Total No. of Questions: 5]

SEAT No. : [ ]

PB2003

[Total No. of Pages :5

[6201]-1
First Year M.B.A. (All Programs)
101:GC-01: MANAGERIAL ACCOUNTING
(2021 Pattern) (Semester-I)

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

Instructions to the candidates:

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

Q1) Solve any five. **[5×2=10]**

a) Mention any two objectives of accounting.

b) What is Ledger?

c) Write name of accounting conventions.

d) What is costing?

e) Overhead cost is the total of _____

i) all indirect costs

ii) all direct costs

iii) Indirect and direct costs

iv) all specific cost

f) What is margin of safety?

g) The Entire process of preparing the budgets is known as _____

i) Planning

ii) Organising

iii) Budgeting

iv) Controlling

h) Write any two advantages of standard costing.

P.T.O.

Q2) Solve any two. **[2×5=10]**

a) What is Accounting? Explain the users of accounting information.

b) What is cost accounting? Explain the objectives of cost accounting.

c) Discuss the advantages and disadvantages of Budgetary Control.

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

a) From the following Trial Balance of Shri Vijay as on 31-3-2023 and additional information, Prepare Trading and profit and loss Account and Balance Sheet as at that date:

Trial Balance

Particulars	Dr. (₹)	Cr. (₹)
Opening Stock	10,000	
Capital		90,000
Debtors and creditors	12,000	7,000
Purchase and sales	80,000	1,40,000
Return	3,000	2,000
Carriage	1,600	
Wages and salaries	5,000	
Commission		2,600
Machinery	16,000	
Furniture	4,000	
Bad debts	1,600	
Provission For Doubtful Debts		2,000
B/R and B/P	6,000	1,400
Taxes and Insurance	5,800	
Land & Buildings	80,000	
Bank	10,000	
Drawings	10,000	
	2,45,000	2,45,000

Additional Information:

i) Value of closing stock as on 31/3/2023 is ₹ 8,000

ii) Insurance prepaid is ₹ 400 and wages oustanding is ₹ 200

iii) Provide for doubtful debts on the debtors @ 10%

iv) Depreciate machinery @10% and furniture @15%

v) Goods of the value of ₹1,000 were taken by the proprietor for his own use but no entry was made in the books of account.

OR

b) From the following information prepare a statement showing.

i) Prime cost

ii) Works cost

iii) Cost of production

iv) Cost of sales

v) Net profit of sisco Ltd which produced and sold 1000 units in June 2022

Particulars	Rs.
Opening Stock:	
Raw materials	24,000
Finished Goods	16,000
Closing Stock:	
Raw Materials	20,000
Finished Goods	15,000
Purchase of Raw Materials	80,000
Sales	2,00,000
Direct Wages	35,000
Factory wages	2,000
Carriage Inward	2,000
Carriage Outward	1,000
Factory Expenses	4,000
Office salaries	15,000
Office expenses	12,000
Factory Rent and Rates	2,500
Depreciation-Machinery	2,500
Bad debts	1,500

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

a) Rainbow Ltd sold goods for ₹ 30,00,000 in a year In that year variable cost is 60% of sales and profit is ₹8,00,000.

Analyse:

i) P/V Ratio

ii) Fixed cost

iii) Break even sales if selling price was reduced by 10% Fixed costs were increased by ₹1,00,000

OR

b) The sales and profits of Apex Ltd. during two years were as given below:

Year	Total sales ₹	Total cost ₹
2021	3,00,000	2,60,000
2022	3,40,000	2,90,000

You are required to analyse:

i) P/V Ratio

ii) Break-even Point

iii) Sales required to reach a profit of ₹ 40,000

iv) Profit made when sales amount is ₹2,50,000

v) Margin of safety when sales are ₹ 2,50,000

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

a) The expenses budgeted for production of 1,000 units in a factory are furnished below:

Particulars	Per unit
	Rs.
Material cost	700
Labour cost	250
Variable cost	200
Selling expenses (20%fixed)	130
Administrative expenses (Rs. 2,00,000	200
Total cost	1480

Prepare a budget for production of 600 units and 800 units assuming administrative expenses are rigid for all level of production.

OR

b) The standard mix to produce one unit of product is as follows:
Material A – 60 units @ ₹ 15 per unit
Material B – 80 units @ ₹ 20 per unit
Material C – 100 units @ ₹ 25 per unit
During the month of July, 10 units were actually produced and consumption was as follows:
Material A – 640 units @ ₹ 17.50 per unit
Material B – 950 units @ ₹18.00 per unit
Material C– 870 units @ ₹ 22.50 per unit
As a finance executive you are required to asses material cost variance, material price variance and material usage variance from the given information.



Total No. of Questions : 5]

SEAT No. : ____

PB2004

[Total No. of Pages : 2

[6201]-2
First Year M.B.A.(All Programs)
102-GC-02 : ORGANIZATIONAL BEHAVIOUR
(2021 Pattern) (Semester - I)

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

Instructions to the candidates:

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

Q1) Attempt any Five **[5×2=10]**

a) Define perception

b) What is an Informal group

c) Enumerate any four stressors

d) Define Emotional Intelligence

e) Enumerate two theories of motivation

f) List four styles of leadership

g) What is organizational change

h) Define organizational Behaviour

Q2) Attempt any two **[2×5=10]**

a) Explain the Big five personality model.

b) Differentiate between Leaders and Managers.

c) What is meant by organizational change? Name the types of organizational change Management stratgies.

Q3) Attempt any one. **[1×10=10]**

a) Which groups are more difficult to manage. Formal or Informal? Discuss five stage model of team development.

OR

b) "Is competing as an organizational strategy always good? Explain with suitable example.

P.T.O.

Q4) Attempt any one **[1×10=10]**

a) Explain with two suitable examples each when stress is beneficial and when stress is harmful.

OR

b) What is an ulterier Transaction? Why is it used?

Q5) Attempt any one **[1×10=10]**

a) Explain the components of Attitude? can positive attitude be developed towads on organization? How?

OR

b) What is Autocratic model? when will it be effective?

