Total No. of Questions : 5]

SEAT No. :

PB2048

[Total No. of Pages : 5

[6201]-101

First Year M.B.A.

101 - GC - 01 : MANAGERIAL ACCOUNTING

(Revised 2019 Pattern) (Semester - I) (Theory)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

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

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

a) Mention the different types of expenditure.

b) List the Users of Accounting Information.

c) Define Depreciation.

d) What is Idle Time Variance? Write down its formula.

e) What do you mean by Break Even Point? Write down its formula.

f) A new firm commenced business on 1st January, 2024 and purchased goods costing ₹90,000 during the year. A sum ₹6,000 was spent on carriage inwards. At the end of the financial year the cost of goods still unsold was ₹12,000. Sales during the period Jan - March 2024 was ₹1,20,000. What is the gross profit earned by the firm?

g) If fixed cost is ₹2,50,000 and P/V ratio is 60%, then what is BEP in Rupees?

h) Fixed budget is also known as _____

i) Static Budget

ii) Standard Budget

iii) Master Budget

iv) Flexible Budget

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

a) Explain Dual Aspect concept with suitable example.

b) Compare and Contrast Capital Receipts and Revenue Receipts.

c) Explain objectives of Preparing Financial Statements.

P.T.O.

Q3) Solve any one of the following : **[10]**

a) From the following Trial Balance of Mr. Mehta as at 31st March 2024. Prepare Trading & Profit & Loss Account for the year ended 31st March 2024 & Balance Sheet as on that date :

Particulars	Debit ₹	Credit ₹
Capital	-	2,00,000
Land and Building	87,000	-
Plant and Machinery	17,500	-
Goodwill	20,000	-
Drawings	22,600	-
Cash in Hand	1795	-
Stock on 1st April 2023	27,000	-
Wages	10,000	-
Purchases less returns	69,000	-
Carriage Inward	600	-
Commission	6000	-
Insurance Premium	2,000	-
Motor car	3,000	-
Carriage outward	1,400	-
Sales less returns	-	84,000
Salaries	5,000	-
Bank charges	105	-
Reserve for Doubtful Debts	-	1,500
Debtors	20,000	-
Creditors	-	7,500
Total	2,93,000	2,93,000

The following adjustments are to be made :

i) Stock in hand on 31st March 2023 was ₹64,000.

ii) Create a provision of 5% on debtors.

iii) Outstanding salary amounted to ₹1,000.

iv) Depreciate Machinery by 10% and Motor Car by 20%.

v) Commission includes ₹300 being commission paid in advance.

b) From the following particulars prepare a statement in such form as you consider most suitable for showing clearly all elements of cost : **[10]**

i) Prime cost

ii) Works cost

iii) Cost of production

iv) Cost of sales

v) Profit

Particulars	Amount ₹
Direct Materials	70,000
Indirect Wages	10,000
Factory Rent & rates	50,000
Indirect Materials	500
Depreciation - Furniture	100
General Factory Expenses	5,700
General Selling Expenses	1,000
Office Salaries	4,500
Advertisement	2,000
Bad Debts	4,500
Discount Allowed	1,200
Direct Wages	75,000
Other Direct Expenses	15,000
Office Rent & rates	500
Depreciation of Machinery	1,500
Salary to Managing Director	12,000
Travelling Expenses	1,100
General Office Expenses	1,000
Carriage Outward	1,000
Sales	3,50,000

Q4) a) SR Ltd. manufactures a product named 'AXBE'. The company has provided the following information to you on the basis of records available fro the costing department. **[10]**

Fixed expenses	₹4,50,000
Variable cost per unit	₹60
Selling price per unit	₹90
Output	45,000 units

You, as the costing manager, are required to furnish the Board of Directors with the following information :

i) Contribution

ii) P/V Ratio

iii) Break Even Point

iv) Margin of Safety

OR

b) The cost structure of Rama Ltd. for the year 2023 - 24 is as follows : **[10]**

Raw material	₹20 per unit
Labour	₹4 per unit
Overheads	₹10 per unit

The fixed overhead of the company are ₹20,000.

The unit selling price of the product is ₹40.

They are facing a down turn in the market. The existing output in different regions is :

	Maharashtra	Goa
Units soldin 2023 - 24	2500	4000
Expected trend in 2024 - 25	+10%	–10%

Looking at the market trends, the company is worried. You, as the finance manager, are required to advise the company whether they should down its operations or continue.

Q5) Solve any one of the following : **[10]**

a) The statement given below gives the flexible budget at 60% capacity. Prepare a tabulated statement giving budget figures at 75% capacity and 90% capacity.

Particulars	Expenses at 60% Capacity (₹)	Nature of Expense
Direct Materials	1,60,000	100% Variable
Direct Labour	40,000	80% Variable
Indirect Materials	48,000	100% Variable
Depreciation	60,000	100% Fixed
Indirect Labour	40,000	40% Fixed
Rent	12,000	100% Fixed
Electric power	8,000	40% Fixed
Repairs and Maintenance	20,000	40% Variable
Insurance on Machinery	12,000	100% Fixed

b) The following information is available from the cost records of Vaishali & Co. for the month of March - 2024 : **[10]**

Units Produced – 2160 units

	Standard	Actual
Material - quantity	10 Kg for one unit	24,000 Kg
Rate per Kg	₹4	₹4.4
Labour hours	2.5 hours per unit	5940 hours
Wage Rate per hour	₹4	₹5

Calculate the following :

i) Material Cost Variance

ii) Material Price Variance

iii) Material Usage Variance

iv) Labour Cost Variance

v) Labour Rate Variance

Total No. of Questions : 5]

SEAT No. : ____

PB2049

[Total No. of Pages : 2

[6201]-102
First Year M.B.A.
102-GC-02 : ORGANIZATIONAL BEHAVIOUR
(Revised 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 Organization.

b) What are the three components of Attitude.

c) What is the motivations process.

d) Enumerate two differences between group & team.

e) What is constructive conflict?

f) Name any two Artifacts of culture?

g) What is work life balance.

h) Name any two forces for organisational change.

Q2) Attempt Any Two. **[2×5=10]**

a) Distinguish between Autocratic Model & Democratic Model.

b) What is a complimentary transaction? Should it be used always? Why?

c) Explain porter lawler model of motivation.

Q3) a) Discuss the importance of personality in performance. Explain the Myers-Briaas Type indicator & the Bia Five personality model, along with explanation of positive & negative personality traits. **[10]**

OR

b) What are the three key stages of kurt Lewin's Three-step Model of organisational change. Discuss the forces for change & resistance to change anticipated in switching from manual attendence to digital attendance in Retail outlet. **[10]**

P.T.O.

Q4) a) Discuss the Blake & Moutons managerial grid of leadership. In what situation will (1, 9) style of leadership be effective. **[10]**

OR

b) What do you mean by stress? As a HR manager in the IT sector, design five strategies for managing stress in IT sector. **[10]**

Q5) a) Define perception. What are the key factors that influence perception. How will social perception affects the selection process of medical representative in a pharmaceutical company. **[10]**

OR

b) Distinguish between formal & informal groups. Why do you think it is more difficult to manage informal groups than formal groups for manager. **[10]**



Total No. of Questions : 5]

SEAT No. : ____

[Total No. of Pages : 2

PB-2050

[6201]-103
M.B.A
103:GC-03 : ECONOMIC ANALYSIS FOR BUSINESS DECISIONS
(2019 Revised Pattern) (Semester - I)

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

Instructions to the candidates:

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

Q1) Attempt any 5 questions. (carry 2 marks each) **[10]**

a) Define micro economics.

b) Give the meaning of utility with an example.

c) State the law of supply.

d) Define elasticity of Demand.

e) Explain Economic Cost.

f) Write the full form of TFC & TVC.

g) Formula for calculating TR is _____.

h) Write any two methods of Demand forecasting.

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

a) Justify is Government Intervention is good.

b) Explain the law of Diminishing Marginal utility.

c) What do we mean by Managerial Decision Making?

Q3) a) Explain the laws of variable with suitable graph. **[10]**

OR

b) Write down the objectives of Pricing policies.

P.T.O

Q4) a) How changes in supply & demand affects a business profitability? **[10]**

OR

b) Explain the concept of Prevention and Control of monopolies.

Q5) a) Assess the impact of a Government policy on a firms profitability and market competitiveness. **[10]**

OR

b) What are the different types of cost involved in business?



Total No. of Questions : 5]

SEAT No. :

PB-2051

[Total No. of Pages : 2

[6201]-104
F.Y.M.B.A
104GC - 04 : Business Research Methods
(Pattern 2019 Revised) (Semester - I)

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

Instructions to the candidates:

1) ***All questions are complsory.***
2) ***Figures to the right indicate marks for questions/sub question.***
3) ***Answer to the questions should be specific & to the point.***
4) ***Draw sketches wherever necessary with pencils.***
5) ***Graph paper will not provided.***

Q1) **Attempt any Five** **[10]**

a) Define Hypothesis.

b) List the Parametric tests.

c) Define Research Design.

d) List types of Variables.

e) List the attitude scaling techniques.

f) List the types of Probability Sampling.

g) Describe the characteristics of good research report.

h) Define Reliability.

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

a) Differentiate between Primary and Secondary data.

b) Differentiate between Null and Alternate Hypothesis.

c) Explain the concept, purpose of Research Design.

Q3) **Attempt any One** **]10]**

a) Design a questionnaire to find the Financial awareness among Youngsters

b) Develop a suitable sample design to assess the need of a MBA degree for getting placed in an MNC.

P.T.O

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

a) Prepare an hypothesis (null & alternate) for following situations.

i) Researcher wants to understand the impact of pricing on a product

ii) The impact of brand and the willingness to pay by the consumers.

b) The frequency distribution is given in the table. Construct a histogram and determine the mode.

Marks	20-25	25-30	30-35	35-40	40-45	45-50	50-55	55-60
No of Persons	50	70	80	180	150	120	70	50

Q5) **Attempt any One** **[10]**

a) Develop a research proposal to explore the relationship between CSR practices and Consumer practices

b) Develop a research proposal for a Super Market in India to find out customer satisfaction level.



Total No. of Questions : 5]

SEAT No. :

PB2052

[Total No. of Pages : 2

[6201]-105
First Year M.B.A.
105-GC-05 : BASICS OF MARKETING
(Revised 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) ***Includes examples wherever necessary.***
4) ***Draw neat & labelled diagrams wherever necessary.***

Q1) Solve any five : **[5×2=10]**

a) Enlist the functions of marketing.

b) Explain the concept of microenvironment.

c) Name the bases for segmentation of business markets.

d) Explain the concept of moment of truth.

e) Describe the concept of marketing mix.

f) Explain the concept of customer delight.

g) Mention any four components of macroenvironment.

h) Define & explain long tail marketing.

Q2) Solve any two : **[2×5=10]**

a) Distinguish between organizational buying behavior and consumer buying behavior.

b) Discuss the concept and characteristics of product life cycle.

c) Elaborate on the functions of marketing manager.

P.T.O.

Q3) Solve any one : **[1×10=10]**

a) Develop PESTEL analysis for an educational institute.

b) What is segmentation, Targeting & positioning? How these concepts are used by colgate & Nike?

Q4) Solve any one : **[1×10=10]**

a) Discuss the steps involved in buying decision process for electric car.

b) Imagine you are marketing manager of a company selling organic skin care products, and targeting urban population between the age 18 to 25. Design and discuss suitable marketing mix for its products.

Q5) Solve any one : **[1×10=10]**

a) Quoting suitable examples, discuss the new capabilities consumers have gained in the digital age & how these capabilities influence marketing strategies.

b) Explain the concept of zero moment of truth (ZMOT) introduced by google. Provide examples of companies that have effectively leveraged ZMOT to influence consumer perceptions & behavior.



Total No. of Questions : 5]

SEAT No. :

PB2053

[Total No. of Pages : 2

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

Time : 2 ½ Hours] *[Max. Marks : 50]*

Instructions to the candidates:

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

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

a) Define social commerce.

b) What do you mean by social customer?

c) Define the term virtual community.

d) Define the term q-commerce.

e) What do you mean by webstores and malls.

f) Give any two examples of e-learning app.

g) Define IoT.

h) Give any two examples of B2C and C2C model.

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

a) Differentiate between Disintermediation and Reintermediation.

b) Compare and contrast e-learning & traditional learning.

c) Summarize the concept, benefits & drivers of social shopping.

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

a) Appraise the signficance of IoT in India. Illustrate with 2 applications of IoT.

b) 'E-commerce has significantly impacted on society. Elaborate the statement by giving 2 suitable examples.

P.T.O.

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

a) Success of digital business ecosystem depends on smooth working of various participants in ecosysterm. Elaborate an intermediaties in e-marketplace in DB ecosystem.

b) Describe E-Recruitment. Discuss the features and benefits of social recruiting.

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

a) You are appointed as a consultant for designing online fashion retail app. Design a suitable model for same.

OR

b) You are appointed as a consultant for designing online matrimonial site. Design a suitable model for same.



Total No. of Questions :5]

SEAT No. : ____

PB2054

[Total No. of Pages : 2

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

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

Instructions to the candidates:

1) ***Answer all questions.***
2) ***Draw neat diagrams and state examples wherever needed.***

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

a) Define organising.

b) Any two advantages of planning.

c) Define Goals.

d) Discuss the concept of span of control.

e) Discuss functional departmentalization.

f) Explain work place.

g) State 2 reasons for benchmarking as best practice.

h) Any 4 types of organisational structure [List].

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

a) Enumerate the importance of management in todays Business.

b) Briefly explain the process of Departmentalization.

c) Discuss the importance of controlling also outline the steps involved in controlling.

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

a) What is virtual organization? Discuss the reasons for the emergence of the concept of virtual organisation.

OR

b) What do you mean by line organization Structure .What are its benefits and limitations? Discuss the situation in which it is suitable.

P.T.O.

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

a) Discuss in detail about the Hawthrone Experiment of human resource approach.

OR

b) "Effective control system improves overall Quality of an organization"- comment on the statement in terms of designing an effective control system.

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

a) Evaluate Mintzberg's managerial role in the context of contemporary organizations and discuss their relevance in today's dynamic business environment.

OR

b) You are appointed to train your employees in making effective decision. Using your vast experience the ways which you will use to take effective decisions. Also discuss the characteristics of good decisions.



Total No. of Questions : 5]

SEAT No. :

PB2055

[Total No. of Pages : 2

[6201]-108

First Year M.B.A.

108-GE - UL - 02 : INDIAN ECONOMY

(Revised 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 option.***

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

a) Define GDP.

b) Give any four functions of capital market.

c) What is demographic dividend?

d) Give the dimension's & indicator's of HDI.

e) Define tertiary sector's with an example.

f) What is public – private partnership?

g) Name any four types of merger's & Acquisitions.

h) NABARD is a _____

i) Bureau

ii) Bank

iii) Board

iv) Department

P.T.O.

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

a) Explain the theory of demographic transition.

b) Write a note on problems of SSI.

c) Explain the concept of balance of payment crisis.

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

a) "Agricultural growth rate in India is 6% per annum". Do you agree with the statement give reasons.

OR

b) State any five trends in Indian economy.

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

a) Explain three achievement's & two failures of economic planning in India.

OR

b) Analyze the role played by foreign trade in Indian economy.

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

a) Write a detailed note on 'poverty in India'.

OR

b) Write a detailed note on Globalization & impact on Indian economy.



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

PB-2056

[Total No. of Pages : 2

[6201]-109
M.B.A.
109:GE- UL-3: Entrepreneurship Development
(Semester-I) (2019 Pattern) (Revised)

Time : 2 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 :** **[10]**

a) What is social sector

b) Enlist the functions of entrepreneur.

c) How would you define an entrepreneur?

d) Define business model.

e) Define Innovative entrepreneur.

f) Explain SSI.

g) Define spinoff.

h) Define networking in business.

Q2) **Solve any Two :**

a) Compare and contrast between entrepreneur & manager. **[10]**

b) Discuss three phases of EDP.

c) Explain porter's 5 forces of competition.

P.T.O.

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

a) Apprise the Innovation theory of Entrepreneurship by schumpeter.

b) Define the term entrepreneurship. Elaborate on social entrepreneurship with relevant example.

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

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

b) Evaluate the opportunities available in case of Export Oriented Units (EOU) with reference to support by government agencies.

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

a) Contrast franchising from regular entrepreneurship.

b) Write a detailed note on Business plan. Enlist its components.

