B	5
E	B	1
F	B	3
G	F,C	6
H	B	4
I	E,H	4
J	E,H	2
K	D,J	1
L	K	5

i) Draw a network for above project

ii) Determine the critical path and duration of the project.

b) In a bank on average every 15 minutes a customer arrives for cashing the cheques. The staff at payment counter on an average take 10 minutes to serve a customer.

Calculate:

i) Probability that system is busy.

ii) Average number of customers in bank.

Total No. of Questions : 5]

SEAT No. :

PB2130

[Total No. of Pages :2

[6201]-3003
Second Year M.B.A.
306 - GE - UL - 13 : INTERNATIONAL BUSINESS ECONOMICS
(2019 Pattern) (Semester - III)

Time : 2 Hours] *[Max. Marks : 50*

Instructions to the candidates:

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

Q1) State or explain following terminologies (Any 5 out of 8) **[10]**

a) Dumping

b) Assets

c) Arbitrage

d) Micro & Macro economy

e) IMP

f) Contral Bank of Country

g) Digital signature

h) FDI

Q2) Solve any 2 out of 4 **[10]**

a) Dumping and Antidumping Policy.

b) Countervailing Duties.

c) Different types of subsidies

d) Open market economy.

P.T.O.

Q3) Solve any 1 out of 2. **[10]**

a) Explain different types of unilateral & multilateral trade policies.

b) What are the different trade theories? State various types along with Krugman mode as intra trade industry.

Q4) Solve any 1 out of 2. **[10]**

a) Explain major Regional trade agreements. Describe RTA as to Europe and Asian Economies.

b) State the differences between forwards and futures market. Explain with an example about buying & selling in forwards markets.

Q5) Solve any 1 out of 2. **[10]**

a) What Exchange Rate. Explain the impact as changing Exchange Rates on exports & imports with current currency rises

b) Explain the competition as Gold Exhange standard. ImF plays a crucial role in controlling Gold reserves & exchanges. Comment

Total No. of Questions : 5]

SEAT No. : ____

PB2131

[Total No. of Pages : 2

[6201]-3004
S.Y.M.B.A.
307-GE-UL-14 : INTERNATIONAL BUSINESS ENVIRONMEN T
(2019 Pattern) (Semester - III)

Time : 2 Hours] ***[Max. Marks : 50***

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Answer all questions, draw diagrams wherever necessary.***

Q1) Remembring (MCQ) (Answer any 5 out of 8) **[10]**

a) Ultimately _____ was replaced by the ____ on 1st Jan. 1995.

i) GATS, WTO

ii) WTO,GATT

iii) GATT, WTO

vi) IMF,GATT

b) The head quarters of International Monetory fund (IMF) is located at ____

i) Geneva

ii) London

iii) Paris

vi) Washington D.C

c) Define Agricultural marketing?

d) Define outsourcing

e) Define Globalization

f) Define Pro-Globalists

g) Liberalization means?

h) What does the essiential features of FDI

Q2) Understanding (Answer any 2 out of 3) **[10]**

a) What are the objectives of WTO?

b) Discuss about export - Import policy?

c) Write the need for strategic planning?

P.T.O.

Q3) Applying (Answer any 1 out of 2): **[10]**

a) What is e-Commerce? Briefly enumerate factors responsible for the Growth of e- Commerce in last few decades.

b) Demonstrate the role of IMF & world Bank in International Business.

Q4) Analysing (Answer any 1 out of 2): **[10]**

a) "Tariff & Non-Tariff Barriers play a vital roles in International Business.

b) "Developed force markets are necessary for growth in international trade Analyse the statement.

Q5) Evaluating /creating (Answer any 1 out of 2): **[10]**

a) Evaluate labour of Environment issues in International Business.

b) Evaluate the role of WTO in promotion of International trade.



Total No. of Questions : 5]

SEAT No. :

PB2132

[Total No. of Pages : 2

[6201]-3005
Second Year M.B.A.
308- GE- UL-15 : PROJECT MANAGEMENT
(2019 Pattern) (Semester - III)

Time : 2 Hours] ***[Max. Marks : 50***

Instructions to the candidates:

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

Q1) Answer any 5 **[10]**

a) What is forward & backward pass in project management?

b) What are project constraints?

c) What are main four phases of the project management process?

d) What are four key skills commonly attributed to a successful project manager?

e) Project stakeholders include:

i) Only internal team members

ii) Only external contractors

iii) Both internal & external, individual or group

iv) Only project managers

f) Conflict occurrence in project is:-

i) Unavoidable

ii) Depend on type of project

iii) Avoidable

iv) Depends on culture

g) Which one of the following is captured in the work Breakdown structure (WBS)?

i) Project cost

ii) The life cycle phases

iii) The Scope of the project

iv) The logical order of tasks.

P.T.O.

Q2) a) Explain role and responsibility of project manager? **[10]**

OR

b) Explain "Five stage team development model" in detail.

Q3) Write short note on: (any two) **[2×5=10]**

a) Project Lifecycle

b) Responsibility Matrices.

c) Main causes of project failure.

Q4) a) What are the benefits of scheduling resources and how to assigning project work to reduce project duration? **[10]**

OR

b) Explain risk management process in order to project management.

Q5) a) What is project audit? What the process of project audit. **[10]**

OR

b) Explain the structure of project monitoring information system in turm of project evaluation.



Total No. of Questions : 5]

SEAT No. : ____

PB2133

[Total No. of Pages : 2

[6201]-3006
Second Year M.B.A.
309-GE-UL-16 : KNOWLEDGE MANAGEMENT
(2019 Pattern) (Semester - III)

Time : 2 Hours] ***[Max. Marks : 50***

Instructions to the candidates:

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

Q1) Answer any five. **[5×2=10]**

a) What do you mean by Data?

b) What do you mean by Information?

c) Define Epistemology.

d) Define Wisdom.

e) Define Innovation.

f) What do you mean by Quantitative measures?

g) What do understand by knowledge transfer?

Q2) Answer any two. **[2×5=10]**

a) Write a short note on future of knowledge management.

b) Write a short note on role of culture in knowledge management.

c) Discuss the role of Information Technology in knowledge management.

Q3) Answer any one. **[1×10=10]**

a) Explain in detail types of knowledge.

b) Explain in detail Characteristics of knowledge management.

P.T.O.

Q4) Answer any one. **[1×10=10]**

a) Explain in detail knowledge management Infrastructure.

b) Explain in detail objective and Goals of knowledge management.

Q5) Answer any one. **[1×10=10]**

a) Explain the application and effectiveness of knowledge management in manufacturing Industry.

b) Explain the application and effectiveness of knowledge management in Service Industry.



Total No. of Questions : 5]

SEAT No. : ____

PB2134

[Total No. of Pages : 2

[6201]-3007
S.Y.M.B.A.
310-GE-UL-17 : CORPORATE GOVERNANCE
(2019 Pattern) (Semester - III)

Time : 2 Hours] ***[Max. Marks : 50***

Instructions to the candidates:

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

Q1) Answer any 5 out of 8 (2 Marks each) **[5×2=10]**

a) Concept of corporate Governance.

b) Define corporate Social responsibility.

c) Define agency Theory.

d) Define public sector Undertaking.

e) Define Insurance.

f) Define Institutional Investors.

g) Enlist the types of Directors.

h) Define Audit committee.

Q2) Answer any 2 out of 3 (5 Marks each) **[2×5=10]**

a) Explain the various elements of Good corporate Governance.

b) Explain the rights of shareholders.

c) "A good corporate governance requires that the board should comprise of individuals with certain personal qualities such as integrity, a sense of accountabilities and history of achievement of success". Discuss and explain the statement.

Q3) Answer any one:- **[10]**

a) A visionary leadership always leads to establishment of good governance in the organisation". Illustrate this statement with appropriate examples.

OR

b) "Improper/poor execution of corporate Governance leads to major corporate failures". Substantiate this statement with relevant examples.

P.T.O.

Q4) Answer any one **[10]**

a) Discuss the importance of Enterprise Risk management and also highlight briefly the roles and functions of Internal control for good corporate Governance.

OR

b) "Establishment of Good corporate Governance in modern organisation is immensely challenging". Do you agree with this statement? substantiate your answer with proper justification. Also suggest ways to improve the corporate Governance in such organisation.

Q5) Answer any one **[10]**

a) Evaluate the dispute between Tata and Cyrus Mistry with reference to Governance failure and also suggest ways land be such situation with appropriate examples.

OR

b) "Existence of Internal audit and management audit helps in effective control mechanism in the organisation". Justify this statement with relevant examples.



Total No. of Questions : 5]

SEAT No. : ____

PB-2135

[Total No. of Pages : 2

[6201]-3008

M.B.A.