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Total No. of Questions : 5]

SEAT No. : ____

PB-2005

[Total No. of Pages : 2

[6201]-3

M.B.A. (All Programs)

103 - GC - 03 : ECONOMIC ANALYSIS FOR BUSINESS DECISIONS

(2021 Pattern) (Semester - I)

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

Instructions to the candidates:

1) ***Please attempt questions as per instructions given.***
2) ***Marks to the right indicates Marks.***

Q1) **Solve any 5 questions 2 marks each.** **[10]**

a) Price Penetration.

b) List any two phases of Business Cycle.

c) List any one method of demand forecasting.

d) What do we mean by Accounting Cost?

e) Define 'Average cost'.

f) Write the full form of TFC and TVC.

g) Give the meaning of utility with an example.

h) Formula for calculating MC is _____.

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

a) What are the factors that affects Demand?

b) Explain the 'Law of Diminishing Marginal Utility'.

c) What are the various criteria's for Good Demand Forecasting?

Q3) a) Elaborate the Nature and scope of economics. How it is useful in Business Decisions Making? **[10]**

OR

b) Why does the normal demand curve slope downwards? Can there be an upward rising Demand Curve?

P.T.O.

Q4) a) Explain Cost Plus pricing, price Penetration. **[10]**

OR

b) Explain how equilibrium price determination is done under Monopolistic market in Short run?

Q5) a) Explain how Cost output relationship in the Long Run? **[10]**

OR

b) State the reasons for government intervention in the markets.

▽▽▽▽

Total No. of Questions : 5]

SEAT No. :

PB-2006

[Total No. of Pages : 2

[6201]-4

M.B.A.(All Programs)

104 GC-04 : BUSINESS RESEARCH METHODS

(2019 Pattern) (Semester - I)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Each question carries 10 marks.***
3) ***Each question has an internal option.***
4) ***Use of simple calculator is allowed.***

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

a) What is Business research?

b) Write one example of independent variable and one example of dependent variable.

c) List various types of Probability sampling methods

d) List the various secondary data collections sources with examples

e) List the steps in Research Process

f) What do you mean by term "Hypothesis"?

g) What is Sample Frame?

h) Write two Example of Nominal Scale.

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

a) What type of sample would you draw for the following research Justify your choice. 'Effectiveness of "Swachha Bharat Abhiyan" in your City".

b) Write Difference between "Primary Data" and "Secondary Data".

c) Explain the Null and Alternative Hypothesis with 02 Suitable Examples

P.T.O.

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

a) Prepare a questionnaire for the 'Consumer Buying Behavior about Shopping Mall"

b) What is Research Proposal? Discuss the elements of Research Proposal with suitable example.

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

a) Discuss the various type of "Research Design with Suitable Examples".

b) What is Non probability sampling? Discuss various types of Non probability sampling.

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

a) Draw histogram of the following data -

Profit in Lakhs (Rs.)	10-20	20-30	30-40	40-50	50-60	60-70
No. of companies	42	38	120	84	48	36

Also find mode from the graph.

b) The following table givers the number of good and defective items produced by each of the three shifts in a factory :

Shift	Good	Defective
Day	900	130
Evening	700	170
Night	400	200

Test the hypothesis whether there is any association between the shift and the quality of the parts produced?

Use a 0.05 level of significance.

Given that Calculated Chi Square =101.86

Table chi square = 5.991

Comment on whether hypothesis is accepted or rejected / true or false, with justification

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Total No. of Questions : 5]

SEAT No. :

PB2007

[Total No. of Pages : 2

[6201]-5

First Year M.B.A. (All Programs)

105-GC-05 : BASICS OF MARKETING

(2021 Pattern) (Semester - I)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

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

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

a) Define Marketing Myopia and provide on example.

b) Identify two-key demographic factors markets consider when analysing the marketing environment for a dairy product.

c) List the four criteria for effective segmentation.

d) Explain the difference between consumer buying and organisational buying behaviour.

e) Draw and label the PLC.

f) Give one advantage and one disadvantage free samples for sales promotion.

g) List out the minimum two requirements for exchange to happen.

h) Define for get market and rich marketing.

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

a) What is moment of truth? Explain the concept of zero moment of truth with example.

b) Describe how each of the following could go beyond on exchange situation to establishing a relationship with customers.

i) Online fresh cut vegetable retailer

ii) Automobile dealership

c) You are a retail store owner. How would you apply the concept of "Customer relationship management" to retain and attract customers.

P.T.O.

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

a) Undertake the macro environmental analysis for any one of the following product/services.

i) Medical shop

ii) Tourism company

b) Discuss the life cycle of product in terms of its probable impact on manufacturer marketing mix. Illustrate using a battery operated toothbrushes.

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

a) Evaluate the consumer buying behavior stages for purchasing a EV car for personal use, analysing factors influencing.

b) Access the impact of technological advancement on traditional retail business. How can brick-and-mortor stores adapt to remain competitive in the digital age.

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

a) If you have been appointed as marketing manager in digital payments company which is experiencing uneven demand for its facilities. Create and explain how you will redesign the marketing mix for the company.

b) Assess a tourism company wanted to expand its market in Indian market through a detailed PESTLE analysis, considering political, economic, socio-cultural, Technological, legal and environmental factors.

Total No. of Questions : 5]

SEAT No. :

PB2008

[Total No. of Pages : 2

[6201]-6
First Year M.B.A. (All Programs)
106-GC-06 : DIGITAL BUSINESS
(2021 Pattern) (Semester - I)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

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

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

a) Define e-commerce and its significance in today's digital economy.

b) Define mobile commerce and its key attributes.

c) Define social learning.

d) Define digital payments and provide example.

e) Define e-tailing and its characteristics.

f) Describe the characteristics of online job markets.

g) Describe the role of e-government in citizen services.

h) What are the advantages of e-learning over traditional education.

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

a) Discuss the implications of disintermediation and reintermediation in e-commerce.

b) Evaluate the role of search engines in e-commerce.

c) Analyse the impact of customization and personalization in e-tailling.

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

a) Develop a business model for an online travel agency targeting miche markets.

b) Develop a social media marketing strategy for a gaming company.

P.T.O.