Total No. of Questions : 5]

SEAT No. : ____

PB-2057

[Total No. of Pages : 2

[6201]-110
F.Y. M.B.A.
GE-UL-04-110: Essentials of Psychology for Managers
(2019 Revised) (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 five : **[5 × 2 = 10]**

a) Define cognition.

b) Mention the Trends for the New Millennium in the field of Psychology.

c) What is long-term memory?

d) Define thinking.

e) Which of the following is another term for reinforcement?

i) Reward

ii) Condition

iii) Response

iv) None of the above

f) Define “Psychology as a science”

g) Define hallucinations.

h) Mention types of conditioning.

P.T.O.

Q2) Answer any Two : **[2 × 5 = 10]**

a) Explain the parts of neuron and its functions.

b) Explain the role of reinforcement in developing subordinate Social Behaviour.

c) Explain the perceptual process.

Q3) Answer any one : **[1 × 10 = 10]**

a) What is cognitive psychology? Explain the relationship between language and thinking.

b) Explain Gestalt theory with relevant example

Q4) Answer any one : **[1 × 10 = 10]**

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

b) Review the ways that learning theories can be applied to understanding and modifying everyday behaviour.

Q5) Answer any one : **[1 × 10 = 10]**

a) Explain how do people form impressions of what others are like and the causes of their behaviour.

b) Define psychology with its advantages to managers and organizations.

Total No. of Questions : 5]

SEAT No. : ____

PB-2058

[Total No. of Pages : 2

[6201]-111
M.B.A.
III: GE-UL-05: Legal Aspects of Business
(2019 Revised) (Semester - I)

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

Instructions to the candidates:

1) ***All questions carry equal marks..***
2) ***All questions are compulsory.***
3) ***All question have internal choice***

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

a) Capacity to contract

b) According to section 2(d) of the contract Act, 1872, _____ is when one person signifies to another his willingness to do or to abstain from doing any thing, with a view to obtaining the assent of that to such act or abstinence.

c) The sales of good Act, 1930 implies a condition that the sellar has the right to _____ the goods being sold.

d) Holder in due course.

e) A bill of exchange must always be drawn on a banker (True/False)

f) Consumer

g) UTP

h) Sale by auction

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

a) Distinguish between agreement & contract.

b) Distinguish between memorandum of Association and article of association.

c) Differentiate between conditions and warranties.

P.T.O.

Q3) a) "In a contract for the sale of goods, these is an implied condition or warranty as to the quality of goods or their fitness for any particular purpose" comment. **[10]**

OR

b) Mr. G. has agreed verbally to pay Rs.15000/- for Mr. T's collection of literature. Before the matter can proceed any further, Mr. T gets involved in a serious car accident that results in him entering a come. It is uncertain whether Mr.T. will gain consuousness. Worried about Mr.T. but still eager to purchase the literature, Mr. G. consults you to ascertain what essential elements required to give rise to valid contract.

Q4) a) Discuss the composition, functions and Jurisdictions of state forum under consumer protect Act. **[10]**

OR

b) Explain in detail the steps required to take to incorporate the public limited company.

Q5) a) Explain promissory note. Discuss all the essential elements required in it. **[10]**

OR

b) Mr. Kumar offers to sell his car to Mr. Singh for Rs. 2,00,000. Mr. Singh accepts the offer with a condition that he will pay the price in two monthly installments. Is these and enforceable contract? Explain the legal provision to justify your answer.

Total No. of Questions : 5]

SEAT No. :

PB-2059

[Total No. of Pages : 2

[6201]-112

M.B.A.

112 - GE - UL - 06 : DEMAND ANALYSIS & FORECASTING

(Revised 2019) (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 5 :** **[10]**

a) Define Cyclical Variations.

b) What is Macro Level and Firm Level Forecasting?

c) Describe Expert Opinion Method.

d) What are the different Qualitative Forecasting Methods?

e) What is trend Analysis?

f) Explain Income Elasticity of Demand with suitable example.

g) Define Revolutionary New Product.

h) Describe a simple moving average.

Q2) **Answer any 2 :** **[10]**

a) Explain how times series analysis is used by Operations manager with reallife examples.

b) Outline the steps involved in New Product Forecasting.

c) Investigate in detail what marketing research techniques can be used for estimating demand?

P.T.O.

Q3) **Answer any one :**

a) Illustrate Consumer Surveys, Consumer Clinics and Focus Groups. **[10]**

OR

b) Elaborate 4 components of time series analysis.

Q4) **Answer any one :**

a) List different Exponential Smoothing Methods and elaborate it with appropriate examples. **[10]**

OR

b) Distinguish between secular trend, seasonal variations and cyclical fluctuations. How would you measure secular trend in any given data?

Q5) **Answer any one :**

a) Historical demand for a product is : **[10]**

Month	Demand
January	13
February	12
March	16
April	13
May	17
June	16

Using a simple three-month moving average method, find the July forecast.

OR

b) The housing sector has a direct correlation to employment creation and job security. Cash-conservation is the order of the day in a country where citizens are unsure of getting jobs, or job continuity and the housing sector has witnessed the wrath. In the light of current pick up in the housing sector identify various components of time series.

▽▽▽▽

Total No. of Questions : 5]

SEAT No. :

PB2060

[Total No. of Pages : 2

[6201]-201
First Year M.B.A.
201-GC-07 : MARKETING MANAGEMENT
(Revised 2019 Pattern) (Semester - II)

Time : 2 ½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) ***Attempt all questions.***
2) ***Figures to the right indicate full marks.***
3) ***Draw a neat labeled diagram wherever necessary.***
4) ***All questions carry equal marks.***

Q1) Solve any five of the following.

a) A carton of orange juice has no brand name and on the package only the name of the product 'Orange Juice' is written. This is an example of

i) Manufacturer brand
ii) An own Label brand
iii) A no frills brand
iv) A generic brand

b) Define 'Idea Screening Stage' in New Product Development.

c) All of the following are the famous grocery retail brands in India, EXCEPT

i) D Mart
ii) Flipkart
iii) More
iv) Vijay Sales

d) Define 'Shopping Goods'.With example

e) Recall the meaning of 'Geographical Pricing.'

f) Reproduce the definition of 'Annual Plan Control'.

g) State the meaning of 'Order Processing'.

h) Memorise the concept of 'Non Store Retailing'.

Q2) Slove any two of the following.

a) Differentiate between Penetration Pricing vs Skimming Pricing.

b) Summarise the classification of Consumer Products.

c) Differentiate between Omni Channel vs Physical Channel.

P.T.O.

Q3) a) You are appointed as a marketing manager of a company selling 'Mobile Handsets' in India Design suitable channels of distribution for the company.

OR

b) A famous Agricultural company is planning to offer new brand of Tractor in India. Design suitable channels of distribution for the company.

Q4) a) Develop an Integrated Marketing Communication plan for a 'Reality Show to be launched on Television channel as well as OTT platform in India.

OR

b) A Korean company is planning to enter Indian consumer durable market. Discuss the New Product Development process to be followed by the company make suitable assumptions.

Q5) a) India is the fastest-growing health food market expanding at 20% CAGR, and this has given a boast to the Healthy Snacking Market , with more & more brands making theirnay into the category. Design a Marketing Plan for a Brand named 'Green Goodness' which will be offering its Healthy snacks in India.

OR

b) Indian Smart TV shipments grew 28% YOY in 2022. Consumers are preferring bigger screen sizes. A Japanese Multinational company is planning to Launch a Large Screen Smart TV in India. Design a marketing plan for the company.

Total No. of Questions : 5]

SEAT No. : ____

PB4386

[Total No. of Pages : 5

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

Time : 2 ½ Hours] ***[Max. Marks : 50***

Instructions to the candidates:

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

Q1) Answer any five out of eight (2 marks each) **[10]**

a) _____ refers to the that part of capital which is available and used to carrying out the regular business operations.

i) Working capital ii) Fixed capital

iii) Required capital iv) Current capital

b) What is Business finance?

c) What is Internal Rate of Return?

d) Net operating cycle = (Inventory conversion period + _____) – (_____).

e) List the factors affecting capital structure of the firm.

f) List the characteristics of capital budgeting decisions.

g) The modern approach to financial management view___.

i) The total funds requirement of the firm.

ii) The assets to be acquired

iii) The pattern of financing the assets

iv) All of the above

h) The figures shown in financial statements are converted to percentages so as to establish each element to the total figure of the statement in _____.

i) Comparative financial statements

ii) Trend analysis

iii) Common size statement

iv) Fund flow statement

P.T.O.

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

a) Explain relevance of Time value of Money in capital budgeting decision.

b) "Financial management is nothing but managerial decision making on asset mix, capital mix and profit allocation". Explain.

c) What is working capital? Explain in brief objectives of working capital.

Q3) A) a) The capital structure of a company consists of equity shares of Rs. 50 lakhs; 10% preference shares of Rs.10 lakhs and 12% debentures of Rs. 30 lakhs. The cost of equity capital for the company is 14.7% and income tax rate for this company is 30%. You are required to calculate the WACC. **[5]**

b) Annual sales of a company is Rs. 60,00,000. Variable cost is 60% of sales and fixed cost other than interest is Rs. 5,00,000 P.a. Company has 11% debentures of Rs. 30,00,000. You are required to calculate the operating and financial leverage of the company.**[5]**

OR

B) RT Ltd., presents you its budgeted profit & loss account for the year ended 31st March 2024 as under and request you to estimate working capital requirement by total cost approach. **[10]**

Particulars	Amount (Rs.)	Amount (Rs.)
Sales		45,00,000
Less: Expenses		
1) Material	18,00,000	
2) Labour	13,50,000	
3) Expenses	4,50,000	36,00,000
Profit		9,00,000

Additional Information

i) The production and sales take place evenly throughout the year.

ii) Raw material carried in stock for one month and finished goods for half month.

iii) The production cycle takes one month.

iv) There is a custom in market both for purchase of raw material and sales of finished goods to give two months credit.

v) Time lag in payment of wages is 1 month.

vi) 25% of sales for cash and balance on credit.

vii) Cash on hand and at bank Rs. 62,500.

Q4) a) Given below are the selected ratios for two companies A and B in the same industry along with industry average. **[10]**

Ratios	A	B	Industry
Current ratio	2.21	5.61	2.41
Acid test ratio	1.21	3.01	1.31
Debt to asset ratio	36%	5%	35%
Operating expenses ratio(%)	18%	17.5%	20%
Number of times interest paid	6	12	5
Stock turnover	8.5	6.5	7
Debtors turnover	11	15	11.4
Rate of Return on total Assets	17%	10%	13%

Can we say on the basis of the above ratios and information, that company 'B' is better than company 'A' because its ratios are better in six out of eight areas?

OR

b) A company is considering different methods to finance its investment proposal. It is estimated that initially Rs. 50,00,000 will be needed. Two different alternatives are available to raise the funds. **[10]**

i) To raise Rs. 20,00,000 by sale of equity shares of Rs. 100 each and balance at 18% term loan.

ii) To raise entire amount by sale of equity shares of Rs. 100 each. The existing capital structure of the company consist of

1) 50,000 equity shares of Rs. 100 each

2) 17% term loan of Rs . 20,00,000.

The expected EBIT is Rs. 15,00,000. Advise the company on the basis of EPS in each alternative. Assume income tax rate is 50%.

Q5) a) XYZ Ltd. is considering purchase of a machine in replacement of an old one. Two machines viz. 'CMW' and 'KLR' are offered at price of Rs. 22,50, 000 and Rs. 30,00,000 respectively further, particulars regarding these models are given below: **[10]**

Particulars	CMW	KLR
Economic life (years)	5	6
Scrap value at the end of economic life	Rs. 2,00,000	Rs. 2,50,000
Net cash in flow (Rs.)		
Year1	5,00,000	6,00,000
Year2	7,50,000	8,00,000
Year3	10,00,000	10,00,000
Year4	9,00,000	12,00,000
Year5	8,50,000	10,50,000
Year 6	–	9,50,000

Present value factor at 12% P.a. are as follows:

Year	1	2	3	4	5	6
P.V. factor	0.893	0.797	0.712	0.636	0.567	0.507

Evaluate the two proposals according to pay back period and net present value method . Which machine would you recommend and why?

OR

b) Following are the Income statement and Balance sheet of ABC Ltd. for the year 2022 and 2023. Prepare comparative Income statement and comparative Balance sheet. **[10]**

Income statement

Particulars	2022	2023	Particulars	2022	2023
To COGS	3,00,000	3,75,000	By Net sales	4,00,000	5,00,000
To General expenses	10,000	10,000			
To Selling expenses	15,000	20,000			
To Net Profit	75,000	95,000			
Total	4,00,000	5,00,000	Total	4,00,000	5,00,000

Balance Sheet

Liabilities	2022	2023	Assets	2022	2023
Capital	3,50,000	3,50,000	Land	50,000	50,000
Reserve	1,00,000	1,22,500	Building	1,50,000	1,35,000
Secured loans	50,000	75,000	Plant	1,50,000	1,35,000
Creditors	1,00,000	1,37,500	Furniture	50,000	70,000
Outstanding expenses	50,000	75,000	Cash	50,000	70,000
			Debtors	1,00,000	1,50,000
			Stocks	1,00,000	1,50,000
	6,50,000	7,60,000		6,50,000	7,60,000

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Total No. of Questions : 5]

SEAT No. :

PB-2061

[Total No. of Pages : 2

[6201]-203

F.Y. M.B.A.

203-GC-09 : HUMAN RESOURCE MANAGEMENT

(2019 Revised Pattern) (Semester - II)

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

Instructions to the candidates:

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

Q1) Attempt any 5 (two marks each) : **[5 × 2 = 10]**

a) Differentiate term HRM & SHRM.

b) Format of Job Discription.

c) Define job Enrichment.

d) Define the term Training & Development.

e) Define the term selection.

f) Explain the concept of manpower Inventory.

g) Components of salary.

h) Human Resource Information system.

Q2) Answer any 2 of the following : **[2 × 5 = 10]**

a) Explain the Recruitment process.

b) Explain the succession Planning process.

c) Explain the KIRKPATRICK MODEL of training.

Q3) Examine the Training Process. **[10]**

OR

Discuss the Human Resource Planning in detail.

P.T.O.

Q4) Define the term performance Appraisal : **[10]**

a) Explain the performance Appraisal process in detail.

OR

b) Elaborate the components of salary with reference to IT sector.

Q5) a) Write a job Description & Job specification of HR Executives working in Health care sector. **[10]**

OR

b) Discuss in detail the Grievance Handling process in detail, with suitable examples.

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

PB-2062

[Total No. of Pages : 2

[6201]-204
M.B.A.
GC - 10 - 204: Operations & Supply Chain Management
(Semester - II) (2019 Revised Pattern)

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 options.***
4) ***Use of non-scientific calculator is permitted (as applicable)***

Q1) **Solve any five out of Eight following sub questions :** **[10]**

a) Define process layout.

b) State the full of VED & GOLE.

c) Enlist the any four key principles of TQM.

d) Define logistics management.

e) Recall the concept of Internal customer.

f) List 2 examples of batch production.

g) Give the roles of production planning & control (PPC)

h) Define scheduling.

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

a) Explain service blue printing.

b) Identify & Express Ethical & Environmental Issues in operations management.

c) Explain the key Issues of supply chain management.

P.T.O.

Q3) a) Differentiate various reasons behind capacity planning. **[10]**

OR

b) Illustrate various reasons behind forecasting as a planning tool.

Q4) a) Discuss continuous and Intermittent operation process. **[10]**

OR

b) Classify inventories & appraise seasonal, decoupling, cyclic, pipeline & safety Inventory with example

Q5) a) Compose generalized supply chain for automobile accessories manufacturing company (consider Assumption). **[10]**

OR

b) Design the service system for e-SCM.



Total No. of Questions : 5]

SEAT No. :

PB2063

[Total No. of Pages : 3

[6201]-205

First Year M.B.A.