311 - GE - UL - 18 : MANAGEMENT OF NON-PROFIT ORGANIZATIONS

(2019 Pattern) (Semester - III)

Time : 2 Hours] ***[Max. Marks : 50***

Instructions to the candidates:

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

Q1) **Answer the following (any 5 out of 8) :** **[10]**

i) Under the _____ both internal and external corporate Governance mechanisms are intended to induce managerial actions that maximize profit and shareholder value.

a) Shareholder theory b) Agency theory

c) Stakeholder theory d) Corporate Governance theory

ii) In regard to rent expenses paid in advance of a non-profit organization which of the following classification in correct?

a) Expense b) Liability

c) Equity d) Assests

iii) Under which section of the Indian Companies Act, the central Government may issue a license to a limited or private limited company for NPO _____

a) Section 6 b) Section 7

c) Section 8 d) Section 9

iv) A non-profit can collect a significant amount of personal information about its donors, including credit card and bank account numbers. Protecting this information is vital to the ethical maintenance of donor database is called as _____.

a) Donor Privacy b) Donor Publicity

c) Company Publicity d) Company Privacy

v) Akshay Patra is a NPO that operates _____.

a) Child Education b) Child Health

c) School Lunch d) School Education

P.T.O.

vi) Define Non-Profit organisation.

vii) Define Staffing.

viii) Define Public Relations.

Q2) **Answer the following (Any 2 out of 3) :** **[10]**

a) Memorandum of Association.

b) Explain the leadership skills of Non-Profit organizations.

c) Write short note on NPO, Vision, Mission and Goals?

Q3) a) Define the non-profit organization and describe its dimensions? **[10]**

OR

b) Explain characteristics of Not-for-profit organization.

Q4) a) What is correlations between the for-profit and Non-profit organizations work culture. Explain it with conceptual understanding as to vision, mission, values and Goals of these organizations. **[10]**

OR

b) Explain the four main performance evaluation parameters for Non-profit organizations.

Q5) a) Evaluate the critical financial considerations of the Non-profit organization. **[10]**

OR

b) Evaluate the performance of Non-profit organizations?

▽▽▽▽

Total No. of Questions : 5]

SEAT No. : ____

[Total No. of Pages : 2

PB-2136

[6201]-3009
M.B.A.
304 MKT-SC-03 : SERVICES MARKETING
(2019 Pattern) (Semester - III)

Time : 2½ Hours] ***[Max. Marks : 50***

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Figures to the right indicate full marks.***
3) ***Include suitable examples wherever necessary.***
4) ***Draw neat labeled diagram wherever necessary.***

Q1) Solve any five : **[5 × 2 = 10]**

a) Define Service Recovery.

b) Define services marketing with a suitable example.

c) List any four law-contact services.

d) List the steps in the positioning of services.

e) Identify any four types of services.

f) Recall key classification of services.

g) Draw & Labelled goods & services continuum

h) Define zone tolerance.

Q2) Solve any two. **[2 × 5 = 10]**

a) Compare Goods & Services with a table of differentiation.

b) Illustrate & Explain the services marketing triangle.

c) Explain the use of services marketing strategies for matching capacity & demand with suitable examples.

Q3) Solve any one : **[1 × 10 = 10]**

a) Discuss the service delivery for a fast food chain brand of your choice. You can make suitable assumption.

b) Illustrate critical Incident Model of Service quality in context of any online portal.

P.T.O

Q4) Solve any one : **[1 × 10 = 10]**

a) Compare high and low contact services with examples.

b) Contrast the service touchpoints for a budget hotel chain versus a luxury hotel brand.

Q5) Solve any one : **[1 × 10 = 10]**

a) Assume that you have been hired as a consultant to advise a 3-star Hotel. Appraise the utility of GAP model to improve the service quality.

b) Design service blueprint for any one of the following :

i) Airlines

ii) IT & ITES

iii) Health Care Sector

Total No. of Questions : 5]

SEAT No. : ____

PB-2137

[Total No. of Pages : 2

[6201]-3010
M.B.A.
SC-04: MKT 305: Sales and Distribution Management
(2019 Pattern) (Semester - III)

Time : 2½ Hours] ***[Max. Marks : 50***

Instructions to the candidates:

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

Q1) Answer any five (2 Marks each) : **[5 × 2 = 10]**

a) Define 'Sales Forecasting'

b) What is meant by 'Sales Territory?

c) Define 'Channel Conflict'.

d) Define Vertical Management System (VMS) & Horizontal Management System (HMS)

e) Define 'Sales Promotion Mix' and enlist its components.

f) What is meant by Franchising?

g) Define 'Sales Channel'

h) What is meant by 'Customer Relationship Management (CRM)'?

Q2) Answer any two (5 Marks each) : **[2 × 5 = 10]**

a) Discuss the "E-tailing structure" along with its advantages & disadvantages.

b) How does sales territory design contribute to sales effectiveness?

c) Elaborate the emerging trends in Sales Management with relevant examples.

P.T.O.

Q3) Answer Any one : **[10]**

a) Differentiate between intensive distribution, selective distribution, and exclusive distribution strategies.

OR

b) What do you understand by 'Order Processing' in the context of sales operations? Explain the steps involved in brief.

Q4) Answer Any one : **[10]**

a) Discuss in detail the recruitment, selection & training process of sales force with appropriate examples.

OR

b) What is "Supply Chain Management"? Explain the components of supply chain management in brief.

Q5) Answer Any one : **[10]**

a) Assume you are the sales manager of a premium chocolate manufacturing company, design a physical distribution channel by making appropriate assumptions

OR

b) Assess the impact of technology on sales and distribution management practices, highlighting key technological tools and their benefits in improving sales performance.



Total No. of Questions : 5]

SEAT No. : ____

PB2138

[Total No. of Pages : 4

[6201]-3011

S.Y.M.B.A.

304-SC-FIN-03- ADVANCED FINANCIAL MANAGEMENT

(2019 Pattern) (Semester-III)

Time : 2½Hours] ***[Max. Marks : 50***

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Each question carries equal marks.***
3) ***Use of Simple Calculator is allowed.***
4) ***Working Notes should form your part of answer.***

Q1) Answer any 5 out of 8. (2 marks each) **[5×2=10]**

a) What is mean by Financial Distress?

b) What is a Cash Flow Statement?

c) List out any four long term sources of finance.

d) Under which type of activity will you classify cash advances and loans made to third party while preparing cash flow statement?

e) List out two assumptions of Net Operating Income Approach.

f) What Is a Leverage Ratio?

g) What is mean by Scenario Analysis?

h) What is a dividend decision?

Q2) Answer any 2 out of 3. (5 marks each) **[2×5=10]**

a) Explain strategies of the receivables management.

b) Difference between Fund flow Statement and Cash flow Statement.

c) Discuss about the Bonus Share and Stock Split.

P.T.O.

Q3) Answer any 1 out of 2. (10 marks each) **[1×10=10]**

a) Following Balance Sheets have been extracted from the records of Zenith Ltd.

Liabilities	31.03.22	31.03.23	Assists	31.03.22	31.03.23
Share Capital	1,00,000	1,10,000	Building	40,000	38,000
General reserve	14,000	18,000	Plant and machinery	37,000	36,000
P&L A/c	16,000	13,000	Investment	10,000	21,000
Creditors	8,000	5,400	Stock	30,000	23,400
Bills payable	1,200	800	Bills Receivable	2,000	3,200
Provision for tax	16,000	18,000	Debtors	18,000	19,000
Provision for Doubtful debts	400	600	Bank Balance	6,600	15,200
			Preliminary expenses	12,000	10,000
Total	1,55,600	1,65,800	Total	1,55,600	1,65,800

Additional Information:

a) Depreciation charged on Plant Rs. 4000

b) Provision for taxation made Rs. 19.000 during 2022-23

c) Interim dividend Rs.8,000 was paid during 2022-23

d) A piece of machinery was sold for Rs. 8.000/- during 2022-23. It has cost Rs. 12,000/-. Depreciation of Rs.7,000 was provided on that.

b) From the following information of Kirti Ltd Prepare cash from operations and cash flow statement

Liabilities	2019	2020	Assets	2019	2020
Share Capital	1,25,000	1,53,000	Building	35,000	60,000
Bank loan					
Long Term	40,000	50,000	Land	40,000	50,000
Mortgage Loans	25,000	-	Machinery	80,000	55,000
Creditors	40,000	44,000	Stock	35,000	25,000
			Debtors	30,000	50,000
			Cash	10,000	7,000
	2,30,000	2,47,000		2,30,000	2,47,000

Following additional information is provided

a) During the year a machine costing Rs. 10,000/-(accumulated depreciation Rs.3000/-) was sold for Rs.5000/-

b) The provision for depreciation against machinery during the year 2019 was Rs.25,000/- and Rs.40.000/- in 2020.

c) Net profit earned during the year 2020 was Rs.45.000/-

Q4) Answer any 1 out of 2. (10 marks each) **[1×10=10]**

a) i) Y Ltd. requires Rs. 15,00,000 in cash to meet its transaction cost during the next three months. It also holds marketable securities of an equal amount. Annual Yield is 20% cash of conversion into cash per transactions Rs. 1,500 per transaction.

ii) Consider a firm that has existing assets in which it has capital invested of Rs. 100 crores. The after tax operating income on assets in place is Rs. 15 crore. The company has a cost of capital of 10%. Calculate EVA of the firm.

b) A Ltd. Company has equity share capital of Rs. 5,00,000 divided into shares of Rs. 100 each. It wishes to raise further Rs. 3,00,000 for expansion cum modernization plans. The company plans the following financing schemes

i) All Common Stock

ii) Rs. 1.00,000 in Common stock and Rs. 2,00,000 in Debt @ 10% p.a.

iii) All Debts at 10% p.a.

iv) Rs. 1,00,000 in Common stock and Rs. 2,00,000 in preference capital with the rate of dividend at 8%

The company's expected earnings before interest and tax (EBIT) are Rs.1,50,000. The corporate rate of tax is 50%. Determine the Earnings per share (EPS) in each plan and comment on the implications of financial leverage.