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

a) Discuss the potential of virtual job fairs in reducing unemployment rates.

b) Discuss the potential of gamificastion in enhancing training programes.

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

a) Assess the impact of fintech on traditional banking systems.

b) Discuss the importance of dynamic pricing in online auctions.



Total No. of Questions : 5]

SEAT No. : ____

PB2009

[Total No. of Pages : 2

[6201]-7
First Year M.B.A.(All Programs)
107- GE- UL-01 : MANAGEMENT FUNDAMENTALS
(2021 Pattern) (Semester - I)

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

Instructions to the candidates:

1) ***Attempt all questions. All questions carries equal marks.***
2) ***Draw neat diagram and state examples wherever necessary.***

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

a) Define the term “management”.

b) What is grid analysis

c) Explain SMART goal.

d) List any 4 skills required for a good manager.

e) Define Planning.

f) Explain the concept of ‘decentralization’.

g) Explain the importance of controlling.

h) Define Matrix organizational structure.

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

a) State and discuss the concept of MBO.

b) Discuss the characteristics of good decision making.

c) Articulate importance of sustainability to the Managers Job.

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

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

b) Elucidate the concept of planning as on Management process-Discuss its role in present day organization.

P.T.O.

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

a) Compare the methods of span of control in Government organization and private organization.

b) Why it is said that "controlling is blind without planning"?

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

a) Management is regarded as an Art by some, a science by others, the truth seems to be somewhere in between. In the light of this statement explain the nature of Management.

b) Explain the role of technology in changing the working structure of organization.



Total No. of Questions : 5]

SEAT No. :

PB2010

[Total No. of Pages : 2

[6201]-8

First Year M.B.A. (All Programmes)

108-GE - UL - 02 : INDIAN ECONOMY

(2021 Pattern) (Semester - I)

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

Instructions to the candidates:

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

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

a) Define soft infrastructure. Give example.

b) Explain two characteristics of Indian economy.

c) Define money supply.

d) List two government scheme for reduction in poverty.

e) Explain demographic dividend.

f) Explain two features of unorganized sector in India.

g) Explain two function of capital markets.

h) Define water management infrastructure.

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

a) Explain the role of RBI's in ensuring financial stability.

b) Explain why market failures necessitate state intervention?

c) Examine the trends in inflation in India.

P.T.O.

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

a) Explain the major issues in agrarian sector in India.

OR

b) Explain the role and importance of LPG model in India's economic development.

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

a) Explain India's trajectory towards becoming a potential economic superpower by elucidating the challenges.

OR

b) Explain the concept of nationalism and globalization and analyze it impact of Indian economy.

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

a) Evaluate the composition and direction of India's imports after 1991.

OR

b) Explain the indicators of a balance of payments crisis?



Total No. of Questions : 5]

SEAT No. :

PB-2011

[Total No. of Pages : 2

[6201]-9

M.B.A.

(GE-UL-03) - 109 : ENTREPRENEURSHIP DEVELOPMENT

(2021 Pattern) (Semester - I)

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

Instructions to the candidates:

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

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

a) Define Entrepreneur.

b) Women entrepreneur in India - examples.

c) Define social Entrepreneurship.

d) Role of DIC.

e) Role of MCED

f) What is NABARD?

g) What is long form of MSME?

h) Enlist 4 Indian Entrepreneurs.

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

a) Make in India

b) Characteristics of an Entrepreneur

c) Write short note on Intrapreneur

Q3) a) Explain Role of Government in Development of Entrepreneurship in India. **[10]**

OR

b) Explain women Entrepreneurship - Issues & Challenges.

P.T.O.

Q4) a) Explain Business opportunities in Entertainment Sector in India. **[10]**

OR

b) Explain Business opportunity in Education Sector in India.

Q5) a) Prepare a detailed project report for a Health Drink Product. **[10]**

OR

b) Prepare a detailed project report for agriculture Food Processing Unit.

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Total No. of Questions : 5]

SEAT No. : ____

[Total No. of Pages : 2

PB-2012

[6201]-10
M.B.A
110 - GE - UL - 04 : Essentials of Psychology for Managers (2021 Pattern) (Semester - I)

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

Instructions to the candidates:

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

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

a) What is meant by psychology?

b) The process of using psychological methods by a trained psychologist for helping people with psychological problem is called as _____.

i) Psychologist ii) Phycho therapy

iii) Psycho analysis iv) Psychiatry

c) Three processes are involved in memory. The process in which information is placed or stored in memory by making mental representation is called _____.

i) Encoding ii) Storage

iii) Decoding iv) Retrieval

d) Define Cognition.

e) Mention any two types of conditioning.

f) Which of the following is another term for reinforcement.

i) Reward ii) Condition

iii) Response iv) None of the above

g) Define thinking.

h) Define hallucination.

P.T.O

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

a) Outline Crestalt theory of perception.

b) List the basic functions of Nervous system.

c) Differentiate between classical and instrumental conditioning.

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

a) Explain how does transfer of learning work in the process of learning & describe learning by observing models.

b) Explain the relationship between language and thinking with example.

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

a) Compare proactive interference and retroactive interference. Describe effects of age in short term and long term memory.

b) Explain James Lang theory of emotion in detail.

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

a) "In a social perception aspects of the 'Perceiver' and the 'Perceived' are important". Justify the statement.

b) What relevance do classical conditioning have to the explanation of workplace behaviour?

Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages : 2

PB-2013

[6201]-11
M.B.A.
111 : GE - UL - 05 : Legal Aspects of Business
(2021 Pattern) (Semester - I)

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

Instructions to the candidates:

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

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

a) Define valid contract.

b) Define future goods.

c) Define undue influence.

d) Define importance of promoter.

e) Contingent contract.

f) Define Coercion.

g) Define discharge from liability.

h) Explain MOA of company.

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

a) Explain the Article of association.

b) What is mean by free consent.

c) Write about careat emptor.

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

a) Explain the rights of consumer.

b) Writes the details about types of share.

P.T.O

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

a) What are the essentials for valid contract.

b) Explain the types of Negotiable instruments in details.

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

a) Write the discharge of contract.

b) What is the sale & agreement to sale.