205 FIN-SC-FIN-01-GC-08 : FINANCIAL MARKETS AND BANKING OPERATIONS

(Revised 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) ***Draw neat labeled diagram wherever necessary.***

Q1) Solve any five (out of eight).

a) The objectives of SEBI include _____ . **[2]**

i) To protect interests of inventors

ii) To regulate securities market

iii) To promote the development of the market

iv) All of the above

b) Bulls and bears are _____ . **[2]**

i) Ordinary investors

ii) Government agencies

iii) Speculators

iv) Money lenders

c) NBFC is Registered under the _____ **[2]**

i) Reserve Bank of India Act 1934

ii) Banking Regulation Act 1949

iii) Companies Act 1956

iv) None of the above

d) List out any four functions of the bank. **[2]**

P.T.O.

e) Currency notes are issued by _____ **[2]**

i) RBI

ii) NABARD

iii) Public sector banks

iv) Central Government

f) Internet banking refers to _____ **[2]**

i) Operation of account through internet

ii) Opening of account through ATM

iii) Both (i) & (ii)

iv) None of above

g) _____ is the market where the existing securities of companies are traded. **[2]**

i) Primary market

ii) Secondary market

iii) Money market

iv) None of these

h) _____ is a unsecured promissory note issued with a fixed maturity, by a company, and approved by RBI, maturity from 7 days to one year, issued at a discount on the face value. **[2]**

i) Certificate of Deposits

ii) Treasury bill

iii) Commercial Bills

iv) Commercial papers

Q2) Solve any two out of three :

a) Explain in detail Futures market with example. **[5]**

b) Differentiate between Nationalized and Cooperative banks. **[5]**

c) Explain in detail ECS. **[5]**

Q3) Solve any one :

a) Elaborate Private Banks and Foreign Banks. **[10]**

b) Elaborate any 4 Capital Market Instruments. **[10]**

Q4) Solve any one :

a) A company uses a financial instrument for bridge financing. The instrument here is short term, low risk, unsecured and highly liquid. It needed to buy machinery for which it issued equity. This turned out to be expensive as this issue involved floatation costs. The company is large and has good credit worthy and this method has come up as a great help to it. Based on the above case study, answer the following: **[10]**

i) Which financial instrument is indicated in the above case?

ii) Which type of instrument is this?

iii) Name the types of floatation costs which are generally involved?

iv) How has this method helped the company?

v) Name 2 money market instruments which are issued at discount and redeemed at par.

b) A company require Rs. 2 crore for inventory, payment of wages, salaries, maintaining bank balance etc. **[10]**

i) Suggest which financial market company may approach and why?

ii) State and explain the instruments to raise the finance in that market.

Q5) Solve any one :

a) Explain in detail the reforms in Indian Money Market. **[10]**

b) Critically evaluate the Role of SEBI in Capital Market. **[10]**



Total No. of Questions : 5]

SEAT No. :

PB2064

[Total No. of Pages : 2

[6201]-206

First Year M.B.A.

HR-SC-HRM-01-205 : COMPETENCY BASED HUMAN RESOURCE MANAGEMENT - II

(Revised 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.***

Q1) Answer any five : (2 marks each)

a) Define the term key performance area.

b) Define the term key performance indicator.

c) Define competency mapping.

d) List the managerial competencies.

e) Iceberg model of competency. What is it?

f) _____ is a bundle of skills & techniques that enable a company to provide particular benefit to its stakeholder.

g) What is meaning of corporate competency driven culture?

h) Enlist types of competency model.

Q2) Answer any two : (5 marks each)

a) Steps in competency mapping.

b) Differentiate between competency & KSA.

c) Components of competency.

P.T.O.

Q3) Answer any one : (10 marks each)

a) What challenges are faced by an HR manager in process of career development when workforce is in diverse nature?

b) Explain in brief components of performance management system.

Q4) Answer any one : (10 marks each)

a) Design a competency mapping framework for recruiting & selecting an appropriate candidate for post of sales executive.

b) Comment on how competency mapping framework can be used while performing functions of HRM.

Q5) Answer any one : (10 marks each)

a) Is it necessary for an employer to take career initiatives for his employees. If yes, justify.

b) State the process of career planning. What do you understand by a 'career path'.



Total No. of Questions : 5]

SEAT No. :

PB2065

[Total No. of Pages : 2

[6201]-207

First Year M.B.A.

SC-OSCM-01-205 : SERVICE OPERATIONS MANAGEMENT - I

(Revised 2019 Pattern) (Semester-II)

Time : 2 ½ 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) Define the term experience economy.

b) Define New service development (NSD).

c) State the 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) Describe the Importance of intellectual Property in service sector.

c) Discuss the objective of good service organization.

P.T.O.

Q3) Solve any one.(10 Marks Each)

a) Illustrate the difference between process layout and job shop process layout.

OR

b) Prepare distinguishing parameters between contact personnel dominated encounter and customer dominated encounter. Illustrate with examples.

Q4) Solve any one.(10 Marks Each)

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

OR

b) Location decision is a trade -off Decision" Explain the statement.

Q5) Solve any one.(10 Marks Each)

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

OR

b) Evaluate the role of IT in services with respect to service facility locations.



Total No. of Questions : 5]

SEAT No. :

PB2066

[Total No. of Pages : 2

[6201]-208

First Year M.B.A. (Management)

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

(Revised2019 Pattern) (Semester-II)

Time : 2 ½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

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

Q1) Define any five. **[10]**

a) Vector

b) List

c) Data frames

d) Scalar

e) Data Analyst

f) Arrays

g) Information

h) Web scrapping

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

a) Difference between Business Analytics and Business Analysis.

b) Explain the future of Business Analytics.

c) Discuss the steps of importing data from spreadsheets, text file.

P.T.O.

Q3) Solve any one from the following. **[10]**

a) What is Business Analytics? What are the features of R programming?

b) Write a program to find the sum of digits of any integer.

Q4) Solve any one from the following. **[10]**

a) What are the built in functions in R like seq(), cbind(), rbind(), merge().

b) Summarize data by using functions like : str(), class(), length(), nrow(), ncol().

Q5) Solve any one from the following. **[10]**

a) Explain the various uses of functions like grep(), grep1(), sub(), summarize(), list().

b) What is data visualization? Explain the various data visualization tools.



Total No. of Questions : 5]

SEAT No. :

PB-4425

[Total No. of Pages : 2

[6201]-209

First Year M.B.A.

205 - SC - MKT - 01 : MARKETING RESEARCH

(Revised 2019) (Semester - II)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Draw neat labelled diagram wherever necessary.***

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

a) Define marketing research and its primary purpose.

b) Identify the primary sources of data in marketing research.

c) Name the different types of sampling techniques used in marketing research.

d) Name any two types of Research Design.

e) Recall the factors that influence brand perception.

f) Recall the factors that influence consumer brand loyalty

g) Define brand research and its purpose in marketing.

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

a) Discuss the recent trends in marketing research.

b) What is Research Design? Explain types of Research Design with suitable applications.

c) What is conjoint analysis? Discuss applications of conjoint analysis.

Q3) a) What sampling design would you select for a study to find out the household expenditure on home care products by various income groups? Give details of sampling design & method with proper justification. Make assumptions as required. **[10]**

OR

b) Assess the effectiveness of multi-dimensional scaling and perceptual mapping in understanding consumer perceptions.

P.T.O.

Q4) a) Propose a research plan to assess consumer behaviour and preferences in different cultural contexts towards buying some electronic products (Assume any electronic products). **[10]**

OR

b) Cluster analysis is said to be a collection of objects. It is used in various application in the real world. Enumerate the applications of cluster analysis, in details.

Q5) a) A company is planning to launch a new luxury watch brand in the international market. They want to understand consumer preferences, develop effective advertising strategies and determine the optimal price point for their product. **[10]**

OR

b) A start-up company wants to develop a new product i.e. two wheeler electric vehicles. Consider yourself as a marketing manager and wants to know the customer preferences for electric vehicles through conjoint analysis. Construct a conjoint analysis plan and determine the important attributes for the research with justification.

▽▽▽▽

Total No. of Questions : 5]

SEAT No. :

PB2067

[Total No. of Pages : 2

[6201]-210
First Year M.B.A.
206 FIN-SC-FIN-02 : PERSONAL FINANCIAL PLANNING
(Revised 2019 Pattern) (Semester-II)

Time : 2 ½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) ***Assume suitable data if necassary.***
2) ***Figure to the right indicates full marks.***
3) ***All questions are compulsory.***
4) ***Use of simple calculator is allowed.***

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

a) Define Liquidity

b) Explain the term "Insurance".

c) Define Estate

d) Deductions on the premium paid on Health Insurance can be claimed under which section of Incoma Tax Act?

i) Section 80 C

ii) Section 80 D

iii) Section 80 E

iv) Section 80 F

e) Hemangi has deposited Rs. 1,00,000 in a basic account at 7 percent simple interest for a period of 5 years. What is a simple interest after 5 years.

i) 35,000

ii) 34,900

iii) 31,300

iv) 36,000

f) Define the term 'Risk'.

g) State Time Value of Money.

h) Define the term Mutual Funds.

P.T.O.

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

a) Mr Naveen borrows Rs. 15,00,000 from a bank for a purchase of the Flat at 8% per annum. Find EMI for a period of 15 years using flat interst rate.

b) Discuss liquidity, safety and profitability as on investment criteria.

c) Explain personal Financial Planing Process.

Q3) a) You have Rs. 9,000 to deposit. ABC Bank offers 12% interst per year compounded monthly, while PQR Bank offers 12% interst but will only compound annually. How much will your investment be worth in 10 years at each Bank? **[10]**

OR

b) Critically examine various deductions applicable to individuals for tax planning under section 80 C of Income tax Act 1961. **[10]**

Q4) a) Analyze different types of Mutual Funds on as option of investment vehicle, with suitable examples. **[10]**

OR

b) Analyze the different ways of mis-selling the investment products. How one can be saved from such mis-selling. **[10]**

Q5) a) Critically discuss different life insurance plans and general insurance plan. **[10]**

OR

b) Critically evaluate various Investment options available for retirement planning. **[10]**



Total No. of Questions : 5]

SEAT No. : ____

PB4435

[Total No. of Pages : 2

[6201]-211
First Year M.B.A.
206(HR)-SC-HRM-02 : EMPLOYEE RELATIONS & LABOUR LEGISLATION - II
(Revised 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) Answer any 5 out of 8. **[5×2=10]**

a) Define Trade Union as per Trade Union Act, 1926.

b) Define Lay off as per Industrial disputes Act, 1947.

c) Define sexual harassment as per the sexual harassment of women at workplace Act, 2013.

d) What do you mean Gandhian approach to employee relations.

e) What do you mean by grievance management at workplace.

f) Define factory as per factories Act, 1948.

g) What are the opening & closing hours of a commercial establishment.

h) What do you mean by retrenchment.

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

a) Importance of workers participation in management.

b) Distinguish between Strike & Lock-Out.

c) Rights of Recognised Trade Union.

Q3) a) What is the role of the ILO in setting International Labour standards & how do these standards impact business operating across borders?**[10]**

OR

b) Explain the authorities under the Industrial Disputes Act, 1947.

P.T.O.

Q4) a) Explain the provisions related to registration of Trade Unions as per Trade Union Act, 1926. **[10]**

OR

b) Explain the provisions of working hours of adults as per the factories Act, 1948.

Q5) a) How does worker's participation in mgt. Contribute to fostering a culture of transparency, accountability & employee engagement within the organisation. **[10]**

OR

b) Explain the provisions of constitution of Internal complaints committee & Local complaints committee as per the Sexual Harassment of women at workplace Act, 2013.



Total No. of Questions : 5]

SEAT No. :

PB4436

[Total No. of Pages : 2

[6201]-212
First Year M.B.A.
SUPPLY CHAIN MANAGEMENT
206-OSCM- SC-OSCM-2 : Operations and Supply Chain Management Specialization
(Revised 2019 Pattern) (Semester - II)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

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

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

a) Define Supply Chain?

b) What is Push Based Supply Chain?

c) What is Pull Based Strategy?

d) Explain Commodity and Cost Centric?

e) What is supply chain structure?

f) Explain shift from enterprise to network?

g) What Trade-off between Push and Pull SC?

h) What is Agile Supply Chain?

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

a) Explain the Flows in Supply Chain. Discuss forward and Reverse Supply Chain with suitable example.

b) What is Demand Forecast? Explain the Forecast flows in Upstream and Downstream direction.

c) Explain the product, service and information in Flows Supply Chain with suitable example.

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

a) What Total Supply Chain Management? Explain Impact of globalization and technological revolution.

b) Explain shift from linear supply Chain to Collaborative network. Discuss core competencies.

P.T.O.

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

a) What is Inventory Management? Explain JIT Transportation and JIT Production.

b) What is Capacity Management? Explain procurement and supplier focus.

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

a) What are the Customer Value? Explain Customer focused Marketing and Supply Chain service outputs.

b) What is Customer Satisfaction? Discuss customer value added service and value requirement mapping.



Total No. of Questions : 5]

SEAT No. : ____

PB2068

[Total No. of Pages : 2

[6201]-213
First Year M.B.A.
206-BA-SC-BA-02 : DATA MINING
(Revised 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 for questions/sub question.***

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

a) Define Big Data.
b) What is Big Data Analysis?
c) State any 2 examples of real world data mining application.
d) Define Descriptive Model.
e) What is Data Cleaning?
f) List types of Data.
g) Name the 6Vs of Big Data.
h) What is the role of Business Intelligence in decession making?

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

a) Differentiate between partitional and Hierarchical clustering method.
b) Explain the role of Support Vector Machine (SVM) in building classification model.
c) Explain decision tree approach of data calssification.

Q3) a) Apply agriori Algonthm to the given dataset to find frequent item sets (Given support value = 40%, confidence 40%) **[10]**

Tid	Jem Purchased
T_1	A,B,C
T_2	A,B,C,D,E
T_3	A,C,D
T_4	A,C,D,E
T_5	A,B,C,D

OR

b) Apply the decision-tree-based approach to classify B2B customer buying stages and provide recommendations for targeted marketing strategies.

P.T.O.

Q4) a) With the help suitable example explain density based clusteing method. **[10]**

OR

b) "Graph based algorithms in clustering is the best method". Justify the statement with suitable example.

Q5) a) Elaborate the use of data mining in the Target Markets. **[10]**

OR

b) Elaborate the use of Data Mining for customer profiling.



Total No. of Questions : 6]

SEAT No. : ____

PB2069

[Total No. of Pages : 2

[6201]-214
First Year M.B.A.
206-SC-MKT-02 : CONSUMER BEHAVIOUR
(2019 Pattern) (Revised) (Semester - II)

Time : 2 ½ Hours] ***[Max. Marks : 50]***

Instructions to the candidates:

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

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

a) Define consumer behaviour. Give it's types.

b) Give the meaning of sub-culture.

c) Write any two functions of consumer attitude.

d) What do you mean by brand personality.

e) Give any two applications of consumer behaviour in marketing.

f) Write down steps involved in consumer buying behaviour.

g) What is social class?

h) Give buying roles in OBB.

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

a) What is difference between consumers and customers? Explain importance of reference group.

b) What do you mean by culture? Explain cultural influences on Indian consumer behaviour.

c) Give the difference between store and non store purchasing.

Q3) a) How do you measure social classes in India using socio-Economic Classes (SEC) in urban and Rural market?

OR

P.T.O.

b) "Organizational purchase decision is more rational than emotional? comment.

Q4) a) Give meaning of attitude. How does consumer attitude determine the consumer behaviour? Explain with with example. **[10]**

OR

b) Discuss in detail the impact of the changing patterns of consumer benaviour? in the context of the eyoning economy.

Q5) a) Discuss the emerging trends in Indian market with special reference to changing consumer behaviour. Explain the application of understanding consumer behaviour in marketing decisions. **[10]**

OR

b) What are the factors involved in buying situation that result in extensed search for prepurchase information by consumer? Based on factors identified by you, what kind of information search behaviour you expect in case of purchase electric two wheeler.



Total No. of Questions : 5]

SEAT No. : ____

PB-4455

[Total No. of Pages : 3

[6201]-215

F.Y. M.B.A.

GE-UL-07 (207) : CONTEMPORARY FRAMEWORKS IN MANAGEMENT

(2019 Revised Pattern) (Semester - II)

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

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Figures to the right indicate marks.***
3) ***Draw graphs wherever necessary.***

Q1) Attempt any five questions - 2 marks each :

a) List down stages of maturity quautinnum.

b) Prioritize and do import things instead of procastinating is called as _____.

i) Be proactive

ii) Begin with end in mind

iii) Put first things first

iv) Thin win-win

c) Which type of person should you be in order to run sucessful business?

i) Competent manager

ii) Effective leader

iii) Highly capable individual

iv) Level 5 Executive

d) When to lead is important as what to do & where to go _____.

i) Law of Navigation

ii) The law of lid

iii) The law of Timing

iv) The law of big Mo

P.T.O.

e) To add growth, lead followers, to Multiply lead leaders _____.

i) The law of Explosive Growth

ii) The law of solit ground

iii) The law of influence

iv) The law of Inner circle

f) The team dysfunction of lack of commitment causes what type of dysfunctional behaviour?

i) Law standards

ii) Ambiguity

iii) Selfish behaviour

iv) Dont know

g) _____ means knowing about oneself.

i) Self motivation

ii) Self Regulation

iii) Self Awareness

iv) Self management

h) Trait EI is also known as _____.

i) Ability of Emotional Intelligence

ii) Trait Emotional self Efficacy

iii) Cognitive Emotional Ability

iv) None of the above

Q2) Solve any two out of three : **[10]**

a) What are the types of Empancy?

b) Explain in brief the habits related to public victories.

c) Elaborate level 5 Hierarchy.