Q5) Answer any 1 out of 2. (10 marks each) **[1×10=10]**

a) Given the following information about Sunrise Industries Ltd. Show the effect of the dividend policy on the market price per share. using Walter's Model.

EPS (E)-Rs. 8

Cost of Capital (Ke) = 12%

Return on Investment (r) = i) 15%, ii) 12%, iii) 10%

Dividend Payout Ratio -25%, 50%, 75%, 100%

b) The capitalisation rate of Royal Ltd. is 20%. It currently has outstanding 30,000 shares selling at Rs. 50 each. The firm is contemplating the declaration of a dividend of Rs. 5 per share at the end of the current financial year. It expects to have a net income of Rs. 2,00,000 and has a proposal for making new investments worth Rs. 4,00,000. Show under MM assumptions, the payment of dividend does not affect the value of the firm if

i) Dividend is not declared.

ii) Dividend is declared.

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Total No. of Questions : 5]

SEAT No. :

PB2139

[Total No. of Pages : 2

[6201]-3012

S.Y. M.B.A.

305 FIN SC-FIN-04 : INTERNATIONAL FINANCE

(2019 Pattern) (Semester - III)

Time : 2½ Hours] ***[Max. Marks : 50***

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Each question carries 10 marks.***
3) ***Every question has on Internal option.***

Q1) Answer any 5 out of 8 questions. **[5×2=10]**

a) What is convertibility of Rupee?

b) Define Foreign Exchange Market.

c) What is ADR?

d) Spell out the definition of Balance of Payment.

e) List any four factors affecting foreign Exchange rate.

f) State any four types of bonds traded in International markets.

g) List down foreign exchange rate forecasting techniques.

h) What is money laundering?

Q2) Answer any 2 out of 3 **[2×5=10]**

a) Summerise the emerging challenges in International finance.

b) Explain the types of exchange rate regimes.

c) Write a note on evolution of International Monetary system.

P.T.O.

Q3) a) Discuss in detail the functions and activity of FATF. **[10]**

OR

b) Illustrate the Interest Rate Parity and its application in foreign exchange rate determination. **[10]**

Q4) a) Explain the purpose of Double Taxation Avoidance Agreement and elaborate different ways fo Tax Evasion. **[10]**

OR

b) Analyse the role of IMF & World Bank in international financial markets.**[10]**

Q5) a) Evaluate the risks involved in FOI decision making for home country and host country. **[10]**

OR

b) Justify the importance of international cash management for smooth functioning of multinational corporations. **[10]**

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Total No. of Questions : 5]

SEAT No. :

PB-2140

[Total No. of Pages : 1

[6201]-3013
M.B.A.
SC - HRM - 03 : 304 HR : Strategic Human Resource Management
(2019 Pattern) (Semester - III)

Time : 2½ Hours] ***[Max. Marks : 50***

Instructions to the candidates:

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

Q1) **Attempt any five :** **[10]**

a) Explain importance of SHRM.
b) What is investments in HR.
c) State any two advantages of job analysis.
d) What is OCTAPACE.
e) What is HRP.
f) What is HRM is knowledge economy.

Q2) What are the various challenges and issues faced by HR manager while implementing of HR strategies in Indian context. **[10]**

OR

Define human capital management? Explain five functions of it.

Q3) Explain 5C's of employee engagement with example. **[10]**

OR

What is HR demand forecasting & why is it important?

Q4) As a HR Manager. Define reward strategies for marketing Department. **[10]**

OR

Differentiate between career planning & succession planning.

Q5) Explain the importance of cross cultural sensitivity and it's impact. **[10]**

OR

Explain the concept of Global Dimensions & HR strategies with example.

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Total No. of Questions : 5]

SEAT No. :

PB2141

[Total No. of Pages : 1

[6201]-3014
S.Y. M.B.A.
305-HR-SC-HRM-04 : HR OPERATIONS
(2019 Pattern) (Semester - III)

Time : 2½ Hours] ***[Max. Marks : 50***

Instructions to the candidates:

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

Q1) Answer any five out of eight: (2 marks each)

a) List down the contents of personnel file.
b) Explain the concept of gratuity.
c) What is the purpose of memo?
d) Explain the term set off in payment of bonus act 1965.
e) Explain deduction from salary.
f) What is the purpose of domestic enquiry?
g) Enlist the components of payroll system.
h) Explain meaning of termination.

Q2) Answer any two out of three: (5 marks each)

a) Write the conditions for forfeiture of gratuity under payment of gratuity act.
b) What important points to be considered while drafting show cause notice?
c) State the power of inspector as per Bonus Act 1965.

Q3) Answer any one: (10 marks each)

a) Explain various challenges faced by modern personnel manager.
b) Draft a letter of promotion for a service sector emplee.

Q4) Answer any one: (10 marks each)

a) Discuss the main elements of TDS.
b) Under what circumstances an employee can withdraw the entire amount from his provident fund & explain employees provident fund scheme.

Q5) Answer any one: (10 marks each)

a) Draft a letter of transfer of an employee working in IT company. [Transfer will be from Pune to Banglore].
b) Explain the procedure of computation of "Available surplus" & sums deductable from gross profit as per Bonus Act 1965.

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Total No. of Questions: 5]

SEAT No. :

PB2142

[Total No. of Pages :2

[6201-3015

S.Y.M.B.A.

304-SC-OSCM- 3 : SERVICES OPERATIONS MANAGEMENT-II

(2019 Pattern) (Semester-III)

Time : 2½ Hours] ***[Max. Marks : 50***

nstructions to the candidates:

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

Q1) Answer any 5 out of 8(2 marks each) **[10]**

a) Define importance of customer retention in service industries

b) Define service requirement in service design.

c) What do you mean by LOS?

d) State any 2 features of Vision.

e) Define service quality

f) List any 2 benefits of Outsourcing Services

g) What is service design?

h) List the elements of service design triangle.

Q2) Answer any 2 out of 3 (5 marks each) **[10]**

a) Describe 4P's of service design

b) Give the benefits of poka-yoke

c) Discuss the features of the service vision.

Q3) Answer 3 (a) or 3 (b) **[10]**

a) Discuss the competitive role of information in service in detail.

b) Explain the gap model for measuring service quality

P.T.O.

Q4) Answer 4 (a) or 4 (b) **[10]**

a) Explain comprehensive and integrated service design in detail

b) Elaborate Engel, Kollat and Blackwell (EKB) Model and explain its steps for White goods products.

Q5) Answer 5 (a) or 5 (b) **[10]**

a) Design customer retention process with suitable example

b) How to manage uncertainty in supply chain management? Also mention the functions of SCM.



Total No. of Questions : 5]

SEAT No. :

PB2143

[Total No. of Pages :2

[6201]-3016
S.Y.M.B.A.
305 - SC - OSCM - 04 : LOGISTICS MANAGEMENT
(2019 Pattern) (Semester - III)

Time : 2½ 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) Answer any 5 out of 8 (2 marks each) **[10]**

a) Define the logistics system?

b) What is the significance of information infrastructure in logistics?

c) Write the role of carriers in logistics services?

d) Define inventory management?

e) Write any four modes of transport in logistics?

f) Write any two functions of warehouse?

g) What is Pipeline Transport?

h) Define Logistics management?

Q2) Answer any 2 out of 3 (5 marks each) **[10]**

a) Discuss the role of logistics in shaping corporate strategy?

b) Explain the importance of satellite systems navigation in logistics?

c) Describe the functioning of courier, express parcel in logistics operations.

P.T.O.

Q3) Answer (a) or (b). **[10]**

a) Elaborate role of information technology in modern logistics?

b) Distrinction between Production Logistics and Distribution Logistics?

Q4) Answer (a) or (b). **[10]**

a) Critically analyse the challenges faced by logistics companies in intergrating multiple transport modes?

b) Analyse the impact of e-commerce growth on warehousing and handling systems?

Q5) Answer (a) or (b). **[10]**

a) Design a comprehensive logistics network for a retail chain operating in multiple cities?

b) Design a logistics system for frozen food manufacturing company considering warehousing requirements?

Total No. of Questions : 5]

SEAT No. : ____

PB2144

[Total No. of Pages : 2

[6201]-3017

Second Year M.B.A.

304 -BA-SC-BA-03 : ADVANCED STATISTICAL METHODS USING R

(2019 Pattern) (Semester-III)

Time : 2½ Hours] ***[Max. Marks : 50***

Instructions to the candidates:

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

Q1) Answer the following questions (Any five) **[10]**

a) Recall any four basic statistical functions in R.

b) Identify any two types of tests used to compare means of two samples.

c) Define data mining.

d) Recite the concept of probability. Also explain the meaning of mutually exclusive events.

e) Recall the concept of cross tabulation.

f) What is correlation analysis? Explain its purpose.

g) Define the term predictive modeling.

h) Recall the concept of factor analysis.