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Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages : 2

PB-2014

[6201]-12
M.B.A. (All Programmes)
112-GE-UL-06 : DEMAND ANALYSIS & FORECASTING
(2021 Pattern) (Semester - I)

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

Instructions to the candidates:

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

Q1) Answer any Five (2 marks each) : **[10]**

a) Define Short Run Forecast

b) What is lead time in demand forecasting?

c) What is the meaning of constrained forecasts?

d) What is Demand Estimation?

e) Define Random Fluctuations in demand forecasting.

f) Describe expert opinion method.

g) Define simple moving average.

h) List down different qualitative forecasting methods.

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

a) With suitable examples explain determinants of demand.

b) Explain cross impact analysis.

c) Illustrate the Role of forecasting in planning.

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

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

OR

b) What is raw material planning?

P.T.O

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

a) What are the 5 benefits of forecasting? Explain in detail.

OR

b) Summarise types of demand elasticity.

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

a) India's passenger vehicle sales grew 26.7% in the fiscal year 2022-23, as chip shortages eased and demand for sport utility vehicles (SUVs) surged, auto industry body SIAM data showed. Explain this growth in the light of 4 components of time series.

OR

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

Total No. of Questions : 5]

SEAT No. :

PB2015

[Total No. of Pages : 2

[6201]-21

First Year M.B.A. (All Programs)

201-GC-07 : MARKETING MANAGEMENT

(2021 Pattern) (Semester-II)

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

Instructions to the candidates:

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

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

a) Define services.

b) Define FMCG Goods.

c) Define Luxurious/Specially Goods.

d) Enlist components of Promotions mix.

e) Enlist participants of Distributions Channel.

f) Define Brand.

g) Define packaging.

h) Define skimming pricing strategy.

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

a) Elaborate the factors affecting selection of distributions strategy.

b) Differentiate between Goods & Services.

c) Explain stages on New Product Development.

P.T.O.

Q3) a) Design Pricing strategy for Fast Food Restaurant Chain. (Make necessary Assumptions) **[10]**

OR

b) Design Distributions strategy for organic Wheat Atta manufacturing company. **[10]**

Q4) a) Explain the factors affecting selections of promotion mix to be used for an Electric Car in Maharashtra. **[10]**

OR

b) Prepare suitable promotion mix for the following: **[10]**

i) Vacuum Cleaner

ii) Refrigerator

Q5) a) Prepare a detailed marketing plan for New Brand of "Laptop". **[10]**

OR

b) Prepare a detailed marketing plan for New Brand of "Fresh Fruit Juice". **[10]**



Total No. of Questions : 5]

SEAT No. :

PB2016

[Total No. of Pages :5

[6201]- 22
First Year M.B.A. (All Programs)
202 - GC - 08 : FINANCIAL MANAGEMENT
(2021 Pattern) (Semester - II)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

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

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

a) What are the three decisions of finance function?

b) What is Trend Analysis?

c) What is the formula for calculating interest coverage ratio?

d) Define the term cash management.

e) What do you mean by operating leverage?

f) What are the internal sources of Finance?

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

h) What do you mean by Time value of money?

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

a) Explain the functions of finance manager in details.

b) Identify factors affecting working capital requirement.

c) Compare & contrast between fund flow statement & cash flow statement.

d) Write short notes on: Weighted average cost of capital.

e) Explain by giving any four reasons, why capital budgeting decisions are important?

P.T.O.

Q3) a) From the following details, prepare a statement of proprietary funds with as many as details possible. **[10]**

Stock turnover	6
Capital turnover	2
Fixed asset turnover	4
Gross profit ratio	20%
Debtors turnover	2 months
Creditors turnover	73 days

The gross profit was Rs. 60,000; Reserve & Surplus amounted to Rs.20,000; Closing stock was Rs. 5,000/- in excess of opening stock.

OR

b) From the following information of fast-track company Ltd. Prepare a comparative financial statements for the year 2023 & 2024. **[10]**

Particulars	2018 (Rs.)	2019 (Rs.)
Gross sales	14,50,000	16,30,000
(-) Returns	50,000	30,000
Net sales	14,00,000	16,00,000
Less: Cost of goods sold	11,90,000	12,30,000
Gross profit	2,10,000	3,70,000
Other Expenses		
Selling & distribution expenses	46,000	48,000
Administrative expenses	25,400	25,000
Total expenses	71,400	73,000
Operating income	1,38,600	2,97,000
Other income	2,400	16,100
	1,41,000	3,13,100
Non operating expenses	3,500	3,880
Net profit	1,37,500	3,09,220

Q4) a) A company has the following long term capital outstanding as on 31st March 2024. **[10]**

i) 10% Debentures with a face value of Rs. 5,00,000 (Rs. 1000 each) redemption period of 10 years.

ii) Preference shares with a face value of Rs. 4,00,000 annual dividend 12%, redemption period 10 years.

iii) 60,000 equity shares of Rs. 10 each, the market price is Rs. 50 per share & growth rate of 12% realised Dividend per share Rs. 7.

Calculate weighted average cost of capital. Assume income tax rate as 40%.

b) The income statement of the company is as follows: **[10]**

Particulars	Amount(₹)
Sales	20,00,000
Variable cost	14,00,000
Contribution	6,00,000
Fixed cost	5,00,000
Earning Before Interest & Tax	1,00,000

The capital structure of the company is as follows:

Equity capital	Rs.2,50,000
14% Debt	Rs.1,50,000
Total	Rs.4,00,000

Calculate:

i) Earning Per Share (EPS)

ii) The percentage change in EPS as a result of 25% increase & decrease in sales.

iii) Financial leverage. (Income tax rate is 50%).

Q5) An existing machine has been in operating for the last 2 years with remaining useful life of 10 years. The management of the company is considering to replace it with an improved model which will result in greater productivity. The existing machine can be sold at a price of Rs.1,00,000. The relevant particulars are as follows. **[10]**

Particulars	Existing Machine	New Machine
Purchase Price	Rs.2,40,000	Rs.4,00,000
Estimated life (years)	12	10
Salvage Value	Nil	Nil
Annual operating hours	2000	2000
Selling price per unit (Rs.)	10	10
Output per hour (units)	15	30
Material cost per unit (Rs.)	2	2
Labour cost per hour	20	40
Consumables per year	2000	5000
Repairs & Maintainance p.a.	9000	6000
Working capital	25,000	40,000

The company follows the straight line method of depreciation & is subject to 50% tax. Whether the present machine should be replaced? The cost of capital is 15%.