Q3) Explain in detail law of process. **[10]**

OR

Elaborate five dysfunctions of team and discuss role of leader in each function.

Q4) a) Discuss in detail Habit 7-sharpen the saw. Principle of Balanced self Renewal. **[10]**

OR

b) List down models of EI, Describe in detail Ability model of EI.

Q5) a) Briefly explain the flywheel and Doom loop. **[10]**

OR

b) Explain in detail five Myth about leadership.

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Total No. of Questions : 5]

SEAT No. :

PB2070

[Total No. of Pages : 2

[6201]-216

First Year M.B.A.

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

(2019 Pattern Revised) (Semester - II)

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

a) Define capitalism.

b) When WTO was established and where?

c) What is multilateral trade agreement?

d) _____ is a distinctive sign. Which identifies certain goods or services as those produced or provided by a specific person or enterprises.

i) Patent

ii) Trademark

iii) Copy right

e) _____ was established on December 27, 1945 and came into operation on March 1, 1947

i) IMF

ii) IBRD

iii) WTO

f) _____ is the shift towards a more integrated and independent world economy.

i) Globalisation

ii) Liberalisation

iii) Privatisation

g) Who was the Hegemonic pretender to United States in 1945 to 1971?

P.T.O.

Q2) Solve any two **[2×5=10]**

a) Explain the functions of GATT.

b) Elaborate the effects of Globalization on Indian Economy.

c) Explain the theory of Hegemonic stability.

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

a) Discuss the impact of trade wares in liberalized economy.

b) Explain the process of dispute settlement GATT & WTO.

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

a) Explain the role of (IMF) international monetary fund in international monetary system.

b) Elaborate what are copyright and neighboring rights.

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

a) Highlights the factors that impact gold price fluctuations globally and in India.

b) What opportunities and challenges does Brexit present for emerging market in global economic context?



Total No. of Questions : 5]

SEAT No. :

PB-2071

[Total No. of Pages : 2

[6201]-217
M.B.A.
MANAGEMENT
209 - GE - UL - 09 : Start Up and New Venture Management
(Revised 2019 Pattern) (Semester - II)

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

Instructions to the candidates:

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

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

a) State the qualities of Entrepreneur.

b) Define customer validation means.

c) What is cliff vesting & market Research.

d) What is Mind Mapping tools.

e) Define any two crowd funding Agencies.

f) What is venture capital.

g) Define Boot strupping.

h) What is Resilience.

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

a) Describe the essential parts of entrepreneur ecosystem.

b) Demonstrate the process of entrepreneurial opportunity identification.

c) Illustrate the PMEGP scheme for entrepreneurship.

Q3) a) Describe how a founder team of a start up venture built and managed. **[10]**

OR

b) Explain how government helps start-ups, illustrate with examples.

P.T.O

Q4) a) Discuss how is value proposition and product development process is carried out in business start-up venture. **[10]**

OR

b) What is go-to-market strategy start it's importance.

Q5) a) Draft a business plan for a solar water heater manufacturing company. **[10]**

OR

b) Describe various exit strategies in an entrepreneurship.



Total No. of Questions : 5]

SEAT No. : ____

PB-2072

[Total No. of Pages : 2

[6201]-219

M.B.A.

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

(Revised 2019 Pattern) (Semester - II)

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

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Figures to the right indicate full marks.***
3) ***Your answers will be valued as a whole.***

Q1) **Attempt any 5 carry 2 marks each.** **[10]**

a) Define Society.

b) Explain meaning of FDI.

c) What do we mean by Sustainable Development?

d) Define TNC.

e) Explain Social Justice.

f) Write full form of BOOT _____ &

BOT _____.

g) Write any 2 examples of economic roles of Government in India.

h) Price mechanism is not an important concept in Universal access and efficiency. (True / False)

Q2) **Attempt any 02 carry 5 marks each.** **[10]**

a) What are the roles of Ethical behaviour in Business?

b) Define the Rationale for public, private partnership in recent changes.

c) Explain the meaning of Rural-Urban Dynamics.

P.T.O.

Q3) a) "Government plays an important role in development of business in every Economy". Explain the statement with suitable example. **[10]**

OR

b) "Liberalization of Business is an important pre-condition for Globalization". Explain why?

Q4) a) Explain the influence of Demography & Gender issues on everchanging. Global business environment with suitable examples. **[10]**

OR

b) What are the various features & characteristics of Economic Growth in India?

Q5) a) Illustrate roles of Industrial Relations in Indian context. **[10]**

OR

b) What are the various challenges in changing workplace?

▽▽▽▽

Total No. of Questions : 5]

SEAT No. : ____

PB-2073

[Total No. of Pages : 2

[6201]-220

M.B.A.

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

(2019 Revised) (Semester - II)

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) **Answer Any 5 Out of 8 :** **[5 × 2 = 10]**

a) Define Business Process Reengineering (BPR).

b) Differentiate between Business Process Redesign and BPR.

c) What is the role of a leader in BPR initiatives?

d) How does BPR differ from continuous improvement?

e) Define Agile Manufacturing.

f) Explain the role of Information Technology (IT) in BPR.

g) Why is IT critical for BPR success?

h) What factors contribute to organizational resistance to BPR?

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

a) Explain importance of ERD.

b) What is feasibility? What are the Consideration in Feasibility?

c) What role do business vision and process objectives play in the frame of Business Process Reengineering (BPR)?

P.T.O.

Q3) **Answer Any 1 Out of 2 :** **[1 × 10 = 10]**

a) A company is planning a BPR initiative to streamline its customer service operations. What potential challenges related to change management might they face? How can they develop a communication plan to address these challenges and promote employee engagement throughout the BPR process?

b) What is lean manufacturing and discuss the characteristics of lean process in a manufacturing company.

Q4) **Answer any 1 out 2 :** **[1 × 10 = 10]**

a) Draw the structure of change management and explain the steps involved in change management.

b) Explain different BPR methodologies in detail.

Q5) **Answer any 1 out 2 :** **[1 × 10 = 10]**

a) Analyze the reasons why employees might resist changes implemented during a BPR project. How can these challenges affect the overall outcome of BPR initiatives?

b) Discuss four key enablers of Business Process Reengineering (BPR) specific to the manufacturing sector. Explain how each enabler contributes to a successful BPR project.

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Total No. of Questions : 5]

SEAT No. :

PB2074

[Total No. of Pages :2

[6201]-301
M.B.A. - II
301 - GC - 11 : STRATEGIC 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.***

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

a) Define Mission

b) What is strategic intent

c) Define critical sucess factor

d) What do you mean by: Competitive Advantage

e) What is Vertical Integration

f) Define Red Ocean strategy

g) What is Key Result Area (KRA)

h) Define Low Cost strategy

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

a) Explain Business level strategies.

b) What is valve chain? Explain primary and support activities in valve chain.

c) Explain VRio framework.

P.T.O.

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

a) Explain BCG matrix with examples.

OR

b) Explain Strategic Management process and barriers to strategic implementation.

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

a) Elaborate Porter's 5 forces model of competition with diagram.

OR

b) Discuss the key differences between Blue ocean and Red ocean strategies.

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

a) Evaluate the effectiveness of MC Kinsey's 7's framework with suitable examples.

OR

b) Prepare & explain (ETOP) for an Automobile manufacturing (two wheeler) company.

Total No. of Questions : 5]

SEAT No. :

PB2075

[Total No. of Pages : 3

[6201]-302
S.Y.M.B.A.
302 - GC - 12 : Decision Science
(2019 Revised Pattern) (Semester - III)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Figures to the right indicated full marks.***
3) ***Each question carries 10 marks***
4) ***Graph paper will not be provided***
5) ***Use of non-scientific calculator is allowed***

Q1) Solve any Five **[5×2=10]**

a) Define dependent event

b) Define mean arrival rate

c) Define critical path

d) Define saddle point

e) Define pure strategy

f) List techniques of initial solution for Transportation problem.

g) State unbalance transportation problem.

h) State full form of NWCM & MODI.

Q2) Solve any two out of three questions: **[10]**

a) Slove the following LPP by Graphical Method

Maximize $Z = 15x_1 + 10x_2$

$4x_1 + 6x_2 \leq 360$

$3x_1 \leq 180$

$5x_2 \leq 200$

$x_1, x_2 \geq 0$

b) Find the initial solution by using Least Cost Method(LCM)

	W_1	W_2	W_3	W_4	Supply
P_1	190	300	500	100	70
P_2	700	300	400	600	90
P_3	400	100	400	200	180
Demand	50	80	70	140	340

c) Discuss the dependent and independent event with suitable examples.

Q3) Slove any one of the following: **[10]**

a) Slove the following assignment problem by using Hungarian method.
A Computer center has three experts' progammers. The center wants three application Programmes to be developed. The head of the computer center, after studying carefully the programmes to be developed, estimates the computer time in minutes by the experts for the application programmes as follows:

		Programmers		
		A	B	C
Programmes	1	120	100	80
	2	80	90	110
	3	110	140	120

Assign the programmers to the programmes in such a way that the total computer time is minimized.

b) A bakery keeps stock of a popular brand of cakes. Previous experience shows the daily demand pattern for the cakes with associated probabilities as given below

Daily Demand(Units)	0	10	20	30	40	50
Probability	0.01	0.20	0.15	0.50	0.12	0.02

Use the following sequence of ten random numbers to simulate the demand for next 10 days. Also find average demand per day.
Random Numbers:25, 39, 65, 76, 12, 05, 73, 89, 19, 49

Q4) Solve any one of the following: **[10]**

a) Draw a network diagram from the following data

Activity	A	B	C	D	E	F	G	H	I	J	K	L	M
Predecessors	-	A	B	A	D	E	-	G	J,H	-	A	C,K	I,L
Durations (Days)	6	4	7	2	4	10	2	10	6	13	9	3	5

i) Draw a network Diagram for this project.
ii) Identify the critical path

b) For the game with payoff matrix

		Player B		
		B1	B2	B3
Player A	A1	-1	2	-2
	A2	6	4	-6

Determine the optimal strategies for players A and B. Also determine the value of game.

Q5) Slove any one of the following. **[10]**

a) Find the optimal strategies by using
   i) Maximin Criterion
   ii) Maximix Criterion
   iii) Maximun Regret Criterion
   iv) Laplace Criterion

	States of Nature		
Strategies	N_1	N_2	N_3
S_1	700000	300000	150000
S_2	500000	450000	0
S_3	300000	300000	300000

b) A departmental store had a single cashier. During the rush hours, customers arrive at a rate of 20 customers per hour. The cashier takes on an average 2.5 minutes per customer for processing.
   i) What is the probability the cashier is idle?
   ii) What is the average number of customers in the queuing system?
   iii) What is average queue length?
   iv) What is the average waiting time system?

Total No. of Questions : 5]

SEAT No. :

PB2076

[Total No. of Pages : 2

[6201]-303
S.Y. M.B.A.
306- GE- UL-13 : INTERNATIONAL BUSINESS ECONOMICS
(Revised 2019 Pattern) (Semester - III)

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

Instructions to the candidates:

1) ***All questions are compulsory, draw diagrams wherever necessary.***
2) ***Give suitable examples.***

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

a) Who has advocated the factor Endowment Theory.

b) Define MFN.

c) Define WTO.

d) Define GATT

e) Define Arbitrage

f) What is Anti-Dumping Duty.

g) What is International Lending Risk.

h) Define TARIFF.

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

a) Write a note on Export subsidies.

b) Explain speculation in currency market & International Finance.

c) Write a note on the Euro crisis.

Q3) a) Through light on the Krugman's Model of Intera Industry Trade. **[10]**

OR

b) Critically discuss the types of Foreign Exchange Transactions.

P.T.O.

Q4) a) Appraise the Financial crises and the International Monetary Fund. **[10]**

OR

b) What are the benefits of using comparative advantage.

Q5) a) Critically examine the barriers to International Trade. **[10]**

OR

b) Critically appraise forward and Future Markets with relevent example.

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Total No. of Questions : 5]

SEAT No. : ____

PB2077

[Total No. of Pages : 2

[6201]-304
Second Year M.B.A.
307- GE- UL-14 : INTERNATIONAL BUSINESS ENVIRONMENT
(Revised 2019 Pattern) (Semester - III)

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

Instructions to the candidates:

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

Q1) Solve any five **[5×2=10]**

a) Give any two direct modes of entry in international business.

b) Write any two features of MNC.

c) Write any two factors making impact on international trade.

d) List out any two names of FDI Theories.

e) Name any two participants in Forex market.

f) Give any two principal functions of WTO.

g) List any two non tariff barriers to trade.

Q2) Answer any two **[2×5=10]**

a) Write note on Reverse Globalisation.

b) Explain in short FDI contrasted with FPI.

c) Critically comment on Dynamics of Glabal Enterprise.

Q3) a) Critically-evaluate the impact of technological advancements on the international business landscape. **[10]**

OR

b) Summarise and give examples about factors that drive multinational cooperations to expand internationally. **[10]**

P.T.O.

Q4) a) Assess the role of IMF in addressing systematic risk and financial crises in the global economy. **[10]**

OR

b) Describe basic principles underlying the preparations of financial statements under IFRS **[10]**

Q5) a) Critically evaluate the impact of trade policies and exchange rate regimes on a country's Balance of payment position with suitable examples. **[10]**

OR

b) Investigate the long term implications of the COVID - 19 pandemic on global trade patterns and supply chain resilience. **[10]**



Total No. of Questions : 5]

SEAT No. : ____

PB2078

[Total No. of Pages : 2

[6201]-305
S.Y.M.B.A.
308- GE- UL-15 : PROJECT MANAGEMENT
(2019 Revised Pattern) (Semester - III)

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 option.***

Q1) Solve any five of the following. **[5×2=10]**

a) List different budgeting methods in project.

b) Recall the major types of costs in project.

c) Write the tools used to monitor the time performance.

d) What is AOA diagram?

e) List five stages of team development.

f) What is budget reserve?

g) Mention different project management structure.

h) What is Hammock activity?

Q2) Solve any two of the following. **[2×5=10]**

a) Differentiate between project management & general management.

b) Explain network computation process in project.

c) What is project audit? Discuss the process of project audit.

Q3) Solve any one of the following. **[1×10=10]**

a) Explain in detail skills required for an effective project manager.

b) "Developing a project plan is toughest job for any startups". Explain this statement with suitable example.

P.T.O.

Q4) Solve any one of the following. **[1×10=10]**

a) What is multi-project resource scheduling? Your company is handling different projects of various duration. Assess the need of multi project resource scheduling How do you manage resources across multiple projects?

OR

b) Compare & Contrast positive risk response & negative risk response. Draw probability & impact matrix for risk management.

Q5) Solve any one of the following. **[1×10=10]**

a) Your organisation is organising a international conference. Assess the different sources of conflict over project life cycle. Suggest the stragegies to manage the conflict

OR

b) What do you belive is more important for successfully completing a project the formal project management structure or the culture of parent organisation? Justify your answer.

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Total No. of Questions : 5]

SEAT No. :

PB2079

[Total No. of Pages : 2

[6201]-306
Second Year M.B.A.
309- GE- UL-16 : KNOWLEDGE MANAGEMENT
(Revised 2019 Pattern) (Semester - III)

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

Instructions to the candidates:

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

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

a) Define knowledge management.

b) Explain the main features of knowledge management.

c) Explain the knowledge life cycle.

d) Explains the main issues and obstacles of KM implementation.

e) Define learning organization.

f) What is information technology? How it is related to knowledge management?

g) What is the future of knowledge management?

h) Explain the emerging key elements of KM.

Q2) Solve any two out of the three questions (5 Marks each) **[10]**

a) Explain the role of knowledge management in service sector.

b) Explain different challenges and future of knowledge management.

c) How do you create effective KM systems through IT?