Q2) Answer the following questions. (Any two) **[10]**

a) What is linear regression? State the difference between linear and multiple regression.

b) How logistic regression can be used in predictive models?

c) What is conditional probability? Elaborate with example.

P.T.O.

Q3) Answer the following question. (Any one) **[10]**

a) Explain Z test of hypothesis testing. Write syntax and explain in detail?

b) What are outliers? How outliers can be detected using statistical methods?

Q4) Answer the following question (Any one) **[10]**

a) Explain the time series analysis. Discuss the trends and seasonality variation using times series analysis.

b) What is one-way and two way ANOVA? Explain its application with example.

Q5) Answer the following question. (Any one) **[10]**

a) Review the concept of dimension reduction. Explain its necessity and function in R.

b) Describe principal component analysis. Explain the steps in R for dimension reduction.

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Total No. of Questions : 5]

SEAT No. : ____

PB2145

[Total No. of Pages : 2

[6201]-3018
Second Year M.B.A.
305-BA-SC- BA- 04 : MACHINE LEARNING & COGNITIVE INTELLIGENCE USING PYTHON
(2019 Pattern) (Semester - III)

Time : 2½ Hours] ***[Max. Marks : 50***

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Figures to be right indicate full marks.***
3) ***Draw suitable diagram wherever necessary.***
4) ***Assume suitable data, if required.***

Q1) Answer any five (10 Marks with 2 Marks each) **[5×2=10]**

a) Define the term 'Machine learning'.

b) Explain "scope of variables" in python.

c) What is the feature of congitive Intelligence.

d) State any two Differences between Lists & Tuples.

e) List basic operators used in python.

f) Identify the steps of KDD Framework of Machine learning.

g) Define data visualisation.

h) Identify the steps of CRISP-DM Methodology.

Q2) Solve any two **[2×5=10]**

a) Describe Numpy Arrays. Explain with Example.

b) Explain anyone supervised learning algorithm.

c) Describe SEMMA process model of Machine learning.

Q3) Solve any one **[10]**

a) Criticize K-means clustering with advantages and Disadvantages.

b) Explain the concept of simple and multiple regression.

P.T.O.

Q4) Solve any one **[10]**

a) Discuss how the clustering is usefull in Marketing domain.

b) Distinguish between decision tree & linear regression technique with suitable examples.

Q5) Solve any one **[10]**

a) Write a python code for calculating area of triagle. Accept required input (height & base)

b) How machine learning techniques will be useful for fraud analysis for credit card. Explain



Total No. of Questions : 5]

SEAT No. :

PB-2146

[Total No. of Pages : 2

[6201]-3019
M.B.A.
SC - RABM - 01 : Agriculture & Indian Economy
(2019 Pattern) (Semester - III) (304 RABM)

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) **Attempt any 5 out of 8 (2 marks each) :** **[10]**

a) Who was the father of Green Revolution in India?
   i) Norman Borlaug
   ii) M.S Swaminathan
   iii) Raj Krishna
   iv) R.K.V Rao

b) When did the green revolution take place?

c) What is food security?

d) What is the contribution of agriculture to India's GDP?

e) What are the new thrust areas in agriculture in India?

f) Explain the role of fertilizers and manures in farming.

g) Define cooperative farming

h) Define farm efficiency.

Q2) **Answer any 2 out of 3 (5 marks each) :** **[10]**

a) Evaluate the impact of the Green Revolution and the Second Green Revolution on food security in India.

b) Explain the objectives of public distribution system and its expansion in India.

c) Explain the role of irrigation in increasing agricultural productivity in India.

Q3) a) Explain the problems related to irrigation in Indian context. **[10]**

OR

b) Explain the most appropriate approach for scheduling irrigation in field crops with its merits and demerits

P.T.O

Q4) a) Write the concept of land reforms. What is the need and scope for land reforms in a developing economy? **[10]**

OR

b) What are the disadvantages of subdivision and fragmentation?

Q5) Explain the unorganized sector and India's informal economy. **[10]**

OR

Write short notes on any two:

a) Agriculture Labour and minimum wages

b) Abolition of Bonded Labour

c) Recommendations of National Commissions on Rural Labour (NCRL)



Total No. of Questions : 5]

SEAT No. :

PB-2147

[Total No. of Pages : 2

[6201]-3020

S.Y. M.B.A.

304PHCM SC-PHCM-1 : FUNDAMENTAL OF PHARMA AND HEALTHCARE MANAGEMENT

(2019 Pattern) (Semester - III)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

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

Q1) Short Answer (Answer any 5) : **[5 × 2 = 10]**

a) What is the role of classical management in the healthcare industry?

b) What are the duties and responsibilities of managers in the pharmaceutical industry?

c) What are the qualities of effective managers in the healthcare sector?

d) What are the major components of health planning in India?

e) Explain the concept of primary healthcare and its significance.

f) What is the role of customer relationship management (CRM) in the pharmaceutical and healthcare industry?

g) Name some modern models in the pharmaceutical and healthcare industry.

h) How do non-governmental organizations (NGOs) and private voluntary organizations (PVOs) contribute to the health care sector?

Q2) Short Answer (Any 2) : **[2 × 5 = 10]**

a) What are the key managerial activities required for effective functioning in the pharmaceutical industry?

b) Explain the concept of health planning in India and its significance.

c) What are the primary components of the marketing mix in the pharmaceutical and healthcare industry?

P.T.O.

Q3) A hospital is facing challenges with long patient wait times, inefficient workflow and high resource utilization. Analyze the situation and propose strategies to improve hospital efficiency while maintaining high-quality patient care. **[10]**

OR

A pharmaceutical company has developed a new drug and wants to launch it successfully in a highly competitive market. Develop a comprehensive marketing plan, including positioning, target audience, pricing, promotion and distribution strategies for the product.

Q4) A pharmaceutical company is experiencing supply chain issues, including delays in receiving raw materials and inefficient distribution processes. Analyze the supply chain system, identify bottlenecks and propose strategies to optimize the supply chain for improved efficiency and cost-effectiveness. **[10]**

OR

A hospital is concerned about declining patient satisfaction scores and wants to understand the underlying causes. Analyze patient feedback data, assess the factors affecting patient satisfaction and recommend strategies to enhance the overall patient experience and improve satisfaction levels. (You can put assumptions for feedback data)

Q5) A healthcare organization is considering expanding its services to a new region. Evaluate the potential market demand, competition, regulatory requirements and financial feasibility of the expansion. Based on the evaluation, create a comprehensive business plan outlining the implementation strategy and projected outcomes. **[10]**

OR

An organization aims to enhance the quality of care provided to patients. Evaluate the current quality metrics, identify areas for improvement and develop a detailed quality improvement plan. Create performance indicators, design interventions and establish monitoring mechanisms to measure the effectiveness of the initiative.

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Total No. of Questions: 5]

SEAT No. : ____

PB2148

[Total No. of Pages :2

[6201]-3021
S.Y.M.B.A.
304 THM -SC-THM-01:FUNDAMENTALS OF HOSPITALITY MANAGEMENT
(2019 Pattern) (Revised) (Semester-III)

Time : 2½ Hours] ***[Max. Marks : 50***

Instructions to the candidates:

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

Q1) Answer any 5 out of the below 8 **[10]**

a) Enlist any 4 factors affecting tourism industry.

b) Types of tourists

c) Ownership structure –Franchise

d) Define travel agency

e) Changing trends in Hospitality sector

f) Impact of science and technology on tourism

g) Importance of tourism

h) Different types of transport

Q2) Attempt any 2 out of 3 **[2×5=10]**

a) Employment opportunities in Hospitality

b) Relation of hospitality industry with tourism

c) Issues and challenges in Hospitality sector

Q3) Attempt any one **[10]**

a) Discuss the elements and characteristics of tourism products

b) List the parameters for classification of hotels and explain any two parameters with example

P.T.O.

Q4) Attempt any one **[10]**

a) Elaborate on the government regulations and support related to

i) Travel

ii) Hotel industries

b) Discuss the travel motivators for tourism

Q5) Attempt any one **[10]**

a) Online bookings are a boon and a bane to hotel business Assess this statement in light of role of E-commerce in tourism

b) A tourist plans to travel out of country enumerate & explain the various travel formalities he/she needs to undertake



Total No. of Questions : 5]

SEAT No. : ____

PB2149

[Total No. of Pages : 2

[6201]-3022

S.Y. M.B.A.

304 (IB) SC-IB-01 : IMPORT EXPORT DOCUMENTATION AND PROCEDURES

(2019 Pattern) (Semester - III)

Time : 2½ Hours] ***[Max. Marks : 50***

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***All questions have internal options.***

Q1) Attempt any 5 questions : **[10]**

a) Market Development Assistance is given to Exporters having annual Export turnover up to Rs._____.

b) Which type of tariff is expressly forbidden by the U.S. Constitution?

c) If a letter of credit can be neither cancelled nor modified without the consent of all parties, it is known as _____.

(Revolving, irrevocable, revocable, unconfirmed)

d) Full form of DEPB is _____.

(Duty entitlement pass book, Direct export pass book, Duty export pass book, Duty exception private book)

e) Duty free import authorization is issued generally _____ export. (Before, any time, after, never)

f) Advance authorization is issued generally _____ export. (Before, after, anytime, never)

g) Foreign exchange and foreign currencies in India are governed by _____ (RBI, Banking Regulation Act, FEMA Act, SEBI Act).

h) Bill of Lading is issued by the _____.