OR

b) A client of yours Swift Ltd. is about to commence a new business & finance has been provided in respect of fixed assets. They ask your advice about the working capital requirement of the company. The following information is available for your information: **[10]**

Particulars	Average Credit Period	Estimate for First Year (Rs.)
Purchase of Materials	6 weeks	26,00,000
Wages	1.5 weeks	19,50,000
Overheads:		
Rent	6 months	1,00,000
Directors & Manager's salaries	1 month	3,60,000
Office salaries	2 weeks	4,55,000
Traveller's commission	3 months	2,00,000
Other overheads	2 months	6,00,000
Cash sales	-	1,40,000
Credit sales	7 weeks	65,00,000
Average amount of stock & WIP	-	3,00,000
Average amount of undrawn profit	-	3,10,000

Sales were made at an even rate throughout the year. Calculate the working capital requirements for the company.

Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages : 2

PB-2017

[6201]-23
M.B.A(Fintech)
203 - GC - 09 : Human Resource Management
(2021 Pattern) (Semester - II)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

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

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

a) Define succession planning.

b) Explain job description.

c) What are fringe benefits?

d) What is potential management?

e) Write the meaning of HRIS.

f) Explain job enlargement & job enrichment.

g) Explain Recruitment & Termination.

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

a) Define HRP. Explain the benefits.

b) Discuss the importance of compensation management in attracting and retaining talent in organisation.

c) What is career planning? Explain stages of career planning.

Q3) **Answer any one of the following (10 marks each).** **]10]**

a) What is Training Need Assessment? Explain the process of Training Need Assessment.

b) Describe Recruitment? Point out any four sources of Recruitment.

P.T.O

Q4) **Answer any one of the following (10 marks each).** **[10]**

a) Discuss the concept of performance management. Elaborate on the 360-degree method of appraisal with suitable examples.

b) Discuss what is collective bargaining and explain its importance in Industrial Ralation.

Q5) **Answer any one of the following (10 marks each).** **[10]**

a) "Flexi work time entonce the employee performance". Discuss with suitable example.

b) Critically assess the role of incentives in motivating employees, considering both Financial & non financial incentives. Provide examples to support your arguments.



Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages : 2

PB-2018

[6201]-24
F.Y. M.B.A (All Programs)
204 GC-10 : OPERATION & SUPPLY CHAIN MANAGEMENT
(2021 Pattern) (Semester - II)

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

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Each question carries 10 marks.***
3) ***Each question has an internal option.***
4) ***Use of non-scientific calculator is permitted (as applicable).***

Q1) Solve any five out of Eight from the following? (2 Marks each) **[10]**

a) Which of the following terms reflects Japanese view of continuous improvement?

i) Kaizen ii) Poka-yoke

iii) Six sigma iv) Control limits

b) Poor quality adversely affects _____.

i) Costs ii) Productivity

iii) Profitability iv) All of the above

c) Total Quality means _____.

i) Meeting Customer's Requirements

ii) Doing Things Right the First Time

iii) Freedom from Failure

iv) All of the above

d) Which is not the dimension of Quality?

i) Promotion ii) Performance

iii) Reliability iv) Aesthetics

e) Who is referred as the father of Scientific Management?

i) Charles Babbage ii) F.W. Taylor

iii) Henry Ford iv) Adam Smith

P.T.O

f) Which is not the function of PPC?

i) Dispatching ii) Scheduling

iii) Sales iv) Inspection

g) _____ is not an input to Material requirement Planning.

i) Bill of Material ii) Inventory Status File

iii) Accounts Receivable iv) MPS

h) Mention any two types of Material classification analysis?

Q2) Solve any two following questions : (05 Marks each) **[10]**

a) Explain GOLF Analysis?

b) Discuss the Quality in details from the perspectives of Customer View & Manufacturer View?

c) Write Short Note on Kaizen?

Q3) a) Describe the Characteristics of Continuous Flow System, Job Production & Batch Production? **[10]**

OR

b) Explain various role & functions of Production Planning & Control? **[10]**

Q4) a) A Company uses annually 12,000 units of raw material costing Rs. 1.25 per unit. Placing each order costs Rs. 15 and the carrying costs 15% per year per unit of the average inventory. Find the EOQ? **[10]**

OR

b) Explain the Significance & functions of Operations Management & Supply Chain Management? **[10]**

Q5) a) Explain Lean Management & Total Quality Management in details? **[10]**

OR

b) Design the generalized supply chain model for Dairy Industry? **[10]**

Total No. of Questions : 5]

SEAT No. :

PB2019

[Total No. of Pages : 2

[6201]-25
First Year M.B.A. (Fintech)
205 FIN : FINANCIAL MARKETS & BANKING OPERATIONS
(2021 Pattern) (Semester-II)

Time : 2 ½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) ***Attempt all questions.***
2) ***Draw neat labeled wherever necessary.***
3) ***Figures to the right indicates full marks.***

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

a) Define Money Market

b) Define GDR

c) Define Primary Market

d) Define Mobile Banking

e) Define IFSC

f) Define RRB

g) List advantages of Commodity Future Market.

h) Define Spot Market

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

a) Differentiate between Money Market and Capital Market.

b) Describe the concept of Electronic Clearing Service.

c) Explain the concept of Co-operative bank.

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

a) Illustrate the structure of Money Market in India.

OR

b) Illustrate the concept of NBFC. How is it different from a bank?

P.T.O.

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

a) Explain different components of capital market in India.

OR

b) Explain central bank along with its functions and objectives.

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

a) Evaluate the role of Financial system in the Economic Development of India.

OR

b) Summarize the functions of specialized banks in India.



Total No. of Questions : 5]

SEAT No. :

PB2020

[Total No. of Pages : 2

[6201]-26

First Year M.B.A.