Q3) Solve any one: (10 Marks each) **[10]**

a) What are the tools you can apply for KM? Explain them with instances.

OR

b) Explain the creation of learning organization with suitable examples.

P.T.O.

Q4) Solve any one: (10 Marks each) **[10]**

a) Design a flow chart to explain how knowledge management impacts Organization Development.

OR

b) Identify the external factors that affect the management of Knowledge.

Q5) Answer any one of the following (10 Marks Each): **[10]**

a) Explain the Mystique of learning organization and also state the difference between learning organization and KM.

OR

b) Explain the process and significance of benchmarking in KMS.



Total No. of Questions : 5]

SEAT No. : ____

PB2080

[Total No. of Pages : 2

[6201]-307
Second Year M.B.A.
310- GE- UL-17 : CORPORATE GOVERNANCE
(Revised 2019 Pattern) (Semester - III)

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

Instructions to the candidates:

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

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

a) Define Agency Theory

b) Who are share holders

c) Define Corporate Governance

d) What is Enterprise Risk Management?

e) Define Internal control

f) What is board charter?

g) Enlist types of Directors

h) Define Listing agreement

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

a) Explain the roles of Independant Director, chairperson and CEO.

b) Explain the concept of Board charter in detail along with board composition.

c) Explain in detail the components of Good Corporate Governance.

Q3) a) Illustrate your answer with Two examples on Corporate Governance Failure in recent times. Discuss the problem of the corporate Governance failure in the example in detail. **[1×10=10]**

OR

b) Explain different board committees in detail with the help of roles and functions of the board committees.

P.T.O.

Q4) a) Discuss the role of Investor Association in securing stakeholders rights. **[1×10=10]**

OR

b) Discuss the different Stakeholders in an organization and role of corporate Governance in protecting their rights.

Q5) a) Explain with suitable example, how Risk disclosure and risk management can help in achieving Good Corporate Governance. **[1×10=10]**

OR

b) Explain the case of Corporate Governance failure at Ricoh India.

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Total No. of Questions : 5]

SEAT No. : ____

PB-2081

[Total No. of Pages : 2

[6201]-308

M.B.A.

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

(Revised 2019 Pattern) (Semester - III)

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

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Every Question carries 10 marks.***

Q1) Define the following (any 5) : **[5 × 2 = 10]**

a) Memorandum of Association.

b) Non-Profit Organisation Leadership.

c) Society Registration Act.

d) Organisation Mission Statement.

e) Volunteer Management.

f) Donor Marketing.

g) Conflict of Interest.

h) Trust and Society.

i) Sustainable Business Model.

j) Governance.

Q2) Answer any two from the following : **[2 × 5 = 10]**

a) Explain the tools used to facilitate assessments of board performance.

b) Differentiate between profit and non-profit organisation.

c) What are the primary factors that influence the growth of sustainability of Non-profit organisation.

P.T.O.

Q3) a) Restate the factors affecting development & challenges of managing a non-profit organisation. **[10]**

OR

b) Explain the significance of sales promotion & public relations for non-profit organisation.

Q4) a) Explain the various legal procedures & documentations required for formations & registration of non-profit organisation. **[10]**

OR

b) What is the role of non-profit organisation board of directors & why it is crucial for the organisational success.

Q5) a) Define Governance & Explain the role of board of Governance in an Indian non-profit organisation. **[10]**

OR

b) Describe sales promotions and public relations for the Non-Profit organisation.

⌘⌘⌘

Total No. of Questions : 5]

SEAT No. :

PB2082

[Total No. of Pages :2

[6201]-309
M.B.A. - II
304 - SC - MKT - 03 : SERVICE MARKETING
(Revised 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 examples wherever necessary.***
4) ***Draw neat & labelled diagrams wherever necessary.***

Q1) Solve any five. **[5×2=10]**

a) Explain the concept of goods & service continum.

b) What is service encounter? Give examples.

c) The impact of service failure.

d) Enlist bases for segmentation of services

e) Automation with refrence to service marketing

f) Explain need for study of service marketing

g) Meaning & concept of service blue print

h) Enlist service quality models.

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

a) Explain the characteristics of service with example.

b) Explain the demand & capacity concept.

c) Explain the various services marketing opportunities available in 20th century.

P.T.O.

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

a) Demonstrate the bases of segmentation strategy will real example.

b) Explain the services Marketing Mix.

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

a) Explain the Physical evidence with significance? Describe the elements also.

b) Elaborate the Automation & New Technologies in service.

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

a) Explain the importance of service Recovery. Also draft the service Recovery strategies for online education Acadamy.

b) Discuss the applications of service Marketing in Health Care Sector.

Total No. of Questions : 5]

SEAT No. :

PB-2083

[Total No. of Pages : 2

[6201]-310
M.B.A
305 MKT (SC-04) : SALES AND DISTRIBUTION MANAGEMENT
(Revised 2019) (Semester - III)

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

Instructions to the candidates :

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

Q1) **Solve any Five. (2 Marks each)**

a) Define the term 'Sales Management.' **[2]**

b) What are the Components of Sales Force Compensation? **[2]**

c) What is meant by 'Sales Controlling?' **[2]**

d) List out any 04 Quantitative Sales Force Productivity Indicators. **[2]**

e) Define the term 'Sales Quota.' **[2]**

f) What do you mean by 'Sales Force Training?' **[2]**

g) What are the Objectives of Sales Training Programs? **[2]**

h) Define the term 'Sales Organization.' **[2]**

Q2) **Solve any Two. (05 Marks each)**

a) Explain the Scope of Sales Budget. **[5]**

b) Describe different types of Non-Monetary Sales Force Compensation modes. **[5]**

c) Explain various factors adding value in Distribution Management. **[5]**

P.T.O

Q3) **Solve any One**

a) Distinguish between Traditional Selling and Relationship Selling. **[10]**

OR

b) Differentiate between the Traditional Techniques of Inventory Management and Digital Techniques of Inventory Management. **[10]**

Q4) **Solve any One**

a) As a Retail Store Manager; how will you promote a renowned branded product of your choice? **[10]**

OR

b) As an Area Sales Manager; how will you Train the Sales Force for a Product of your choice? **[10]**

Q5) **Solve any One**

a) Design suitable Distribution Channel for any F. M. C. G. for a product of your choice. **[10]**

OR

b) Draft a Daily Sales Call Report and Order Booking Report for a consumer durable dealer. **[10]**

Total No. of Questions : 5]

SEAT No. :

PB-2084

[Total No. of Pages : 4

[6201]-311

M.B.A.

304 FIN SC - FIN-03 : ADVANCED FINANCIAL MANAGEMENT

(Revised 2019 Pattern) (Semester - III)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

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

2) ***Each questions has an internal options.***

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

a) State any two reasons of financial planning.

b) Explain merger.

c) What is meant by stock split.

d) List out two factors influencing dividend policy.

e) What is meant by treasury bill.

f) What is factoring in receivable management.

g) What is meant by transaction motive in cash management

h) List out any four theories of capital structure.

Q2) **Attempt any two** **[2 × 5 = 10]**

a) Discuss the importance of working capital management in company's day to day operations.

b) Explain the factors affecting capital structure decisions.

c) Explain the term 'cash' and discuss the various motives for holding cash.

P.T.O.

Q3) **Solve any one** **[1 × 10 = 10]**

a) From the following Balance sheet of PQR Ltd, you are required to prepare Fund flow statement.

Liabilities	2022 Rs	2023 Rs	Assets	2022	2023
Equity share capital	4,50,000	4,50,000	Fixed Assets	4,00,000	3,20,000
General Reserve	3,00,000	3,10,000	Long term investment	50,000	60,000
P & LA/c	56,000	68,000	Stock	2,40,000	2,10,000
Creditors	1,68,000	1,34,000	Debtors	2,10,000	4,55,000
Provision for taxation	75,000	10,000	Bank	1,49,000	1,97,000
Mortgaged Loan	-	2,70,000			
Total	10,49,000	12,42,000	Total	10,49,000	12,42,000

Additional Information -

i) Investments costing Rs 8,000 were sold during the year 2023 for Rs 8500/-

ii) Provision for taxation made during the year Rs 9000/-

iii) During the year, past of fixed assets having book value of Rs 10,000 was sold for Rs 12,000/-

iv) Dividend paid during the year was Rs 40,000.

OR

b) From the following information of Zee Ltd, prepare cash from operations & cash flow statements.

Liabilities	2022	2023	Assets	2022	2023
Share capital	1,25,000	1,53,000	Buildings	35,000	60,000
Bank Loan	40,000	50,000	Land	40,000	50,000
Other long term	25,000	-	Machinery	80,000	55,000
Secured loans			Stock	35,000	25,000
Creditors	40,000	44,000	Debtors	30,000	50,000
			Cash	10,000	7,000
	2,30,000	2,47,000		2,30,000	2,47,000

Additional Information :

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

ii) The provision for depreciation against machinery during the year 2022 was Rs 25,000 & Rs 40,000 in 2023

iii) Net profit earned during the year 2022 was the Rs 45,000

Q4) **Attempt any one** **[1 × 10 = 10]**

a) A company's expected net operating income (EBIT) is Rs 50,000 the company has RS 2,00,000, 10% debentures. The equity capitalization rate (ke) of the company is 12.5% calculate the total value of the firm and equity capitalization rate using net operating income approach.

OR

b) Following is the capital structure (existing) of pro. Ltd.

Particulars	Amount (Rs)
Equity shares of Rs 10 each	10,00,000
15% debentures	8,00,000

The company is planning to raise an additional funds or capital of Rs 15,00,000,.

For expansion following four options are available.

Options 1 : To raise entire amount through equity shares of Rs 10 each.

Options 2 : To raise entire amount by term loan @ 16%

Options 3 : To raise 50% amount by equity shares of Rs 10 each and balance by by 16% term loan.

Options 4 : To raise 8,00,000 by equity shares of Rs 10 each, Plus 4,00,000 by 16% term loan & balance by 14% preference capital

Assume that income tax rate is 50% and revised EBIT is Rs 8,00,000 Advice the company regarding selection of best suitable option on the basis of EPS.

Q5) **Attempt any one** **[1 × 10 = 10]**

a) Poonawalla Ltd has current sales of Rs 20 Lakhs per year. Its cost of sales is 70% of sales and bad debts are 1% of sales. Cost of sales comprise 80% variable cost & 20% fixed cost while its required rate of return is 10%. The company allows customers 30 days credit but is considering increasing this to 60 days credit in order to increase sales. It has been estimated that this change in policy will increase sales by 20%, while bad debts will increase from 1% to 3%. It is not expected that the policy change will result in an increase in fixed costs and creditors and stock will also remain uncharged should Poonawalla Ltd introduce the proposed policy (Assume 360 days in a year).

b) A company had 50,000 equity shares of Rs 10 each. on 1st Jan the shares are currently being quoted at has in the market for removing dividend restraint, the company now intends to pay dividend of Rs 2 per share for the current calendar year. It belongs to a risk class whose appropriate capitalization rate is 15% using MM model & assuming these are no taxes calculate.

i) Price per share when dividend is paid and when dividend is not paid

ii) Number of equity shares to be issued if dividend is paid assuming that company needs investment of Rs 2,00,000 and net income of Rs 1,10,000.

▽▽▽▽

Total No. of Questions : 5]

SEAT No. :

PB2085

[Total No. of Pages : 2

[6201]-312

M.B.A. - II

305-FIN-SC-FIN-04 : INTERNATIONAL FINANCE

(2019 Pattern) (Revised) (Semester - III)

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

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Figures to the right indicate marks.***
3) ***Questions are based on all 5 units.***
4) ***Every question has an internal choice.***

Q1) Answer any 5 out of 8 questions given below : **[10]**

a) Define International Finance.

b) Define spot transaction.

c) What is “Zero coupon Bonds”?

d) What is Money Laundering?

e) What are the two types of Tax Evasion?

f) Give any 2 risk associated with FDI?

g) What is ADR?

h) List the different types of Bonds.

Q2) Answer any 2 out of 3 questions given below : **[10]**

a) Explain about International Credit Rating Agencies.

b) Explain Foreign Exchange Market with its various participants role in Foreign Exchange Management.

c) Explain the interest rate parity.

P.T.O.

Q3) Answer any 1 out of 2 questions given below : **[10]**

a) Define Globalisation & its effect with suitable examples.

b) Explain Purchasing power parity.

Q4) Answer any 1 out of 2 questions given below : **[10]**

a) Explain IFRS & challenges adopting to IFRS.

b) Discuss the Process of Money Laundering.

Q5) Answer any 1 out of 2 questions given below : **[10]**

a) Evaluate the risk of FDI for home & host country.

b) Explain the hedging techniques of Foreign Exchange risk Management.

x x x

Total No. of Questions : 5]

SEAT No. :

PB2086

[Total No. of Pages : 2

[6201]-313

S.Y. M.B.A.

304-HR SC-HRM-03 : STRATEGIC HUMAN RESOURCE MANAGEMENT

(2019 Revised 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) Define any five terms. **[10]**

a) SHRM

b) Human Resource Planning

c) Job Analysis.

d) Career planning

e) Succession planning

f) OCTAPACE

g) Talent management.

h) Employee engagement

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

a) Differentiate between strategic HR & Traditional HR.

b) Differentiate between Demand & Supply forcasting in HR planning.

c) Explain the types of HR Strategies.

P.T.O.

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

a) Explain the challenges & Issues in implementation of HR Strategies in Indian context.

b) Elaborate employee engagement strategies.

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

a) Define cross cultural sensitivity & evaluate the developing cross cultural sensitivity in global dimension.

b) Elaborate the steps involved in aligning HR strategies with business strategies

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

a) Elaborate the importance of Job analysis in the context of Human resource planning.

b) Elaborate the need & importance of talent management strategies with suitable examples.

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Total No. of Questions : 5]

SEAT No. :

PB2087

[Total No. of Pages : 2

[6201]-314
Second Year M.B.A.
305-HR-SC-HRM-04 : HR OPERATIONS
(2019 Pattern) (Revised) (Semester - III)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

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

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

a) Explain the objectives of personal department.

b) Explain the concept Arising out of "and in the course of employment".

c) Explain the rate of contribution of Employer and employee under the PF Act.

d) Elaborate the theory of 'notional extension'.

e) Explain the term reinstatement in service.

f) Explain the concept of TDS.

g) Explain the concept of CTC.

h) Explain components of salary.

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

a) How the compensation is done in case of temporary disablement permanent a total disablement and death.

b) Calculate gratuity:

Basic (salary - 7500, Dearness Allowance -4500 total number of service completed - 9 years and 7 months.

c) Calculate minimum & maximum bonus P.A: Basic salary - 4200, Dearness Allowance - 2800.

P.T.O.

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

a) Explain Bonus applicability, concept of 'set on & set off' and disqualification of bonus under the payment of Bonus Act, 1965.

b) Draft a 'Transfer letter' to Mr. Ashwin who is working as a 'Sales Manager' in pune branch. He will be transfer to Mumbai office with an elevation as 'Sr. Manager-Sales'.

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

a) Define personal policy. Explain the types and importance of personal policy.

b) Explain all the benefits under the employees state Insurance Act, 1948.

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

a) Mr. Pravin is working as store Incharge at 'Star Engg.Ltd' from last 10 years. In the last stores audit, it was found that some wrong entries were made by him in the store record. It was also found that the physical stock in the stores is very less than what is mentioned in the record. Draft a show cause notice to Mr. Pravin.

b) Discuss the elements of compensation.



Total No. of Questions: 5]

SEAT No. : ____

PB2088

[Total No. of Pages :2

[6201]-315
S.Y.M.B.A.
304-OSCM-SC-OSCM-03:SERVICES OPERATION MANAGEMENT-II
(Revised 2019 Pattern) (Semester-III)

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

Instructions to the candidates:

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

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

a) What is strategic service vision?

b) Define service Quality

c) Why service Recovery is essential?

d) What is perishability?

e) Discuss the concept of Holistic service design

f) Define Balanced design

g) List out value of customer

h) What is walk Through Audit?

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

a) Explain competitive service strategies

b) Describe the concept Quality function deployment

c) Explain Customer behaviour in service settings

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

a) Describe the benefits and risks of outsourcing services

b) Why service supply relationship is essential to develop service firm?

P.T.O.