(Shipping company, Clearing Agent, Forwarding Agent, Customs officers)

P.T.O.

Q2) Attempt any (2) from the following: **[10]**

a) Need for Pre-shipment Inspection

b) Bill of Lading

c) Write a detail note on SEZ.

d) I.E.C number

Q3) a) What are the documents required for Import and Export? **[10]**

OR

b) Differentiate between Commercial and Consular invoice.

Q4) a) Briefly describe the various schemes of ECGC? **[10]**

OR

b) Explain the role of "Clearing and Forwarding Agents".

Q5) a) Explain various promotion schemes of export. **[10]**

OR

b) Discuss the role of EXIM Bank.

Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages : 2

PB-2150

[6201]-4001
M.B.A.
MANAGEMENT
401 - GC - 14 : Enterprise Performance Management
(2019 Pattern) (Semester - IV)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) ***All questions are complsory.***
2) ***All questions carry equal marks.***

Q1) **Answer the following (Any 5 out of 8) :** **[10]**

a) ABC Analysis.

b) Define Social Audit.

c) Define transfer price.

d) What is management Audit?

e) State performance evaluation parameters for non-profit organizations.

f) Define responsibility centre.

g) Objectives of Internal Audit.

h) Define E - Commerce.

Q2) **Short notes (Any 2 out of 3) :** **[10]**

a) Describe the process of capital budgeting.

b) Explain various tools and techniques of capital expenditure.

c) Discuss malcoln Baldrige framework with reference to 7 criteria.

Q3) a) Evaluate the performance evaluation parameter for Non-profit organization? **[10]**

OR

b) KPI used by E - commerce industry is many times are created. Justify this statement as to performance evaluation parameters for E - commerce?

P.T.O

Q4) a) Calculate EVA from following information : **[10]**

12% Debt capital	₹ 2,000 Crores
Equity capital	₹ 500 Crores
Reserves & surplus	₹ 7,500 Crores
Capital employed	₹ 10,000 Crores
Risk free rate	9%
Beta factor	1.05%
Market rate of return	**19%**
Operating profit after tax	₹ 2,100 Crores.
Tax rate	30%

OR

b) Pizza Hut Ltd. has existing assets in which it has capital invested of ₹150 crores. The after tax operating income is ₹20 crores and company has a cost of capital of 12%. Estimate EVA of the firm. **[10]**

Q5) a) MNC Ltd. has two divisions X and Y. X sells 1/3 of its output in the open market and transfers the rest to Div Y. Cost and revenue during the year are as follows : **[10]**

	X	Y	Total(₹)
Sales	16,000	48,000	64,000
Cost of production in the division	24,000	20,000	44,000
Profit during the period	-	-	20,000

There is no opening or closing stocks. You are required to find out profit of each division and profit of the company using transfer price.

i) At cost

ii) At cost plus a margin of 25%.

OR

b) What is an NGO? Explain the need for evaluator performance appraisal of an NGO? **[10]**

☺☺☺

Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages : 2

PB-2151

[6201]-4002
M.B.A.
402 - GC - 15 : Indian Ethos and Business Ethics
(2019 Pattern) (Semester - IV)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Each questions carries equal marks.***
3) ***Each question has internal choices.***

Q1) **Define any five :** **[10]**

a) Define the term Ethics?

b) VEDA Model.

c) IPR [Define the term Interactual Property Rights).

d) Social Media.

e) Human values.

f) Define the term 'Absolutism'

g) Define the term E - Marketing.

h) Define the term Corporate Social Responsibility (CSR).

Q2) **Solve any two :** **[2 × 5 = 10]**

a) Discuss and Differentiate between Eastern Management & Western Management.

b) Comment on Natural resources Depletion and sustainable development.

c) Write a note on Triguna Theory.

Q3) **Solve any one :** **[10]**

a) Discuss management lessons from Mahabharata.

b) "Kautilya's Arthashastra is a rich source of wisdom for business leaders" Explain with suitable examples.

P.T.O

Q4) a) Analyse the essence of Business Ethics and highlight various types of Business Ethics. **[10]**

OR

b) Delineate the Ethical approach towards the area of marketing and International Business with suitable examples.

Q5) a) Discuss the process of Ethical Decision - making. Elaborate the models of Ethical decision making process. **[10]**

OR

b) Discuss the five major ethical issues experienced by the managers with relevant examples.



Total No. of Questions : 5]

SEAT No. : ____

PB-2152

[Total No. of Pages : 2

[6201]-4003
M.B.A.
405 : GE - UL - 19 : GLOBAL STRATEGIC MANAGEMENT
(2019 Pattern) (Semester - IV)

Time : 2 Hours] ***[Max. Marks : 50***

Instructions to the candidates:

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

Q1) **Solve any five (2 marks each) :** **[10]**

a) Define glocalization.

b) What is Merger and Acquisition?

c) List down any two advantages of globalisation.

d) What are the Resources?

e) What is Piggybacking?

f) What is a green field investment?

g) List down any two global entry strategies.

h) What is an Alliance?

Q2) **Solve any two :** **[10]**

a) Explain the factors that affects the selection of Global Market Entry Strategies?

b) What are the key drivers of Market Intelligence?

c) List down the benefits of localisation and globalisation.

Q3) **Solve any one :** **[10]**

a) Define strategic Alliance. Explain the typology and framework of strategic Alliance.

b) Examine the issues in global strategy implementation.

P.T.O

Q4) **Solve any one :** **[10]**

a) Discuss in brief joint ventures & Partnering with suitable examples.

b) Elaborate the theories of Organisational adaptation at global level with example.

Q5) **Solve any one :** **[10]**

a) Explain challenges to strategic management & impact of globalisation on local business.

b) Explain the global functional model and suggest a suitable organisation structure for a global electrical car manufacturing company.



Total No. of Questions : 5]

SEAT No. :

PB-2153

[Total No. of Pages : 2

[6201]-4004
M.B.A.
GE - UL - 20 - 406 : Technology Competition and Strategy Management
(2019 Pattern) (Semester - IV)

Time : 2 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) **Solve any five out of eight following sub question :** **[10]**

a) Define Competitive Rivalry.

b) Reproduce the concept of Collateral Assets.

c) State the importance of Technology Intelligence.

d) List any two Strategic Analysis Decision making methods.

e) Enumerate any four roles of chief Technology officer.

f) State the trends in Collaborative Arrangements.

g) Enumerate the signals of New Technology.

h) State the importance of Dynamics of change in the competitive Domain.

Q2) **Solve any two of the following sub questions :** **[10]**

a) Explain the challenges in mapping the Technology Environment.

b) Interpret the concept of creation of New Products in Competitive Domains.

c) Summarize key principles underlying Technology strategy.

P.T.O

Q3) a) Demonstrate and explain 'Customer Supplier and Product - User relationship' in Technology Strategy. **[10]**

OR

b) Illustrate the strategic and operational reasons for technology collaborative arrangements.

Q4) a) Explain the levels of Technology Intelligence with suitable examples. **[10]**

OR

b) Appraise the formulation of Technology Strategy.

Q5) a) Summarize the linkages between technology choice and competitive advantage. **[10]**

OR

b) Integrate Technology Strategy and Technology Leadership in competitive domain of food deliver app business.



Total No. of Questions : 5]

SEAT No. : ____

PB-2154

[Total No. of Pages : 2

[6201]-4005
M.B.A.
407 : GE - UL - 21 : CYBER LAW
(2019 Pattern) (Semester - IV)

Time : 2 Hours] ***[Max. Marks : 50***

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Assume suitable data if necessary.***
3) ***Figures to the right indicates full marks.***

Q1) **Attempt any five :** **[5 × 2 = 10]**

a) Write importance of electronic signature.

b) Define Intellectual Property Rights (IPR).

c) What is mean by cyber space?

d) What is e-governance?

e) Write features of IT Act.

f) Define SPDI.

g) Define cloud computing.

Q2) **Attempt any two :** **[2 × 5 = 10]**

a) Explain IT Act and their powers.

b) Describe e-commerce : Issues and provisions in Indian Law.

c) What do you understand by offences in cyber crime? Support your answer with suitable examples.

Q3) **Attempt any one :** **[1 × 10 = 10]**

a) Explain Domain names and Trademark Disputes with suitable examples.

b) Explain patent rights and Trademarks with examples.

P.T.O

Q4) **Attempt any one :** **[1 × 10 = 10]**

a) Explain Reasonable security practices in India applicable to sensitive personal Data.

b) Describe in brief perspective : Cloud computing and law applicable to SPDI.

Q5) **Attempt any one :** **[1 × 10 = 10]**

a) What is cyber law? State any two laws in brief.

b) Explain E-Taxation issues in cyberspace with suitable examples.



Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages : 2

PB-2155

[6201]-4006

M.B.A.

408 - GE - UL - 22 : Corporate Social Responsibility and Sustainability

(2019 Pattern) (Semester - IV)

Time : 2 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) ***Justify your answer with suitable examples & diagrams.***

Q1) **Answer the following (Any Five) :** **[10]**

a) What do you mean by Business Ethics?

b) Describe sustainable development.

c) Define the term corporate citizenship.

d) Define Globalisation.

e) Explain relationship between good leadership & CSR.

f) State any 2 benefits of CSR.

g) Which international framework provides guidelines for sustainability reporting?

h) Quote sustainable development goals.