205 DM : DIGITAL MARKETING

SC-DM-01 : Fundamentals of Digital Marketing

(2021 Pattern) (Semester - II)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

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

Q1) Attempt any five : **[5×2=10]**

a) Which type of marketing focuses on attracting customers through valuable content and experiences tailored to their needs?

i) Inbound Marketing ii) Outbound Marketing

iii) Social Media Marketing iv) Email Marketing

b) What is the primary goal of visitor engagement on a website?

i) Increasing bounce rate ii) Decreasing user interaction

iii) Enhancing user experience iv) Ignoring user feedback

c) Which type of visibility in digital marketing involves improving a website's ranking in organic search results?

i) Organic Visibility ii) Paid Visibility

iii) Social Visibility iv) Direct Visibility

d) What is the term for smaller conversions that indicate progress towards a primary conversion?

i) Macro Conversions ii) Micro Conversions

iii) Mega Conversions iv) Mini Conversions

P.T.O.

e) How does digital marketing contribute to increasing sales?
   i) By decreasing reach
   ii) By targeting irrelevant demographics
   iii) By delivering personalized experiences
   iv) By ignoring data analytics

f) Which of the following is the correct depiction of Digital Marketing?
   i) E-mail Marketing
   ii) Social Media Marketing
   iii) Web Marketing
   iv) All the above

Q2) Answer any 2 : **[2×5=10]**

a) Compare and contrast three advantages and three disadvantages of employing digital marketing strategies in contrast to traditional marketing methods.

b) Explain the types of SEM in Digital Marketing.

c) Write a short note on Social Media Marketing.

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

a) Discuss different types of websites based on functionality purpose planning & conceptualizing.

OR

b) Compare and contrast email marketing, mobile marketing, and affiliate marketing.

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

a) Elaborate how can businesses leverage digital marketing tools to gain a competitive advantages in the online space?

OR

b) Define the role of digital marketing in increase in sales for competitive analysis.

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

a) Define a blog and discuss its importance, as well as some of the challenges associated with maintaining a blog.

OR

b) For any one of the following develop the digital marketing plan for sustainability and market growth.
   i) Ecommerce mobile gadget website.
   ii) Website of beauty parlor.



Total No. of Questions : 5]

SEAT No. :

PB2021

[Total No. of Pages : 2

[6201]-27

First Year M.B.A. (Project Management)

205-PRJ-SC-PRJ-01 : FUNDAMENTALS OF PROJECT MANAGEMENT

(2021 Pattern) (Semester - II)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

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

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

a) Process Analysis is a function of

i) Performance analysis ii) Quality metrics

iii) Process improvement plan iv) Quality improvement plan

b) Root Cause Analysis relates to

i) Process analysis ii) Quality audits

iii) Quality control measurements iv) Performance measurements

c) The advent of project management has been most profound in

i) Automobile manufacturing ii) Construction

iii) Information technology iv) Film making

d) Which of the following is not considered to be a characteristics of a project?

i) An established objective ii) A clear beginning and end

iii) Complex tasks iv) Only for internal use

e) What is feasibility report?

f) Implication of the organizational culture for organizing projects.

g) What is project network.

h) Explain importance of project management.

P.T.O.

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

a) Write short note on PERT.

b) Explain types of cost on PM.

c) What are the qualities of an effective project manager.

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

a) Discuss Project Life Cycle in detail.

b) Differentiate between Top-Down estimating and Bottom-Up estimating.

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

a) How risk can be managed in project? Discuss various risk management strategies.

b) Explain project management structure. What is the Right Project Management Structure and various considerations.

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

a) What is Project Visibility? Discuss project visibility aspect various stages of its life cycle.

b) Explain the qualities of an effective project manager.



Total No. of Questions : 5]

SEAT No. :

PB2022

[Total No. of Pages : 2

[6201]-28
First Year M.B.A.(Fintech)
SC-206 : BASIC R PROGRAMMING IN FINTECH MANAGEMENT
(2021 Pattern) (Semester - II)

Time : 2 ½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

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

Q1) slove any five. **[5×2=10]**

a) Define analytics in the context of Fintech management.

b) Distinguish between Information and knowledge.

c) Name four commonly used tools for analytics in the Fintech industry.

d) Recall the steps involved in breaking down a business problem for analytics.

e) Identify characteristics of good questions in the context of Fintech management.

f) State the skills required for a good business analyst.

g) List the debugging tools available in R.

h) Describe the concept of spatial analysis in data visualization.

Q2) Solve any two. **[2×5=10]**

a) Explain the significance of data in Fintech management and business analytics.

b) Outline the process of analytical decision-making in Fintech management.

c) Explain the features of the R environment and its importance in data analysis.

P.T.O.

Q3) Solve any one. **[1×10=10]**

a) Explain how to read from and write to a file in R.

b) Analyze the different data types in R. How they are used to represent and manipulate information.

Q4) Solve any one. **[1×10=10]**

a) Could you explain the concept of a Matrix and provide an example of how Matrices are used in the fin-tech sector?

b) Discuss the program structure in R by including flow control statements like for loop, if condition, while loop and repeat loop.

Q5) Solve any one. **[1×10=10]**

a) Discuss different graphical functions in R for data visualization, such as line plots, bar plots, pie charts and histograms.

b) Explain data cleaning and inspection techniques in R using functions like grepl(), grep(), sub(), summarize() and list().



Total No. of Questions : 5]

SEAT No. :

PB2023

[Total No. of Pages : 2

[6201]-29
First Year M.B.A.(Digital Marketing)
206DM-SC-DM-02 : CONSUMER BEHAVIOUR IN DIGITAL ERA
(2021 Pattern) (Semester - II)

Time : 2 ½ 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.***
4) ***Draw sutable charts/diagrams wherever necessary.***

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

a) What do you mean by B2C & B2B buyers?

b) What is D2C Market?

c) What is phygital buying?

d) Which are e-consumer buyer generations?

e) Enlist different modes of e-consumer buying.

f) Who are digital natives?

g) What is e-consumer persona?

h) Enlist the uses of consumer search digital platforms.

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

a) Give dimenstions of consumerism.

b) Who are various participants in Digital Buying?

c) Explain how can social media influencers affect the consumer Decision making.