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

a) "Service design impact on overall business change and value to business" Justify the statement

b) " Comprehesive integrated service design is essential to achieve organizational performance"

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

a) Why customer retention and customer Loyalty is important in service industry?

b) Explain customer involvement in service process and customer behvior in service setting



Total No. of Questions : 5]

SEAT No. :

PB2089

[Total No. of Pages :2

[6201]-316
S.Y.M.B.A.
305 - OSCM - SC - OSCM - 04 : LOGISTICS MANAGEMENT
(2019 Revised Pattern) (Semester - III)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

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

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

a) Define Transport system.

b) What is warehousing.

c) Define Distribution Logistics.

d) What is pipeline Transport.

e) What is procurement Logistics.

f) Define logistics service Provider.

g) List out functions of Logistics Management.

Q2) Solve any two.

a) Describe need of Logistics Infrastructure. **[5]**

b) Explain the role of IT in Logistics. **[5]**

c) Discuss significance of Logistics. **[5]**

P.T.O.

Q3) Solve any one.

a) Compare sea freight Transport & Air Freight Transport. **[10]**

b) Explain modes of Transport with suitable example. **[10]**

Q4) Solve any one.

a) Describe role of service providers in Logistics with suitable eg. **[10]**

b) Evalute role of system provider & contract logistics provider. **[10]**

Q5) Solve any one.

a) Why storage facilities are Essential in logistics management. **[10]**

b) Describe in detail about warehousing Handling & picking system. **[10]**

Total No. of Questions : 5]

SEAT No. : ____

PB2090

[Total No. of Pages : 2

[6201]-317

S.Y. M.B.A.

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

(Revised 2019 Pattern) (Semester-III)

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

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Each questions carries 10 marks.***
3) ***Figures to the right indicate full marks.***

Q1) Solve any five of the following. **[5×2=10]**

a) Write properties of the normal distribution.

b) Define probability and give an example.

c) State assumption of multiple regression analysis.

d) What is the use of ts() function in R?

e) Define Null and alternative hypothesis.

f) What is the use of Z-test?

g) Define predictive analysis.

h) What is apply () and l apply () function in R.

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

a) Explain T-test of hypothesis testing in R. Write syntax and explain in detail.

b) Discuss the application of Bayes theorem in data science.

c) Describe test procedure for testing significance of correlation of coefficient.

P.T.O.

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

a) Examine ANOVA in R? State the assumptions and explain on way ANOVA in detail. State benefits also.

b) What do you mean by dimension reduction? Explain linear discrimination analysis (LDA) with syntax also explain application of LDA in Marketing domain.

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

a) Describe descriptive analytics in R. Explain any three functions of descriptive analytics in R.

b) What is logistics regression in R? Assume suitable data and explain how do you interprete regression coefficients in R.

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

a) Explain the concept of Time series analysis explain. How time series analysis is used for business forecasting?

b) Write short notes (Any one)

i) F Test in R.

ii) Holt-wintas smoothing procedure

iii) Cross Tabulation.



Total No. of Questions : 5]

SEAT No. : ____

PB2091

[Total No. of Pages : 2

[6201]-318
Second Year M.B.A.
305-BA-SC-BA-04 : MACHINE LEARNING & COGNITIVE INTELLIGENCE USING PYTHON
(Revised 2019 Pattern) (Semester - III)

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

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Make appropriate assumptions wherever required.***

Q1) Answer the following questions (any five) **[5×2=10]**

a) What is dynamic typing in python & provide an example.

b) Define the 'elif' statement in python & give an example.

c) List various loops in python.

d) What is the purpose of the Numpy Library in python.

e) Explain the process of data Cleaning in python.

f) List two feature of cognitive Intelligence.

g) Explain the decision Making process in Decision trees.

h) Define clustering.

Q2) Answer the following questions (any two) **[2×5=10]**

a) Explain the difference between a tuple and a list in python.

b) Explain the importance of feature selection in ML?

c) Discuss the Reinforcement learning with examples.

Q3) a) Criticize k-means clustering with advantages & Disadvantages. **[10]**

OR

b) Discuss the difference between supervised & Unsupervised learning algorithms. Provide Examples of each. **[10]**

P.T.O.

Q4) a) What is Logistic regression? How is it different from Linear regression. **[10]**

OR

b) What are the key component of a neural Network? Explain the purpose of each component. **[10]**

Q5) a) "Application of clustering- in Marketing & Finance domain" Discuss.**[10]**

OR

b) Write a python code for calculate the Area of a triangle. **[10]**



Total No. of Questions: 5]

SEAT No. : ____

PB2092

[Total No. of Pages :2

[6201]-319
S.Y.M.B.A.
SC-RABM-01: AGRICULTURE AND INDIAN ECONOMY
(2019 Revised Pattern) (Semester-III)

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

Q1) Solve any five **[5×2=10]**

a) Name two common irrigation methods used in agriculture

b) Name two factors that contribute to food insecurity in India

c) Define land reforms. Explain concept of land tenure reform

d) Write any two purpose of five year plans in India

e) Define the Public Distribution system (PDS)

f) Name any two examples of soil conservation Practices

g) Name any two essential nutrient commonly found in fertilizers

Q2) Solve any two **[2×5=10]**

a) Compare any contrast the advantages and disadvantags of drip irrigation versus sprinkler irrigation

b) Describe any five factors influencing the demand for agricultural labor

c) Describe the eligibility criteria for beneficiaries of the public Distribution system.

Q3) a) Assess the criticisms and limitation of the Green Revolution in addressing global Food security **[10]**

OR

b) Explore and highlight new thrust areas in agriculture after green revolution

P.T.O.

Q4) a) Analyse the challenges faced in implementing land reforms in India. Explain role of non government agencies in land reforms . **[10]**

OR

b) Analyse the impact of cooperative farming on agricultural productivity and income levels of Indian farmers.

Q5) a) Evaluate the effectiveness of various government programs in addressing Food security challenges in India. **[10]**

OR

b) Analyse the socio-economic benefits and drawbacks of river valley projects.



Total No. of Questions : 5]

SEAT No. :

PB-2093

[Total No. of Pages : 2

[6201]-320

M.B.A.

SC - PHCM - 01 : FUNDAMENTAL OF PHARMA AND HEALTHCARE MANAGEMENT

(Revised 2019 Pattern) (Semester - III)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Each questions has an internal options.***
3) ***Your answer should be specific and to the point.***

Q1) **Answer any 5 out of 8 (2 marks each) :**

a) What are the challenges of Healthcare management?

b) Highlight any two factors that contribute to the growth of medical tourism in a country.

c) Define "Alternative Systems of Medicine" in the healthcare sector.

d) Define the term Pharmaceutical Industry.

e) What are the functions of community health centers in India?

f) Define Artificial Intelligence (AI) in Healthcare.

g) What is the significance of Customer Relationship Management (CRM) in the Pharma and Healthcare industry?

   i) Enhancing communication within the organization.

   ii) Focusing solely on sales strategies.

   iii) Improving patient satisfaction and loyalty.

   iv) Minimizing costs in healthcare delivery.

h) Which alternative system of medicine is based on the principles of herbal remedies and natural healing?

   i) Ayurveda

   ii) Allopathy

   iii) Homeopathy

   iv) Naturopathy

P.T.O.

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

a) Write a short note on CRM in pharmaceutical industry.

b) What are Non-Governmental Organizations (NGOs) and Private Voluntary Organizations (PVOs). Discuss their roles and contributions in shaping healthcare delivery?

c) Describe the advantages and limitations of artificial intelligence in healthcare.

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

a) Explain in detail the structure of Indian healthcare systems at different levels.

b) Elaborate on the involvement and impact of different committees in shaping health policies and planning within India.

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

a) Explain the factors contributing to the ever-changing character of the healthcare industry, emphasizing technological advancements, soclo-economic shifts and healthcare policy reforms.

b) Evaluate the impact of Medical Tourism on the healthcare sector, considering economic and healthcare perspectives.

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

a) Analyze the factors that could lead to demotivation among healthcare professional in rural areas Develop a plan to improve staff morale and performance.

b) Construct a marketing mix strategy to promote a protein supplement product. Demonstrate various promotional techniques suitable for this product, explaining their implementation in the market?

▽▽▽▽

Total No. of Questions: 5]

SEAT No. : ____

PB2094

[Total No. of Pages :2

[6201]-321
S.Y.M.B.A.
1-SC-THM-01:FUNDAMENTAIS OF HOSPITALITY MANAGEMENT
(Revised 2019 Pattern) (Semester-III)

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

nstructions to the candidates:

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

Q1) Solve any Five **[5×2=10]**

a) Define tourist activities.

b) Enlist any three tourist motivation

c) Give any three characteristics of star rating Hotel

d) Enlist the strategies adopted by Hotel and tourism industry for Guest satisfaction and loyalty.

e) What is the purpose of travel formalities?

i) To increase cost

ii) To ensure safety

iii) To discourage Tourism

iv) To limit transportation option

f) What do star ratings for notes primarily indicate?

i) Ownership structure

ii) Service quality

iii) Room rates

iv) Location of Hotel

g) What is the main goal of global standards for hotel's?

i) Maintain consistency

ii) Promote competition

iii) Increase Prices

iv) Limit Services

P.T.O.

Q2) Solve any two **[2×5=10]**

a) Explain the evolution and growth of Hospitality industry

b) Highlight and explain the key factors that have contributed to it's development

c) Describe the characteristics of tourism, and it's different types

Q3) Solve any one **[1×10=10]**

a) Outline the major components of tourism infrastructure Also explain elements and characteristics of tourism products

b) Clarify the organizations structure of hotels and identify the major departments within the hotels

Q4) Solve any one **[1×10=10]**

a) Trace the history growth and present status of travel agencies discuss the linkages and arrangements of the agencies with hotel and airlines companies

b) Assess the future of hospitality industry considering changing trends issues and emerging technology with suitable examples

Q5) Solve any one. **[1×10=10]**

a) Explain the role of E-commerce in Hospitality sector how do government regulation's and support contribute towards the growth of hospitality industry.

b) Examine the various ownership structures in the hotel industry discuss of each advantages and dis advantages



Total No. of Questions : 5]

SEAT No. : ____

PB2095

[Total No. of Pages : 2

[6201]-322

S.Y. M.B.A.

SC-IB-01 : IMPORT EXPORT DOCUMENTATION & PROCEDURES

(Revised 2019 Pattern) (Semester - III)

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

Instructions to the candidates:

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

Q1) Attempt any five out of Eight **[10]**

a) The IEC number is a number with _____ digit.

i) 6 ii) 3

iii) 10 iv) 9

b) Inate's Receipt is issued by _____.

i) customs ii) captain of the ship

iii) Importer iv) Inspection Agency

c) Bill of ladding issued by _____ company.

i) Transport ii) Shipping

iii) Warehousing iv) Outsourcing

d) Exporter has to register with one of the following authorities.

i) RBI ii) Exim Bank

iii) DGFT iv) ECGS

e) Policy about exports & imports are called.

i) Commercial policy ii) Fiscal policy

iii) Monetary policy iv) Finance policy

P.T.O.

f) International trade & domestic trade differs because of

i) Different Government policy ii) Immobility of factors

iii) Trade restriction iv) All of the above

g) Exim policy aims to _____.

i) Encourage expert

ii) Resolve trade related grivences

iii) Increase Indias share in global trade

iv) All the above

h) Advance Authorization is issued generally _____ export.

i) before ii) after

iii) anytime iv) never

Q2) Attempt any two out of three **[10]**

a) I.E.C. number.

b) Pre-Shipment Inspection.

c) Bills of Landing.

Q3) a) Draw a flow chart of letter of credit mechanism. **[10]**

OR

b) Differentiate between commercial & consular invoice. **[10]**

Q4) a) Explain the role of 'clearing & forwarding Agents. **[10]**

OR

b) How to obtain Import Export code to enter into cross border trade? **[10]**

Q5) a) Explain various promotion schemes of export. **[10]**

OR

b) Describe any 2 commodity boards in export. **[10]**

Total No. of Questions : 5]

SEAT No. :

PB4503

[Total No. of Pages : 2

[6201]-401
S.Y. M.B.A.
401 GC-14 : ENTERPRISE PERFORMANCE MANAGEMENT
(Revised 2019 Pattern) (Semester - IV)

Time : 2 ½ 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]**

a) Goal congruence - Explain.

b) What is Management Audit.

c) Explain in Market Value Added.

d) Project cost variance.

e) Explain Website Traffic.

f) Explain Financial Inclusion.

g) What is Internal Rate of Retrun.

h) What is Gross Margin Return on Investment (GMROI).

Q2) Write Short Notes (Any 2 out of 3) **[10]**

a) Profit Centre

b) Balanced Scorecard

c) Project Control Process

Q3) a) What Management Control System? Explain it's characteristics in detail. **[10]**

OR

b) What are diffrent , parameters to measure financial & Non - financial performance of an enterprise. **[10]**

P.T.O.

Q4) a) Explain various parameters to measure performance of Banks. **[10]**

OR

b) Explain project control process in detail. **[10]**

Q5) a) Kalika Industries has two shops i.e. Welding Shop & Paint shop. Welding shop assembles 50000 purchased items and 150000 internal items converted into 40000 assemblies and forwards $3/4^{th}$ of the same to Paint shop. Variable Cost of one assembly is Rs. 200 per piece. and market price is Rs. 300 per piece. The transfor price decided is equal to Market Price. Fixed Cost of Welding Shop is Rs. 10 Lakhs and fixed cost of Paint shop is Rs. 12 Lakhs. Variable Cost (Including Transfor Price) is Rs. 500 per piece. The Sales price for Paint Shop is Rs. 750 per piece. **[10]**

Calculate :-

i) Profit of Individual Cost Centre and Overall Profitability.

ii) What should be done if paint shop wishes to purchase assemblies @ Rs. 200 from Outside due to reduced market price?

OR

b) Explain the importance of Auditing. Differentiate between Statutory Audit V/S Cost Audit V/S Management Audit. **[10]**

Total No. of Questions : 5]

SEAT No. :

PB4504

[Total No. of Pages :2

[6201]-402
S.Y.M.B.A.
402 - GC - 15 : INDIAN ETHOS & BUSINESS ETHICS
(Revised 2019 Pattern) (Semester - IV)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

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

Q1) Attempt any five of the following: **[5×2=10]**

a) Define Indian Ethos.

b) What is Theory K?

c) What is PLUS Model?

d) Define the concept Values

e) What do you mean by intellectual property Rights?

f) What is STEP Model?

g) What is OSHA Model?

Q2) Answer any two of the following: **[2×5=10]**

a) Describe VEDA model.

b) Explain the framework for ethical decision making

c) Explain Chris Moon's Ethical Fitness: a Four step workout Model.

P.T.O.

Q3) a) Describe in detail Laws of Karma. **[10]**

OR

b) Interpret the framework of Ethical decision making. Discuss ethical dilemmas in below mentioned functional areas - HRM, Finance & Marketing.

Q4) a) Discuss infringement, misappropriation & enforcement of IPR. **[10]**

OR

b) Discuss the Consequentialist & Non - Consequentialist Theories of Ethics.

Q5) a) Summarize the (moral rules) duties as explained in the Deontological theory. **[10]**

OR

b) Explain Corporate Rishi Model. Give 3 examples of ethical leaders from current times & explain why they can be termed as Corporate Rishis.

Total No. of Questions : 5]

SEAT No. :

PB4505

[Total No. of Pages : 2

[6201]-403
S.Y. M.B.A.
405-GE-UL-19 : GLOBAL STRATEGIC MANAGEMENT
(Revised 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.***
3) ***All questions contain internal options.***

Q1) Answer ANY FIVE out of the following : **[5×2=10]**

a) List factors that push globalization.

b) What do you mean by 'Make in India'?

c) What is an acquisition?

d) List Four Criteria of Sustainable Competitive Advantage.

e) Acronym BRICS stands for:

i) British Industry Commerce and Sales.

ii) Basic Regional Infrastructure Commerce and Sales

iii) Brazil, Russia, India, China and South Africa

iv) Belgium, Romania, Ireland, Chile and Slovenia

f) Is India a member of G7 group?

i) Yes

ii) No

g) What are Greenfield Projects?

h) What do you mean by 'Market Intelligence'?

P.T.O.

Q2) Answer ANY TWO out of the following : **[2×5=10]**

a) Differentiate 'Localization' from 'Globalization'.

b) What do you mean by 'Cross-Border Acquisitions'?

c) Explain 'transnational model'.