Q2) **Answer any 2 out of 3 :** **[10]**

a) Compare the contribution in CSR and the community benefits.

b) Explain the role of stakeholders in CSR.

c) Explain the implications of CSR from the perspectives of employees.

P.T.O

Q3) **Write or Answer any one of below :** **[10]**

Explain how is CSR related to sustainability with suitable example.

OR

Discuss “Different stakeholder’s different perspective for CSR”.

Q4) **Write or Answer any one of below :** **[10]**

Explain - corporate social responsibility as strategic instrument for creating sustainable corporate brand value.

OR

Build a strategic CSR model for E-vehicles company.

Q5) **Write or Answer any one of below :** **[10]**

Describe the scope of CSR activities under schedule VII of companies Act 2013.

OR

Identify current and feature prospective benefits from Vantara at Jamnagar - A CSR initiative by Reliance group.

☺☺☺

Total No. of Questions : 5]

SEAT No. :

PB-2156

[Total No. of Pages : 2

[6201]-4007

M.B.A.

SC - MKT - 05 (403 MKT) : MARKETING 4.0

(2019 Pattern) (Semester - IV)

Time : 2½ Hours] ***[Max. Marks : 50***

Instructions to the candidates:

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

Q1) Solve any Five : **[5 × 2 = 10]**

a) Why Omni channel marketing is important?

b) What is brand Affinity marketing?

c) What is content marketing strategy?

d) What do you mean by PAR and BAR?

e) What is Marketing 4.0?

f) What is Industry Archetypes?

g) Give any three influential digital subcultures?

h) What is brand-centric strategy?

Q2) Solve any two : **[2 × 5 = 10]**

a) Explain the evolution of Marketing 4.0.

b) Explain the characteristics of consumer 4.0.

c) Will digital marketing replace the traditional marketing?

Q3) Solve any one : **[1 × 10 = 10]**

a) Business must organise for compelling customer experience by applying effective contextual marketing comment.

b) Explain about the Negative Advocacy, Positive Advocacy and Prompted Advocacy.

P.T.O.

Q4) Solve any one : **[1 × 10 = 10]**

a) How social CRM and Mobile Apps are supporting organisations to engage the customers?

b) What are the benefits of Gamification in Digital Marketing?

Q5) Solve any one : **[1 × 10 = 10]**

a) How brands can adopt the Human Qualities to attract more customers in Human Centric era of Marketing 4.0?

b) In the era of the digital society is there still scope for traditional marketing? Comment with details.

▽▽▽▽

Total No. of Questions : 5]

SEAT No. : ____

[Total No. of Pages : 2

PB-2157

[6201]-4008
S.Y. M.B.A.
404 MKT - SC - 06 : MARKETING STRATEGY
(2019 Pattern) (Semester - IV)

Time : 2½ Hours] ***[Max. Marks : 50***

Instructions to the candidates:

1) ***All questions carry equal marks.***
2) ***Figures to the right indicate full marks.***
3) ***Give suitable examples wherever necessary.***

Q1) **Attempt any five :** **[5 × 2 = 10]**

a) Define marketing strategy.

b) What is marketing data touch points.

c) Factors influencing choice of targeting, state.

d) Give any two examples of market followers.

e) Enlist the four categories of Ansoff's matrix.

f) What is Bootstropping.

g) Define Blue print.

h) What is positioning.

Q2) **Attempt any two :** **[2 × 5 = 10]**

a) Enumerate steps in Market Opportunity Analysis.

b) State the significance of Marketing Intelligence.

c) Write a note on strategic wear - out.

Q3) **Attempt any one :** **[1 × 10 = 10]**

a) What strategies should be adopted by marketers in a declining market.

b) Explain the techniques of forecasting based on past Demand.

P.T.O

Q4) **Attempt any one :** **[1 × 10 = 10]**

a) Discuss marketing strategies for a newly launched electric bike.

b) Discuss the utility of BCG matrix for business.

Q5) **Attempt any one :** **[1 × 10 = 10]**

a) Prepare a marketing plan for any company of your choice.

b) Design targeting strategies for mass markets and growth markets.



Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages : 2

PB-2158

[6201]-4009
M.B.A.
403 - SC-FIN-05 : FINANCIAL LAWS
(2019 Pattern) (Semester - IV)

Time : 2½ Hours] ***[Max. Marks : 50***

Instructions to the candidates:

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

Q1) **Answer any five :** **[5 × 2 =10]**

a) Write any two roles of National Company Law Tribunal (NCLT) in insolvency resolution process under the Insolvency and Bankruptcy code.

b) Mention any two significance of Actuaries Act in regulating Acturial profession.

c) Name any two stakeholders in corporate debt restructuring process.

d) List out any two penalties for contravening the provisions of FEMA act.

e) Write any two powers granted to banks under SARFAESI Act For recovery of debt.

f) Define term 'Authorised Dealer' as per FEMA act.

g) Define term 'Insolvency Professional' as per Insolvency and Bankruptcy code.

Q2) **Solve any two :** **[2 × 5 = 10]**

a) Explain concept 'Boiler plate provision' under SARFAESI Act 2002.

b) Write note on composition of council of Actuaries Institute.

c) Discuss concept of 'corporate Financial Distress' under corporate Debt Restructuring process.

d) Write note on 'Taxation of Foregin Income'.

P.T.O

Q3) a) Assess the fairness and equity of the insolvancy and Bankruptcy code in balancing the interest of creditors, debtors and other stakeholders. **[10]**

OR

b) Explain in detail disciplinary mechanism outlined in Actuaries act in addressing misconduct by Actuaries. **[10]**

Q4) a) Assess effectiveness of SARFESI Act 2002, in expediting the recovery of bad debts and reducing burden over bank. **[10]**

OR

b) Evaluate role of regulatory authorities in observing implementation of corporate debt restructuring and strategic debt restructuring schemes and ensuring compliance with regulatory requirements. **[10]**

Q5) a) Write detail note on in corporation and registration of special purpose companies under SARFAESI Act 2002. **[10]**

OR

b) Discuss provisions related to appointment and prosecution of directors under the Actuaries Act. **[10]**

Total No. of Questions : 5]

SEAT No. :

PB2159

[Total No. of Pages : 3

[6201]-4010

S.Y. M.B.A.

404 SC-FIN 06 : CURRENT TRENDS & CASES IN FINANCE

(2019 Pattern) (Semester - IV)

Time : 2½ Hours] ***[Max. Marks : 50***

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Figures to the right indicate full marks.***
3) ***Use of simple calculator is allowed.***

Q1) Write any five out of eight (2 marks each) **[10]**

a) Which of the following is not the part of organized sector of Indian money market?

i) Chit Funds

ii) Mutual Funds

iii) Non Banking Financial Companies

iv) RBI

b) What is the minimum paid up capital requirement as small Finance Banks?

i) 100 crore ii) 200 crore

iii) 20 crore iv) 50 crore

c) What is the rate at interest offered on PPI balance?

i) 0% ii) 5%

iii) 2% iv) 1%

d) In which year the Regional Rural Bank Act was passed?

i) 1970 ii) 1976

iii) 1990 iv) 1988

e) What is microfinance?

f) What is the C.R.R.

g) Define Repo rate

h) Define angel Funding.

P.T.O.

Q2) Write any two of three questions (5 marks each) **[10]**

a) Explain the sources of Rural Credit.

b) What is meaning at small finance banks and what are the objectives of small finance Banks.

c) What are the key sectors for start - ups in India?

Q3) a) Discuss the guidelines for Licensing of payment Banks. **[10]**

OR

b) Describe the schemes Available for new start - ups by Government in the form of Finances.

Q4) a) A company's whose cost of capital is 12% is considering two projects 'A' and 'B'. The following data are available. **[10]**

	Project A (Rs.)	Project B (Rs.)
Investment	1,40,000	1,40,000
Cash in flows -		
1st year	20,000	1,00,000
2nd year	40,000	80,000
3rd year	60,000	40,000
4th year	1,00,000	20,000
5th year	1,10,000	20,000

Select the most suitable project by using the following methods -

i) Pay Back Period

ii) Profitability Index

Then present value of Rs. 1 at 12% are.

Year	p.v. Rate
1	0.9
2	0.8
3	0.7
4	0.6
5	0.55

OR

b) Mr. Rajesh is an angle investor is seeking an annual at 20% on the investment at Rs. 1,50,000 in a business. Calculate & analyze the following -

i) What is the angel's investment worth after 3 years?

ii) If the investor and the entrepreneur have agreed that based on the financial projections the value of the business at the end of 3 years would be Rs. 8,50,000. Calculate the angel investor's equity percentage.

Q5) a) The existing capital structure of XYZ Ltd. is as under. **[10]**

Equity shares of Rs. 100 each.	Rs. 40,00,000
Retained Earnings	Rs. 10,00,000
9% preference shares	Rs. 25,00,000
7% Debentures	Rs. 25,00,000

The existing rate of return on the company's capital employed is 12% and the income tax rate is 50%. The company requires a sum of Rs. 25,00,000 to finance its expansion programme for which it is considering the following alternatives

i) Issue of 20,000 equity shares at premium of Rs. 25 per share - PE Ratio 20

i) Issue of 10% pref. share - PE Ratio 17

ii) Issue of 8% debentures - PE Ratio 16

Which of the above alternatives would you consider to be the best and why?