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

a) Design e-Buyer decision process for a customer buying washing Machine.

b) Design e-Buyer decision process for a customer buying Electric scooter.

P.T.O.

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

a) What are the advancements digital natives have over its previous generations? How should company encash these advancements?

b) Discuss the role of E-consumer platforms in consumer feedback Mechanisms.

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

a) Construct a digital marketing mix for a company into a business of e-tax filings.

b) Construct a digital marketing mix for a company into a business of online education.

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Total No. of Questions : 5]

SEAT No. :

PB2024

[Total No. of Pages : 2

[6201]-30

First Year M.B.A.(Project Management)

206-PRJ-SC-PRJ-02 : TOOLS AND TECHNIQUES IN PROJECT MANAGEMENT

(2021 Pattern) (Semester - II)

Time : 2 ½ 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 five from the following eight.(2 Markes each) **[10]**

a) Define Data Gathering.

b) What is Statistical Sampling?

c) Explain the concept Data Analysis.

d) Difine Stakeholder Analysis.

e) Define Advanced Data Analysis.

f) What is Root Cause Analysis?

g) What is Data Representation?

h) Define Estimating.

Q2) Answer any two from the following three.(5 Markes each) **[10]**

a) Explain the Check Sheets and Checklists in Project Management.

b) Explain the precedence Diagramming and Decision Tree.

c) Explain the Flowcharts, Histograms with examples.

Q3) a) Explain the Composition of project Teams and Basic Interpersonal with suitable example. **[10]**

OR

b) Explain the Technical Performance Analysis used in Data Analysis with suitable example.

P.T.O.

Q4) a) Explain the probability and Impact Matrix with suitable example. **[10]**

OR

b) Explain the Cause-and-Effect Diagram and Stakeholder Mapping with suitable example.

Q5) a) Explain the Bottom up Estimating and Estimate at Completion used in Project Management. **[10]**

OR

b) Define is Estimating. Three-Point Estimating with suitable example.



Total No. of Questions : 5]

SEAT No. :

PB2025

[Total No. of Pages : 2

[6201]-31

Frist Year M.B.A.(All Programes)

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

(2021 Pattern) (Semester - II)

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

Instructions to the candidates:

1) ***All questions are Compulsory***
2) ***Figures to the right side indicate full marks***

Q1) Solve any 5 (2 marks each) **[5×2=10]**

a) What is the EQ brain?

b) Name the author of following books.
   i) 'Emotional Intelligence'
   ii) 'Good to Great'

c) What do you mean by optimism & pessimism?

d) Briefly state the law of explosive growth.

e) Principle of 'Creative cooperation' related to
   i) Habit 4
   ii) Habit 5
   iii) Habit 6
   iv) Habit 7

f) 'Focusing on personal success, status & ego before team success is sign of
   i) Fear of conflict
   ii) Avoidance of Accountability
   iii) Lacts of commitment
   iv) Inattention to results

g) Amougst following which is not the dimension of E1.
   i) Self awareness (SA)
   ii) Motivation (M)
   iii) Sympathy (S)
   iv) Social Skills (SS)

P.T.O.

Q2) Solve any 2 (5 marks each) **[10]**

a) What is E1? Distinguish between trait emotional intelligence (EI) & Ability emotional intelligence (EI).

b) What is self - control suggest techniques of self - control.

c) Explain the 'Circle of inner influence'.

Q3) Solve any 1 **[10]**

a) Imagine a team facing an obsence of trust, where members are hesitant to be vulnerable with each other. Identify probable causes & design a comprehensive strategy that a team leader could implement to foster an environment of trust and openers within the group.

b) Analyze the underlying causes of a lacks of commitment & propose practical measures for team leaders to foster genuine commitment & alignment towards shared goals?

Q4) Solve any 1 **[10]**

a) 'Hedgehog concept - three overlapping circles - is central for any organisation to transform from good to great" - Discuss by considering company of your choice. (Consider suitable assumptions)

b) What do you mean by 'Good to Great'? With suitable examples explain how 'first who then what'. method is useful to achieve greatness.

Q5) Answer any 1 **[10]**

a) Evaluate the four basic practices for creating a climate where the truth is heard.

b) 'We are what we repeatedly do, exllence, then, is not an act, but a habit'. Discuss this statement.



Total No. of Questions : 5]

SEAT No. : ____

PB-4454

[Total No. of Pages : 2

[6201]-32
M.B.A
MANAGEMENT
208 - GE - UL - 08 : Geopolitics & World Economic Systems
(2021 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.***

Q1) **Answer any five questions (2 marks each).** **[5 × 2 = 10]**

a) Explain the meaning of Global Economy.

b) Expand ASEAN and NAFTA.

c) What is meant by protectionism?

d) Explain world recession.

e) What are patents and trademarks?

f) Where are the headquarters of European Union?

g) What do you mean by Brexit?

h) Enlist the objective of World Bank.

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

a) Explain the objectives of IMF.

b) Give structure and components of global economy.

c) Discuss the Bi-lateral trade agreement.

Q3) **Answer any one (10 marks) :** **]10]**

a) Critically evaluate the impact of globalization.

b) Explain Uruguay round. What are the agreements and provisions of Uruguay round for WTO?

P.T.O

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

a) What is meant by world recession? Discuss the economies on high recession alert.

b) Critically evaluate the impact of trade wars in liberalized economy.

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

a) "Reforms in international monetary system are brought about by the establishment of International Monetary Fund" Explain.

b) Examine the objectives, progress and problems of SAARC.

☺☺☺

Total No. of Questions : 5]

SEAT No. :

PB-2026

[Total No. of Pages : 2

[6201]-33

M.B.A.

209 - GE - UL - 09 : START UP AND NEW VENTURE MANAGEMENT

(2021 Pattern) (Semester - II)

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

Instructions to the candidates:

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

Q1) **Answer any Five (2 Marks Each) :** **[10]**

a) Crowd funding

b) Market intelligence

c) Market Research

d) Sole proprietorship

e) Venture capital

f) Bootstrapping

g) Long tail market

Q2) **Answer any Two of the following (5 Marks Each) :** **[10]**

a) What is role of selling in start up?

b) Explain product development process.

c) Which are social media promotion tools for start up?