Q3) a) Discuss different overseas market entry strategies. What suitable overseas expansion strategy will you suggest for 'DMART' (Avenue Supermarts Ltd)? **[10]**

OR

b) Why do business firms globalize? List and discuss the reasons with suitable examples. **[10]**

Q4) a) Using suitable examples of Indian companies, explain different types of strategic alliances that companies follow. **[10]**

OR

b) How Licensing, Partnering and Joint Venturing are different or similar? Discuss using suitable example. **[10]**

Q5) a) Elaborate and highlight the current challenges to Global Strategic Management using suitable example from the industry. **[10]**

OR

b) Using any suitable example, Design a Multi Business structural model for a Global Organisation. **[10]**



Total No. of Questions : 5]

SEAT No. : ____

PB4762

[Total No. of Pages : 2

[6201]-404
S.Y. M.B.A.
406-GE-UL-20 : TECHNOLOGY COMPETITION & STRATEGY
(2019 Revised Pattern) (Semester - IV)

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

Instructions to the candidates:

1) ***All questions compulsory as mentioned.***
2) ***Assume suitable data if necessary.***
3) ***Draw neat, labelled diagram wherever necessary.***

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

a) Define Technological Intelligence?

b) Enlist any 2 technological characteristics?

c) Enlist the competitive consequences of technological change?

d) What do you mean by the term collaborative arrangements?

e) What is SWOT matrix often used for in businesses?

f) Define Technological Environment?

g) State any 2 mechanism for data collection?

h) Define Artificial Intelligence?

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

a) What is meant by Technological Advancement in society? Explain.

b) Assess how technological intelligence can influence a company's decision making process?

c) How would you explain the purpose of X-Y coordinating method to a friend.

Q3) Answer Any 1 out of 2. **[1×10=10]**

a) Explain in brief about how can a company use technological intelligence to stay ahead in a competitive market?

OR

b) How could a company use the BCG Growth Share Matrix in their annual market analysis? Explain.

P.T.O.

Q4) Answer Any 1 out of 2. **[1×10=10]**

a) Explain the significance of technological strategies in risk mitigation and productivity improvement?

OR

b) Design an example of a Collaborative Arrangement that a company could use to enhance its technological innovation?

Q5) Answer Any 1 out of 2. **[1×10=10]**

a) How could a business use the information from mapping these environments to gain a competitive advantage?

OR

b) Distinguish between the role of technology strategy and technology leadership in driving business growth.

Total No. of Questions : 5]

SEAT No. :

PB-4969

[Total No. of Pages : 2

[6201]-405

S.Y. M.B.A

IT 13-407 : GE-UL-21 : CYBER LAW

(2019 Pattern) (Revised) (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 indicate full marks.***

Q1) **Attempt any Five :** **[5 × 2 = 20]**

a) Define UNCITRAL Model Law.

b) What is Domain Name?

c) What is mean by Cyber Tribunal?

b) Define Cloud Computing.

e) What is Misinterpretation?

f) e-Taxation issues in Cyberspace.

g) Define Intellectual Property Rights (IPR).

h) Define EDI.

Q2) **Attempt any two :** **[2 × 5 = 10]**

a) Explain in detail IT Act 2000.

b) Describe E-Governance concept and practicality in India.

c) What do you understand by offence in Cyber Crime? Support your answer with suitable examples.

P.T.O.

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

a) What is meant by Intellectual Property? Explain with examples.

b) Explain Copyright in Computer Programmes with suitable examples.

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

a) Explain Cryptography Laws and EU Convention on Cyber Crime.

b) Explain Concept of Patent Right and its relevant Provisions of Patent Act 1970.

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

a) What is Cyber Law? State any two law in brief.

b) Describe in brief E-contracts and its validity in India with suitable examples.

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Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages : 2

PB-4506

[6201]-406
M.B.A
408 : GE-UL-22 : CORPORATE SOCIAL RESPONSIBILITY & SUSTAINABILITY
(2019 Revised 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 questions (2 Marks Each) :** **[10]**

a) What do you mean by CSR fund

b) State the meaning of NGO

c) Give any two strategic advantages of CSR.

d) Name two primary aims of CSR.

e) Define CSR Annual Report.

f) State the meaning of Philanthropy

g) What is the primary legislation governing Corporate Social Responsibility (CSR) in India?

i) Companies Act 2015

ii) Companies Act 2013

iii) Corporate Social Responsibility Act

iv) Corporate Governance Act

h) In comparing CSR reporting practices, what aspect should be evaluated?

i) The number of CSR initiatives implemented

ii) The alignment between CSR activities and organizational values

iii) The length of the CSR report

iv) The number of stakeholders involved in CSR decision-making

P.T.O

Q2) **Solve any two out of the three questions (05 Marks Each)** **[10]**

a) Write short note on Indian values and ethics..

b) Explain identifying key stakeholder of CSR

c) Difference between Charity and Philanthropy

Q3) **Solve Any One : (10 Marks Each)** **[10]**

a) Define CSR and Discuss current trends and opportunities in CSR.?

b) Explain as strategic business tools for sustainable development Also Describe Strategic CSR.

Q4) **Solve Any One: (10 Marks Each)** **[10]**

a) Why is it important for companies to align their CSR initiatives with their core values and mission?

b) What is social Sustainability? Explain the importance of CSR in both rich and poor societies.

Q5) **Answer any One of the following (10 Marks Each):** **[10]**

a) How can the principle of 'Atithi Devo Bhava' (guest is equivalent to god) be applied to CSR strategies in the hospitality sector?

b) A corporate body is made up of varying categories of personnel, operating at various levels with different responsibilities and rights. Describe five points you will take into consideration while drafting the code of ethics to be implemented in your organisation.

Total No. of Questions : 5]

SEAT No. : ____

PB4507

[Total No. of Pages : 2

[6201]-407

S.Y. M.B.A.

403-MKT-SC-MKT-05 : MARKETING 4.0

(Revised 2019 Pattern) (Semester-IV)

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

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Each questions carries 10 marks.***
3) ***Figures to the rigt indicate full marks.***

Q1) Answer any five. **[5×2=10]**

a) What are the challenges of digital transformation.

b) What is omni-channel branding?

c) Explain the term PAR?

d) Name any 2 technologies that drive digital economy.

e) Define brand advocaty.

f) What are best practices in marketing.

g) State any two attributes of Human-centric Brands.

h) Define gold fish industry archetype.

Q2) Solve any two. **[2×5=10]**

a) What is UI and UX and how its impacts the market? Explain in details

b) Explain the term Hashtag in details.

c) Explain the pros and cons of traditional marketing.

P.T.O.

Q3) Solve any one. **[1×10=10]**

a) Explain in brief with suitable example “combining online and offiline interactions”.

b) Explain the three types of connectivities as refferred in Marketing 4.0

Q4) Solve any one. **[1×10=10]**

a) Discuss the attributes of human centric brands with suitale example.

b) How can your brand develop a powerful differentation based on

Human-to-human touch in the digital world.

Q5) Solve any one. **[1×10=10]**

a) Describe in details the step by step omni channel marketing.

b) Develop strategies to create WOW! moments with customer engagement as discussed in marketing 4.0, with special reference to music streaming apps like spotify or Gana.

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Total No. of Questions : 5]

SEAT No. :

PB4508

[Total No. of Pages :2

[6201]-408
S.Y.M.B.A.
404 MKT SC - MKT - 06 : MARKETING STRATEGY
(Revised 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) What is product positioning.

b) What do you mean by differentiation strategy.

c) Explain consumer satisfaction & consumer delight.

d) What is marketing intelligence.

e) What do you mean by marketing planning.

f) How STP analysis support organization for effective marketing strategies.

g) What is multi level marketing.

h) Explain the term content marketing.

Q2) Solve any two. **[2×5=10]**

a) Identify & Explain the sources of competetive advantage for success of a firm.

b) How can you bridge the empathy gap with your customers.

c) How data driven marketing strategies support the organization.

P.T.O.

Q3) Solve any one. **[1×10=10]**

a) Critically evaluate the potential challenges in achieving customer loyality & retention. Use example to support your answer.

b) Is the PLC (Product life cycle) concept useful in developing marketing strategies? Describe why or why not?

Q4) Solve any one. **[1×10=10]**

a) What do you mean by marketing strategy? How to design the price marketing strategy for gaining higher market share? Explain with suitable example.

b) Explain the International barriers for a business entering into the international market?

Q5) Solve any one. **[1×10=10]**

a) The marketing Director of a FMCG manufacturer has asked you to undertake a competitor analysis. Critically evaluate how each aspect of the analysis can be used to enhance strategic decision making from a marketing perspective.

b) Design a five step process for choosing attractive market segment for a food & Beverage Product of your choice.

Total No. of Questions : 5]

SEAT No. : ____

PB4737

[Total No. of Pages : 2

[6201]-409
S.Y.M.B.A
403FIN : SC-FIN-05 : FINANCIAL LAW
(Rev.2019) (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) Give any two example of assets not covered under SARFAESI Act, 2002.

b) List out any two objectives of corporate debt restructuring.

c) Write any two primary objectives of foreign exchange regulation Act.

d) Write any two types of persons entitled to have his name in the register as per provisions of acturies act, 2006.

e) Define adjudicating authority under Insolvency and Bankruptcy code.

f) Write any two salient features of SARFAESI Act. 2002.

g) Give any two liability of Guarantors during corporate insolvency resolution process.

Q2) Answer any two questions. **[2×5=10]**

a) Explain 'Boiler plate provisions under SARFAESI Act, 2002.

b) Write any five major features of insolvency and Bankruptcy code.

c) Write a note on composition of council of actuaries Institute.

P.T.O.

Q3) a) Assess the impact of SARFAESI act on borrowers rights and protections in the Indian financial system. **[10]**

OR

b) Judge the societal and economic implications of SARFAESI act on over credit ecosystem in India. **[10]**

Q4) a) Describe the different methods of strategies used in corporate debt restructuring. **[10]**

OR

b) Evaluate the effectiveness of strategic debt restructuring in addressing systematic issues related to non-performing (NPAs) assets in the banking sector. **[10]**

Q5) a) Summarise the main objectives of FEMA and how it differs from FERA in terms of regulation and administration. **[10]**

OR

b) Define 'Quality review board' under the actuaries Act. Elaborate procedure, terms and conditions of chairperson and members of board. **[10]**

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Total No. of Questions : 5]

SEAT No. :

PB4763

[Total No. of Pages : 3

[6201]-410
S.Y.M.B.A.
404FIN SC-FIN-06 : CURRENT TRENDS & CASES IN FINANCE
(Revised 2019 Pattern) (Semester - IV)

Time : 2 ½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Each question has an internal option.***
3) ***Each question carries 10 marks.***
4) ***Use of sample calculator is allowed.***

Q1) Write any five out of eight (2 marks each): **[10]**

a) Define chit funds.

b) Mention two objectives of self-help groups.

c) Define briefly any one type of e-wallets.

d) Why startups are important for India?

e) Which microfinance institution is known as the universal bank?

i) Arohan Financial Services Private Ltd.
ii) Bandhan Financial Services Private Ltd.
iii) Disha Micro Financial Pvt. Ltd.
iv) SKS Microfinance Pvt.Ltd.

f) In India, NABARD does not provide refinance to

i) Scheduled commercial Banks
ii) Regional rural banks
iii) Export-import bank
iv) State develpment banks

g) Which of the following is not the part of organised sector of Indian money markets?

i) Mutual funds ii) Chit funds
iii) NBFCS iv) R.B.I.

h) E-wallent has mainly _____ components.

i) 2 ii) 3
iii) 4 iv) 5

P.T.O.

Q2) Answer the following (Any 2) **[2×5=10]**

a) Explain the functions of small finance bank.

b) Discuss any five function of NABARD.

c) What are the most important characteristics of e-wallets? Explain Briefly.

Q3) a) Enumerate the different schemes available for new startups by government of India. **[10]**

OR

b) Develope a plan to deal with the issues faced by microfinance in India. **[10]**

Q4) a) 'Amar' is an angel investor is seeking an annual return of 25% on the Investment of Rs. 5,00,000 in a business. **[10]**
Calculate & analyze the following.

i) What is the angel's Investment worth after 5 years?

ii) If the investor the enterpreneur have agreed that based on the financial projections the value of the business at the end of 5 years would be Rs. 1050670. Calculate the angel investor's equity percentage.

OR

b) How do "Phone Pay" achieve the good market share in India? Analyse the working model with suitable facts & figures. **[10]**

Q5) a) A company is contemplating to raise additional funds of Rs. 40,00,000 for setting up a project. The company expects EBIT of Rs. 18,00,000 from the project following alternative plans are available:- **[10]**

i) To raise Rs. 40,00,000 by way of equity shares of Rs. 100 each.

ii) To raise Rs. 20,00,000 by way of equity shares of Rs. 100 each. and Rs. 20,00,000 by way of debt @ 10%.

iii) To raise Rs. 25,00,000 by way of equity of Rs. 100 each and rest Rs. 15,00,000 by way of preference shares @ 14%;

iv) To raise - Rs. 12,00,000 by equity shares of Rs. 100 each; Rs.12,00,000 by debt @ 10%; Rs. 16,00,000 by 14% preference shares.

The company is in 60% tax bracket. which option is best?

OR

b) "Rashmika" after acquiring a degree in Hotel management and Bussiness Administration, Took over her family business of food accession Company of Manufacturing Spices. The business had been established by her great grandmother and was doing reasonably well. However, the fixed operating costs of the business were high and the cash flow position was weak. She wanted to undertake modernization of the existing business to introduce the latest manufacturing processes and diversify in to the market of chocolates and candies. She was very enthusiastic and approached to a financial consultant who told her that approximately Rs. 1 cr. would be requrired for understaking the modernization and expansion programme. He also informed by consultant that the stock market was going through a bullish phase. **[10]**

i) Keeping in mind the above considerations, identify the source of finance that should not be chosen by Rashmika for financing the modernization and expression of her food processing business. Give one reason in support of your answer.

ii) Explain any two factors, a part from those stated in the above situation, which she should keep in mind while taking this decision.

Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages : 2

PB-4738

[6201]-411
M.B.A
403HR:(SC-HRM-05) : ORGANIZATIONAL DIAGNOSIS AND DEVELOPMENT
(Rev.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) ***Draw neat labelled diagram wherever necessary.***

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

a) Define the Term "T-group training"

b) _____ teams are typically comprised of individuals who have a functional home base.

i) Effective teams

ii) Cross - functional

iii) High performance team

c) What do you near by Gestalt approach?

d) _____ structures are specially created organizational structures for planning and guiding change programs.

i) Parallel learning

ii) T-group

iii) T Q M

e) Expand the term PESTEL.

f) Define OD

g) Quality circles

h) What is Trust issues in client consultant relationship.

P.T.O

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

a) The steps involved in Backhards confrontation meeting.

b) Role of consultant in OD intervention.

c) Shed light on Herbert Shepard contribution to OD.

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

a) Evaluation of OD - Discuss.

b) Kurt hervin suggested a Lystematic manner in which change can be brought about - Shed ligh on it.

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

a) How can are diagnose an organizational problem with the help of Six-Box Model?

b) Walton's approach to Third-Party Peacemaking.

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

a) You are a manager explain the best leadership style you will use to bring about the desired goal accomplishment.

b) What are the critical elements of Action research which are considered by manager in solving the problems in an organization.

Total No. of Questions : 5]

SEAT No. :

PB4739

[Total No. of Pages : 2

[6201]-412
Second Year M.B.A.
404-HR-SC-HRM-06 : CURRENT TRENDS AND CASES IN HUMAN RESOURCE MANAGEMENT
(2019 Revised 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.***
3) ***Each question carries 10 marks.***

Q1) Solve any five **[5×2=10]**

a) Define Holistic HR.

b) Define cloud computing.

c) Define work life balance.

d) Define Decentralization of work.

e) Define succession planning.

f) Define Employee Engagement.

g) Which analysis uses HR historical data to fore cast future opportunities.

i) Descriptive Analysis

ii) HR Analysis

iii) Predictive Analysis

iv) Prescriptive Analysis

h) What is the primary purpose of feedback tools in HR management.

i) Decreasing employee engagement

ii) Improving employee performance

iii) Discouraging communication

iv) Developing organization culture.

Q2) Write short note on (Any 2) **[2×5=10]**

a) Explain the challenges faced by today's HR manager.

b) Discuss any two employee wellness apps in details.

c) Illustrate various reasons for Gender pay disparity.

P.T.O.