OR

b) A company wants to have an optimum mix at debt and equity. The cost at debt and cost of equity at different debt equity ratio is 95 follows.

Debt equity ratio	Cost of debt% [post - tax]	cost of equity %
0-100	-	12.5
10-90	5	13.00
20-80	5	13.6
30-70	6	14.3
40-60	7	16.00
50-50	8	18.00
60-40	10	20.00

What is the optimum capital structure of the company?



Total No. of Questions : 5]

SEAT No. :

PB-2160

[Total No. of Pages : 2

[6201]-4011
M.B.A.
403 HR : SC - HRM - 05 : Organisational Diagnosis & Development
(2019 Pattern) (Semester - IV)

Time : 2½ Hours] ***[Max. Marks : 50***

Instructions to the candidates:

1) ***All questions carry equal marks.***
2) ***Draw neat diagrams wherever needed.***

Q1) **Answer any 5 out of 8 :** **[10]**

a) Define Organisational Development.

b) List any 2 comprehensive Interventions of OD.

c) What is work redesign.

d) What is responsibility charting.

e) Name any 4 contributors in the field of OD.

f) What is macro environment.

g) State any 2 roles & responsibility's of an OD consultant.

h) What is parallel Learning structures.

Q2) **Answer any 2 out of 3 :** **[10]**

a) Explain the six Box Model with the help of an example.

b) Explain the concepts of Quality circles & re-engineering.

c) What is systems theory?

Q3) **Answer any 1 out of 2 :** **]10]**

a) Discuss the importance of getting the diagnostic process right. Describe the importance of 'data' is correct diagnosis.

b) OD is a process that aims to bring systematic change to how an organisation functions as it keeps up with the demands of technological & cultural advances. Explain why OD is important in today's uncertain times & what challenges are faced by the OD consultant.

P.T.O

Q4) **Answer any 1 out of 2 :** **[10]**

a) Supreme enterprises Pvt. Ltd. is encountering attrition issue. You are an OD consultant & are invited to bring a complete change in the company. Explain how would you use the Action research Model for Development of the company.

b) With the help of an example explain how the porters five forces model analysis shape energy industry in determining its strength& weakness.

Q5) **Answer any 1 out of 2 :** **[10]**

a) Apex technologies announced work from home during pandemic but now post pandemic the company wants their employees to return to work from office style. Many employees are resisting this & not cutting to get back to physical work setting . Mt. Harry, the HR does not know what needs to be done explain what intervention should be used to resolve this issue.

b) PESTLE analysis helps to understand the macro environment affecting any organisation. Elaborate the statement with help of an example.



Total No. of Questions : 5]

SEAT No. : ____

[Total No. of Pages : 2

PB-2161

[6201]-4012
S.Y.M.B.A
SC-HRM-06 : CURRENT TRENDS AND CASES IN HUMAN RESOURCE MANAGEMENT
(2019 Pattern) (Semester - IV) (404 HR)

Time : 2½ Hours] ***[Max. Marks : 50***

Instructions to the candidates:

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

Q1) **Answer any five questions** **[5 × 2 = 10]**

a) Define Organizational Culture.

b) What is data analytics in HR?

c) Define Artificial Intelligence (AI).

d) What do you mean by Succession Planning?

e) Define the term of Workforce Diversity.

f) What is Performance Management System?

g) Enlist any two advantages of decentralized worksites.

h) Define cloud computing

Q2) **Write Short notes on any two topics given below.** **[2 × 5 = 10]**

a) Organizational culture and its effectiveness in HR.

b) Cloud & Mobile enabled HR Solutions.

c) Benefits of Technology-Enabled Training Methods.

P.T.O

Q3) **Answer any one question:** **[10]**

a) Explain the role of data analytics in transforming HR Practices.

b) Discuss the role of Artificial Intelligence in the recruitment process. Explain how AI can enhance efficiency and effectiveness in talent acquisition.

Q4) **Answer any one question:** **[10]**

a) Elaborate the factors that contribute to changing skill requirements in the modern workplace with an example.

b) What strategies and policies can organization implement to support employees in achieving work-life balance?

Q5) **Answer any one question:** **[10]**

a) Elaborate the benefits of a well-implemented performance management system for employees and organization.

b) Elaborate the strategies an organization can adopt to foster employee engagement. Illustrate the importance of employee engagement.

Total No. of Questions: 5]

SEAT No. :

PB2162

[Total No. of Pages :2

[6201-4013
S.Y.M.B.A.
403 OSCM-SC-OSCM-05 : E - SUPPLY CHAINS AND LOGISTICS
(2019 Pattern) (Semester-IV)

Time : 2½ Hours] ***[Max. Marks : 50***

nstructions to the candidates:

1) ***All questions are compulsory.***
2) ***All questions carry equal marks.***
3) ***Each question carries 10 marks.***
4) ***Draw neat diagrams & illustration supportive to your answer.***

Q1) Answer any 5 out of 8 (2marks each) **[10]**

a) Describe two new trend or technology in E-logistics

b) Name the two key elements of e-supply chains

c) What is radio Frequency Identification?

d) What is the significance of logistics renovation towards E-logistics?

e) Describe the key elements of logistics?

f) Define Electronic Data Interchange (EDI)?

g) Define the turm Intranets and Extranets

h) Define customer Relationship Management (CRM)

Q2) Answer any 2 out of 3 (5 marks each) **[10]**

a) Explain the holistic approach to SCM.

b) Describe collaborative commerce and it's role in enhancing collaboration among supply chain partners.

c) Explain the concept of data marts and their relevance in e-logistics.

Q3) Answer 3(a) or 3(b) **[10]**

a) Explain emerging trends and technologies in e-logistics documentation Describe the various types of e-payment transaction along the e-supply chain.

b) How does the world wide web facilitate logistics communication and collaboration?

P.T.O.

Q4) Answer 4(a) or 4(b) **[10]**

a) Evaluate the effectiveness of tracking system in improving the efficiency and accuracy of logistics operations How do these system provide real-time information on the movement of goods?

b) Explore the applications of electronic signature technology in e-tracking and logistic documentation.

Q5) Answer 5(a)or 5(b) **[10]**

a) Explain customer Relationship Management (CRM) as a philosophy in the context of e-sales How does CRM help businesses build and remain long-ferm relationships with customers in the digital age?

b) Explain the importance of packing and order management in e-supply chains & logistics.



Total No. of Questions : 5]

SEAT No. : ____

PB2163

[Total No. of Pages : 2

[6201]-4014

SecondYear M.B.A.

404-SC-OSCM-06 : INDUSTRY 4.0

(2019 Pattern) (Semester-IV)

Time : 2½ Hours] ***[Max. Marks : 50***

Instructions to the candidates:

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

Q1) Answer any five out of eight questions: **[2 marks Each]**

a) Define the Internet of Things (loT).

b) Define Mechatronics and its applications.

c) What four applications of Industry 4.0 in the automotive sector?

d) Explain the concept of "Future of Works" in the context of Industry 4.0.

e) Define the role of data, information, and knowledge in future organizations.

f) Identify the drivers for Industry 4.0.

g) Outline the various phases of the Industrial Revolution.

h) Summarize the recent developments in digitalization.

Q2) Answer any Two questions: **[5 Marks Each]**

a) Examine the challenges and issues surrounding cybersecurity in the context of Industry 4.0, analyzing potential threats faced by interconnected systems.

b) Evaluate the concept of smart cities and their underlying technologies, including loT, lloT, discussing how these technologies facilitate sustainable urban development.

c) Discuss the concept of smart transportation and evaluate its impact on enhancing efficiency.

P.T.O.

Q3) Answer Any One: **[10 Marks Each]**

a) Define Robots and Cobots, explaining their functionalities and differences, and provide real life examples.

b) Discuss how advancements in automation, connectivity, and data analytics enable greater efficiency, flexibility, and customization in manufacturing processes.

Q4) Answer Any One: **[10 Marks Each]**

a) Analyze the potential benefits and challenges of implementing Smart Logistics solutions in supply chain management.

b) Explain the concepts of Virtual Reality (VR) and Mixed Reality (MR), provide examples to illustrate their applications and differences.

Q5) Answer Any One: [10 Marks Each]

a) In the Indian context analyze the potential impact of Industry 4.0 on the retail sector, discuss applications such as smart inventory management and also propose strategies for retailers to remain competitive in the digital age.

b) Explore both the challenges and opportunities industries encounter as they in context of Industry 4.0.

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Total No. of Questions : 5]

SEAT No. :

PB-2164

[Total No. of Pages : 2

[6201]-4015
M.B.A.
403 - SC - BA - 05 : Economics of Network Industries
(2019 Pattern) (Semester - IV)

Time : 2½ Hours] ***[Max. Marks : 50***

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Neat diagrams must be drawn wherever necessary.***
3) ***Assume suitable data, if necessary.***

Q1) **Answer any five out of Eight (2 marks each) :** **[10]**

a) Short note on Networks for ATM.

b) Define digital convergence.

c) Explain language as Network.

d) Define Software piracy.

e) Explain software variety under hardware competition.

f) Explain outline information goods.

g) Define Network economics.

h) Explain the term Gateways.