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

a) Discuss the role of Artificial Intelligence in recruitment process. Explain how AI can enhance efficiency & effectiveness in talent acquisition.

b) Elaborate what strategies organizations can adopt to foster employee engagement. Illustrate the importance of employee engagement.

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

a) Analyse the impact of digital disruption on HR trends.

b) Elaborate how to cater employee expectations & changing skills requirement with the help of digital transformation.

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

a) As the HR head of growing company, you are tasked with enhancing HR functions through the adoption of current HR trends. Develop a comprehensive HR enhancement plan to utilize technological interventions to streamline HR processes, enhance recruitment & selection & improve training & development.

b) ABC Inc. has recently expanded its operations globally & is now detaling with a diverse workforce. However the HR department is struggling to effectively manage the workforce diversity & ensure inclusion & equity across the organization.

i) What are the potential challenges faced by ABC Inc. in managing workforce diversity.

ii) How might ABC Inc. promote family work life balance among its employees to enhance retention & productivity?



Total No. of Questions : 5]

SEAT No. :

PB-4764

[Total No. of Pages : 2

[6201]-413
M.B.A
403SC-OSCM-05 : E-SUPPLY CHAINS AND LOGISTICS
(2019 Revised) (Semester - IV)

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

Instructions to the candidates:

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

Q1) Solve any 5 out of 8 (2 Marks Each): **[10]**

a) What is e-payment

b) What is data-warehouses

c) RFID

d) GPS

e) CRM

f) e-SCM scorecard

g) e-Sales

h) Electronic signature

Q2) Solve any 2 out of 3 (05 Marks Each) **[10]**

a) What is E-business logistics and its benefits?

b) What is characteristics of e-SCM?

c) What is forward and Reverse logistics?

Q3) a) Explain E-Procurement in details? **[10]**

OR

b) Explain the challenges of E-logistics? **[10]**

P.T.O

Q4) a) Explain - Holistic approach to SCM. **[10]**

OR

b) Discuss E-logistics Documentations in details? **[10]**

Q5) a) Discuss New Trends and Technologies in logistics. **[10]**

OR

b) Explain in details the competitive advantages through e-SCM in BLUE DART (courier company). **[10]**

Total No. of Questions : 5]

SEAT No. : ____

PB4765

[Total No. of Pages : 2

[6201]-414
S.Y.M.B.A.
404-OSCM-SC-OSCM-06 : INDUSTRY 4.0
(Revised 2019 Pattern) (Semester - IV)

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

Instructions to the candidates:

1) ***Attempt all questions.***
2) ***Draw neat, labelled diagram wherever necessary.***
3) ***Assume suitable data if neccesary.***

Q1) Answer any 5 out of 7. **[5×2=10]**

a) Define Internet of Things(IoT).

b) What is Automated Guided Vehicle (AGV)?

c) Enlist any 2 challenges which can be faced by Industry 4.0?

d) Define Horizontal & Vertical Integration?

e) Mention any 2 drivers & 2 enablers for Industry 4.0?

f) What do you mean by the term “Manufacturing Excellence”?

g) Define “Network Economy”.

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

a) Explain in brief about Software Defined Network(SDN).

b) Differentiate between Robots & Cobots.

c) List & explain any 5 strategies for competing in an Industry 4.0 era.

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

a) Explain in detail about digitalization and the networked economy with example.

OR

b) What do you mean by Big Data Analytics (BDA) and significance of V’s of big data. Explain with example.

P.T.O.

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

a) Explain in detail: Artificial Intelligence and Cloud Computing Basics.

OR

b) Briefly Explain Smart Industry Readiness Index (SIRI)

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

a) Illustrate with examples the complete ecosystem comprising of Industry 4.0 and adaptiveness of Society 5.0.

OR

b) What is the future of work system and skill requirements in India. Explain with the help of example.



Total No. of Questions : 5]

SEAT No. :

PB4740

[Total No. of Pages :2

[6201]-415
S.Y.M.B.A.
403BA - SC - BA - 05 : ECONOMICS OF NETWORK INDUSTRIES
(Revised 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) ***Figures to the right indicate full marks.***
4) ***Assume suitable data, if necessary.***

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

a) Define Network Economics.

b) State system effect in Information Industry.

c) Define software variety under hardware competition.

d) Define Software Piracy.

e) Define language as network.

f) Short note on spectrum allocation.

g) Define Digital Convergence.

h) Role of Patent in network industry.

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

a) What are the software variety under hardware competition.

b) Explain Characteristics of Network industries for cost structure.

c) Discuss the impact of digital convergence on the market from Information.

P.T.O.

Q3) a) Explain the media of exchange as networks for E-lobbies. **[10]**

OR

b) What is the economics of internet advertising? Explain with example.

Q4) a) Discuss the business model of Zero Pricing. **[10]**

OR

b) Explain pricing information goods network hardware and software.

Q5) a) Evaluate the Role of code sharing agreements in Airline industry. **[10]**

OR

b) As a system expert you are requested to suggest the new technological advancement adoption approach.

Total No. of Questions: 5]

SEAT No. :

PB4741

[Total No. of Pages :2

[6201]-416
S.Y.M.B.A.
SC-BA06: ARTIFICIAL INTELLIGENCE IN BUSINESS APPLICATIONS
(Revised 2019 Pattern) (Semester-IV) (404BA)

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

nstructions 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 5 out of 8 **[10]**

a) Define the term Semantic.

b) What is the full form of ANN and DNN?

c) What is Boltzmann Machine?

d) Define Clustering.

e) What is parsing?

f) Define Data Analysis.

g) Define the term “heuristic search”.

h) Define terms ‘Fact’ and ‘Rule’.

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

a) What is the difference between forward and backward chaining?

b) What is the common way to represent and parse Grammars for natural language processing?

c) Explain in detail DNN and its tools.

P.T.O.

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

a) Explain in brief k-Means Algorithm.

OR

b) Discuss the role of reasoning in AI.How prediate logic is used in AI to represent the knowledge? **[10]**

Q4) Answer 4(a) or 4(b):

a) Explain with an example Random Forest algorithm. **[10]**

OR

b) Define ANN and explain the basic structure of ANN. Give an example of a real-world application of neural networks. **[10]**

Q5) Answer 5(a) or 5(b):

a) Name one application area where knowledge-based systems are commonly used. Briefly explain how they assist in decision-making processes. **[10]**

OR

b) What is NLP? Explain in brief use cases of NLP? **[10]**



Total No. of Questions : 5]

SEAT No. :

PB-4954

[Total No. of Pages : 2

[6201]-417
S.Y.M.B.A
404 : SC - RABM - 02 - ICT : For Agriculture Management (Pattern 2019 Revised) (Semester - IV)

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

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Figures to the right indicate marks for questions/sub questions.***
3) ***Answer to the questions should be specific & to the point.***
4) ***Draw sketches wherever necessary with pencils.***

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

a) Name two potential impacts of ICT on rural services

b) Recall the application of Leapfrogging Technology

c) List four significant obstacles encountered when employing ICT in supply chain management.

d) Define Tele-Education in the context of Agriculture Marketing.

e) State the two advantages of e-commerce in agriculture over the traditional market.

f) What are the key features of the PMJDY Scheme?

g) Recall the applications of remote sensing and image processing in agriculture

h) Identify the issues in land management using GIS

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

a) Explain the concept of Village Resource Centres (VRC) and their importance.

b) Describe the benefits of the Bank Business Correspondence scheme in rural areas.

c) Discuss the principles of GIS-based microplanning.

P.T.O

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

a) Discuss the scope and challenges of ICT in enhancing rural economies.

b) Analyse the role of ICT in enhancing the efficiency of agricultural production systems.

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

a) Discuss the potential of e-auction in agricultural marketing. Explore how farmers can leverage e-commerce platforms to effectively market their produce.

b) Explain the impact of ICT on transfers and payments in the agricultural sector.

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

a) As the manager of a prominent agriculture firm, elucidate the importance of micro resource management and elaborate on the strategies for employing ICT to enhance micro resource management.

b) Examine the integration of remote sensing and image processing technologies with ICT in agricultural practices, considering their impact, challenges, and potential opportunities. Provide examples to illustrate your points.

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Total No. of Questions : 5]

SEAT No. : ____

PB4766

[Total No. of Pages : 2

[6201]-418
S.Y.M.B.A.
404-PHC-MSC-PHCM-02 : PHARMA & HEALTHCARE REGULATORY ENVIRONMENT IN INDIA
(Revised 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) ***Each question has an internal option***

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

a) A proposal upon acceptance becomes a _____

i) Contract ii) An agreement

iii) A promise iv) Both (ii) & (iii)

b) 'Registered pharmacist' is the person who should be _____

i) Qualified in pharmacy courses

ii) Knowledge of compounding & dispensing of Drug

iii) Trained in any Govt. registed medical dispensing

iv) MR

c) What is informed consent in a clinical trial?

i) The subject do not know which study treatment they receive

ii) Patients injected with placebo & active doses

iii) Face treatment

iv) Signed document of the recruited patient for the clinical trial procedures

P.T.O.

d) How are prescription medicines different from OTC ones?
   i) They contain much smaller amounts of active ingredients
   ii) They don't contain dyes or preservatives
   iii) They are unsafe for use without medical supervision
   iv) They can be toxic

e) Enlist two attributes of trade marks for any one pharma companies.

f) Define IPR

g) Define marketing Environment in pharma & healthcare context.

h) Define contract

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

a) What do you understand by PESTLE in pharma & Health care Industry in India?

b) What do you understand by pharmacy Act-1948?

c) Write in details the essentials of contract for selling the scheduled drugs at chemist counter.

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

a) Mr. A want to start the Hospital & Mr. B will be helping him to commissioning the Hospital process, what all help the Mr. B will be providing to make Mr. A's Hospital operational.

OR

b) Write in details the changing role of IPR in pharma & Healthcare Business.

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

a) Analyze the current patent filing process?

OR

b) Comment on provisions of Drugs & Cosmetic Act in Indian pharmacy context.

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

a) Enlist various consumer Disputes Redressed Agencies (CDRA) in India & write in details the roles performed by CDRA.

OR

b) "Globalization leads to flow & exchange of API's a cross the Globe" what is benefits & impact on Indian pharma Companies due to it.

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Total No. of Questions : 5]

SEAT No. : [ ]

PB4742

[Total No. of Pages : 2

[6201]-419

S.Y. M.B.A.

404-THM-SC-THM-02 : TOURISM & TRAVEL MANAGEMENT

(Revised 2019 Pattern) (Semester - IV)

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

Instructions to the candidates:

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

Q1) Solve any five of the following. **[5×2=10]**

a) Explain "Tourism"

b) Define "Medical Tourism"

c) Write a short note on "Adventure Tourism"

d) Write two role of Travel advisor.

e) List two components of "Tourism"

f) Explain two purposes of Travelling.

Q2) Solve any two **[2×5=10]**

a) Compare between Inbound and outbound tourism with a suitable example.

b) "Statue of Unity" has helped Gujarat Govt. for developing Tourism"? Explain this statement.

c) Differentiate between a "Tourist & Traveler"

P.T.O.

Q3) Analyse "Tour Package". Is it recommended to go for a tour package instead of a segregated plan? **[10]**

OR

Elaborate the meaning of "Travel management" along with the sources of income of a travel agency.

Q4) Elaborate the concept "TRAVEL MOTIVATOR" and explain "VRF" (Visiting Friends and Relatives) as a kind of tourism **[10]**

OR

Explain "Eco Tourism" along with new trends and functions of it.

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

Explain tourism and its concepts in India and Elaborate the types of tourists.

OR

Define the role of "Indian Railway" in the Development of tourism in India.

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Total No. of Questions : 5]

SEAT No. :

PB-4509

[Total No. of Pages : 2

[6201]-420
S.Y. M.B.A
404 : SC - IB - 02 : Global Trade & Logistics Management
(Pattern 2019 Revised) (Semester - IV)

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

Instructions to the candidates:

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

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

a) What are the freight types?

b) What is full form of CHA?

c) International trade & domestic trade differ because of

i) Different Government policies

ii) Immobility of factors

iii) Trade restrictions

iv) All of above.

d) Government policy about exports & imports is called :

i) Commercial policy ii) Fiscal policy

iii) Monetary policy iv) Finance policy

e) Dumping refers to :

i) Reducing tariffs

ii) Sale of goods abroad a lower price, below their cost and price in their home market

iii) Buying goods at low price abroad and selling at higher price.

iv) Expensive goods selling for low prices.

f) Transportation cost trade effects :

i) Pattern of trade

ii) Bondaries between tradable and non-tradable goods.

iii) Global supply chains

iv) All of the above

P.T.O

g) Which of the following is international trade?

i) Trade between regions ii) Trade between states

iii) Trade between countries iv) Non of above

h) Market in which currencies buy and sell and their prices settle on is called the :

i) International bond market.

ii) Foreign exchange market.

iii) International capital market.

iv) Euro currency market.

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

a) Explain Third party logistics.

b) Explain Mercantilism.

c) Explain porters Diamond model.

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

a) Explain various external factors affecting on International Business Environment.

OR

b) List and explain the documents used for import and export of goods.

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

a) Explain part operations in details.

OR

b) Explain in detail different modes of transport.

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

a) Explain the term INCOTERM. What is the selection criteria of INCOTERM.

OR

b) Explain role of VTMS in details.

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Total No. of Questions : 5]

SEAT No. :

PB-4767

[Total No. of Pages : 1

[6201]-501
M.B.A
336 - HR : Human Resource Accounting & Compensation Management
(Pattern 2016) (Semester - III)

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

Instructions to the candidates:

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

Q1) a) Define Human Resource Accounting & Discuss Balance Score Card with reference to HRA. **[10]**

OR

b) Explain HR Accounting and state its objectives and Development. **[10]**

Q2) a) Explain the methods used in determining human value. **[10]**

OR

b) What is Human Capital Investment? Discuss Human Capital in the context of Expenditure and productivity. **[10]**

Q3) a) What is meant by HR Audit? Explain the objective of HR Audit. **[10]**

OR

b) Discuss various classification of cost in HR Accounting. **[10]**

Q4) a) Illustrate the role of compensation and rewards in modern organization? What are the advantages of a fair compensation system? **[10]**

OR

b) Write detail note on Group & Individual incentive. Explain. **[10]**

Q5) a) Write in brief Dearnes Allowance concept? And explain its emergence and growth in India. **[10]**

OR

b) Discuss in detail the various fringe Benefits offered to employees with suitable examples. **[10]**



Total No. of Questions : 5]

SEAT No. :

PB-4768

[Total No. of Pages : 1

[6201]-502
M.B.A
434 - SCM : Knowledge Management In Supply Chains
(2016 Pattern) (CBCS) (Semester - IV)

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

Instructions to the candidates:

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

Q1) a) Describe the transaction management function with relevant examples?

OR

b) Explain the concept of customer relationship management from the perspective of supply chain?

Q2) a) Describe the Risks and challenges in implementing SC information system.

OR

b) Describe in details about information for strategic SC decision.

Q3) a) Describe in detail about pure technology application in SC.

OR

b) Write about process improvements under technology adoption.

Q4) a) Write about Intranets, extranets & VPN.

OR

b) What are the advantages to SMEs & MSMEs from E-supply chain opportunities.

Q5) a) Describe about RFID & EPOS.

OR

b) Write note on global data synchronization & Image processing.

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Total No. of Questions : 5]

SEAT No. :

PB-4769

[Total No. of Pages : 2

[6201]-503

M.B.A

COMPUTER MANAGEMENT

433 - IT : Software Project Management

(2016 Pattern) (Semester - IV)

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) What is COCOMO? Explain the Different models of COCOMO with suitable example? **[10]**

OR

Discuss Strategic Assessment and Technical Assessment w.r.t project management in detail.

Q2) "Contract Management and Technical Project Management plays important role in project management". Comment **[10]**

OR

Explain forward pass and backward pass with suitable example. (Make your own assumptions).

Q3) Explain following terms **[10]**

a) Cash flow forecasting

b) Extreme programming

OR

Explain the importance of PERT as a tool of risk management

P.T.O

Q4) Enlist and explain various activities under technical project management in brief. **[10]**

OR

Write short notes on

a) Microsoft project

b) Software quality

Q5) Draw the network diagram for a project whose activities and their predecessor relationship are given in table. **[10]**

Activity	**A**	**B**	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**
Predecessor	-	-	-	A	B	B	C	D	E	H,I	F,G

OR

As a developer write a statement of scope, project initiation and project planning for the hospital management system.

☺☺☺