Q2) **Answer any two out of three (5 Marks each) :** **[10]**

a) Explain virtual (system) Networks.

b) Explain characteristics of Network industries for cost structure.

c) Discuss the impact of Digital Convergence on the market from Information.

Q3) **Answer any one (10 Marks) :** **[10]**

a) Explain the media of exchange as Networks for E-lobhies.

b) Explain the business Model of zero pricing.

P.T.O

Q4) **Answer any one (10 Marks) :** **[10]**

a) Explain demand side economics of scale Network externality.

b) Examine pricing information goods.

Q5) **Answer any one (10 Marks) :** **[10]**

a) As a system expert you are requested to suggest the New technological advancement adaption approach.

b) Evaluate the role of code sharing agreements is Airline Industry.

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Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages : 2

PB-2165

[6201]-4016
S.Y.M.B.A
(404BA) SC-BA-06 : ARTIFICIAL INTELLIGENCE IN BUSINESS APPLICATIONS
(2019 Pattern) (Semester - IV)

Time : 2½ Hours] ***[Max. Marks : 50***

Instructions to the candidates:

1) ***All questions carry equal marks.***
2) ***Figures to right indicates full marks.***
3) ***Neat diagrams must be drawn wherever necessary.***

Q1) Answer any 5 out of 8 : **[5 × 2 = 10]**

a) Define the term Big Data?

b) Define the term entropy in decision tree learning.

c) What is Artificial Intelligence?

d) Define the term Syntax.

e) What is parsing?

f) What is Data Analysis?

g) State the term uniform-cost search.

h) What is 'Fact' and 'Rule'?

Q2) Answer any 2 out of 3: **[2 × 5 = 10]**

a) How to represent and parse Grammars for natural language processing?

b) What is the difference between Breadth -First Search and Depth-First Search?

c) Explain with an example A* searching technique.

Q3) Answer 3(a) or 3(b):

a) Explain k-Means Algorithm. **[10]**

OR

b) Explain in detail effect of Artificial Intelligence on society. **[10]**

P.T.O

Q4) Answer 4(a) or 4(b):

a) What is Artificial Intelligence? Explain applications of Artificial Intelligence. **[10]**

OR

b) Explain in brief PROLOG Systems with its implementations? **[10]**

Q5) Answer 5(a) or 5(b):

a) List out and explain any two informed searches. **[10]**

OR

b) What is NLP? Explain in brief use cases of NLP? **[10]**

Total No. of Questions : 5]

SEAT No. : ____

PB-2166

[Total No. of Pages : 2

[6201]-4017
M.B.A.
SC-RABM-02-ICT For Agriculture Management
(2019 Pattern) (Semester - IV) (404)

Time : 2½ Hours] ***[Max. Marks : 50***

Instructions to the candidates:

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

Q1) Answer any 5 out of 8 (2 marks each) : **[5 × 2 = 10]**

a) RFID stands for

b) What is GIS

c) What is micro credit

d) Define Financial inclusion

e) What is tele education.

f) PMJJY

g) ICT in Agri.

h) Enlist 2 application used in Agri

Q2) Answer any 2 out of 3 (5 marks each) : **[5 × 2 = 10]**

a) How QR code utilized in Agriculture.

b) Explain ICT and its ramifications for Rural economy

c) Explain new technology application in operation management.

P.T.O.

Q3) Answer (a) or (b) : **[10]**

a) Explain how ICT model will help farmers from production to marketing.

OR

b) Examine current Agri marketing system in India on Pro's & Con's criteria.

Q4) Answer (a) or (b) : **[10]**

a) What are the benefits & impact of PMJJY & PMSBY,

OR

b) List & explain various issues & challenges for market acess ICT services.

Q5) a) Explain GIS Application in precision farming in India. **[10]**

OR

b) How GIS in agriculture contribute to improved water management and conservation practice.



Total No. of Questions : 5]

SEAT No. : ____

PB-2167

[Total No. of Pages : 2

[6201]-4018
M.B.A.
Pharma & Healthcare Regulatory Environment in India
SC-02: 404 PHCH: Minor Specialization
(2019 Pattern) (Semester - IV)

Time : 2½ Hours] ***[Max. Marks : 50***

Instructions to the candidates:

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

Q1) Solve any Five out of Eight : **[5 × 2 = 10]**

a) Explain IPR

b) Enlist any two Laws applicable to Hospitals

c) Define patent

d) Enlist attributes of trade marks for any pharma company

e) Define offer & acceptance.

f) Explain void contract

g) Define copyright

h) Define Drugs.

Q2) Answer any two out of three : **[2 × 5 = 10]**

a) What do you understand by International Environment In pharma marketing

b) Write in detail drugs & cosmetic Act-1940.

c) Write Essentials of a contract,

P.T.O.

Q3) Answer any One out of two : **[1 × 10 = 10]**

a) Technological environment in pharma & Healthcare mgmt. have given an edge to the services for betterment of healthcare Infrastructure - comment.

OR

b) Nano technology is one of the reasons for advancement in pharma & healthcare mgmt - comment.

Q4) Answer any One out of two : **[1 × 10 = 10]**

a) Analyse the current pharma & healthcare market scenario with reference to trends.

OR

b) Analyse the current patent filing process of India.

Q5) Answer any One out of two : **[1 × 10 = 10]**

a) How Hospitals can create it own model for effective consumer disputes considering Legal framework.

OR

b) Enlist various legal problems in relation to healthcare administration with provisions to overcome the same.

Total No. of Questions : 5]

SEAT No. : ____

PB-2168

[Total No. of Pages : 2

[6201]-4019

S.Y. M.B.A.

404THM : SC-THM-02 : TOURISM & TRAVEL MANAGEMENT

(2019 Pattern) (Semester - IV)

Time : 2½ Hours] ***[Max. Marks : 50***

Instructions to the candidates:

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

Q1) **Attempt any five questions :** **[5 × 2 = 10]**

i) Eco tourism relates to _____.
   a) Economic system
   b) Financial system
   c) Nature
   d) E-commerce

ii) International tourism helps to earn _____.
   a) Goodwill
   b) Foreign exchange
   c) Image building
   d) Collaborative Business

iii) _____ is the culture capital of India.
   a) Mumbai
   b) Delhi
   c) Nagpur
   d) Banglore

iv) _____ Holidays are one of the type of tourism.
   a) Wellness and health
   b) Music & Recreation
   c) Sports
   d) Entertainment

P.T.O.

v) Tourism destination planning relates to planning of _____.

a) Carvings

b) Sculptures

c) Architecture

d) Places

vi) The place at which atraveler terminates his Journey is called _____.

a) Destination

b) Domestic tourism

c) Excursionist

d) Mass tourism

Q2) **Write short notes on any two :** **[2 × 5 = 10]**

i) Visiting friends and Relatives (VFR).

ii) Cultural tourism.

iii) Adventure tourism.

iv) Sports tourism.

Q3) Define travel motivators, types of travel motivators and what are their importance. **[10]**

OR

Explain travel Agency and tour operation Business, what are the functions of travel Agency.

Q4) Elaborate tour planning and explain the religious tourism concept in India. **[10]**

OR

Explain Eco tourism Evolution , Principles, Trends and Functions of Ecotourism.

Q5) Define role and functions of Travel Agencies and challenges they face while doing business in India. **[10]**

OR

Explain any 5 Tourist places in India and elaborate the specialities of them.

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Total No. of Questions : 5]

SEAT No. : ____

PB-2169

[Total No. of Pages : 2

[6201]-4020

M.B.A.

404 IB - SC - IB - 02 : Global Trade & Logistics Management (2019 Pattern) (Semester - IV)

Time : 2½ Hours] ***[Max. Marks : 50***

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Give suitable examples & draw diagrams wherever necessary.***

Q1) **Answer any five out of Eight (2 marks each) :** **[10]**

a) Define the Hecksher - ohlin Theory.

b) Define porter's Diamond Model.

c) Define the Absolute Advantage Theory.

d) List any 3 elements of logistics Management.

e) Who is a CHA?

f) Define Globalisation.

g) Define Multi-modal Transport system.

h) Enlist types of Incoterms.

Q2) **Answer any two out of three (5 Marks each) :** **[10]**

a) Discuss the impact of Globalization on international business with suitable examples.

b) Identify and explain the elements of logistics management.

c) Discuss customs bonded warehouses.

P.T.O

Q3) **Answer any one out of two :** **[10]**

a) Comment on the Absolute Advantage Theory and Comparative Advantage Theory; explain its components in detail with relevant examples.

OR

b) Discuss the institutional Framework for export promotion and explain the available export incentives and facilities.

Q4) **Answer any one of out two :** **[10]**

a) Elaborate on the porter's Diamond model with the diagram and relevant examples.

OR

b) Throw light on the concept of Global sourcing and address the challenges faced by Indian businesses in an international environment with relevant examples.

Q5) **Answer any one out of two :** **[10]**

a) Examine the role of a customs house agent with relevant examples.

OR

b) Discuss the different modes of shipment and different modes of operating of shipping