Q3) **Answer any One of the following (10 Marks Each) :** **[10]**

a) What is the role of MSDE in development of entrepreneurship skills?

b) Write short note on PMEGP, CGTMSE schemes.

P.T.O.

Q4) **Answer any One of the following (10 Marks Each) :** **[10]**

a) Which are different board models for governing the start ups?

b) Explain the components of entrepreneurial ecosystem in India?

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

a) Create a business plan for an organization planning to launch online education portal.

b) Evaluate the role of Government in promoting entrepreneurship in India.

▽▽▽▽

Total No. of Questions : 5]

SEAT No. : ____

PB-2027

[Total No. of Pages : 2

[6201]-34
M.B.A
GE - UL - 10 - 210 : QUALITATIVE RESEARCH MATHODS
(2021 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) ***Each question carries 10 marks.***

Q1) **Write short note (any 5) :** **[5 × 2 = 10]**

a) Triangulation.

b) Purpose sampling.

c) Reliability.

d) Construction.

e) Ethnography.

f) Principles of Projection.

g) Grounded theory.

h) Quality Management.

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

a) Differentiate between Qualitative and Quantitative Research.

b) Explain the principle of saturation in qualitative research.

c) What are ethics in qualitative research. Explain with suitable examples.

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

a) Describe various projective techniques used for collection of qualitative data with suitable example.

b) What are longitudinal Qualitative studies. Describe its applications for qualitative research with suitable examples.

P.T.O

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

a) Explain different criterias to evaluate the quality of qualitative research. Explain any two in brief.

b) Describe Zaltman's Metaphor Elicitation Techniques applied for qualitative research.

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

a) Describe various qualitative sampling methods with suitable examples.

b) Design a qualitative research approach on the following:

i) A survey on investment behaviour of household in Maharashtra.

ii) A survey on consumer attitude, preference, towards E - commerce.



Total No. of Questions : 5]

SEAT No. : ____

[Total No. of Pages : 2

PB-2028

[6201]-35
M.B.A.
211 - GE - UL - 11 : Business Government & Society
(2021 Pattern) (Semester - II)

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

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***All questions carry 10 marks.***
3) ***All quastions have internal options.***

Q1) **Answer any five of the following (2 marks each).** **[10]**

a) What is single citizenship as per the constitution of India.

b) Discuss the concept of social responsibilities of business.

c) Explain the meaning of globalization of brands.

d) Discuss the concept of privatization.

e) What do you mean by Multi-National Corporation (MNC)?

f) Explain the meaning of Economic inequality.

g) The economic roles of government in India include _____ and _____.

i) Fiscal policy and Foreign direct investment.

ii) Fiscal policy and Industrial Development.

iii) Monetary policy and FDI.

iv) Taxation policies & agricultural subsidies.

h) _____ is responsible for regulating business activities.

i) Ministry of Corporate Affairs.

ii) Securities and Exchange Board of India (SEBI)

iii) Reserve Bank of India (RBI).

iv) Competition Commission of India.

P.T.O

Q2) **Write short notes on any two of the following :** **[2 × 5 = 10]**

a) Significance of global competition.

b) Measures to remove poverty in India.

c) Characteristics of Multinational Corporations (MNC).

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

a) Analyze the privatization experience in railways with a special emphasis on India.

b) Discuss the characteristics of the constitution of India.

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

a) The FDI Does play an Important role in the economic development in the country explain with examples.

b) The Build Operate & Transfer model (BOT) is most successful form of public private partnership. Do you agree comment.

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

a) Evaluate the challenges faced by businesses in global environment, considering factors. Such as changing demographics, technology gender issues, social justice and affirmative action.

b) How does the blending of people, technology and ethical behaviour contribute to the success of business in the global environment.



Total No. of Questions : 4]

SEAT No. : ____

PB-2029

[Total No. of Pages : 2

[6201]-36
M.B.A.
212: GE-UL-12: Business Process Re-engineering
(2021 Pattern) (Semester - II)

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

Instructions to the candidates:

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

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

a) All Barriers to BPR implementation success are the results of_____

i) Cause ii) Root Causes

iii) Success iv) Problems

b) ____ is an integrated approach to identifying, acquiring & retaining customers.

i) Customer Management

ii) Customer Relationship Management

iii) Customer Process Management

iv) Process Management

c) Which of the following is not an example of business process?

i) Designing a new product ii) Hiring an employee

iii) Purchasing services iv) Testing software

d) BPR Goals is not _____

i) Cycle time reduction ii) Cost reduction

iii) Quality improvement iv) Purchasing

P.T.O.

e) Define BPR

f) State any 2 objectives of BPR

g) What are the organizational enablers?

h) Define information storage.

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

a) Describe different phases of BPR

b) Explain Just in Time concept

c) Discuss the factors relating to BPR failure.

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

a) What principles are used in BPR? Discuss in brief.

b) Explain different BPR methodologies in detail

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

a) Point out the relationship between BPR & Information Technology

b) What do you mean by collaborative manufacturing? Explain it with suitable example.

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

a) Discuss business activity map with neat diagram

b) Define framework of reengineering in detail

Total No. of Questions : 5]

SEAT No. :

PB2030

[Total No. of Pages : 2

[6201]-37

First Year M.B.A.

205-SC-SER-01 : SERVICES MANAGEMENT

(2021 Pattern) (Semester - II)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

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

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

a) Service encounter.

b) What is service economy.

c) Marketing mix.

d) Market segmentation.

e) Define service marketing.

f) What do you mean by services.

g) Service strategy.

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

a) Classify the services.

b) How customer respond to service marketing.

c) Discuss goods vs services.

P.T.O.

Q3) a) Explain service blue print of fast food center like 'McDonald's'. **[10]**

OR

b) Explain service marketing triangle with real time eg. **[10]**

Q4) a) Explain service leadership with eg. **[10]**

OR

b) Discuss GAP model in detail. **[10]**

Q5) a) Discuss role of technology in service marketing. **[10]**

OR

b) Discuss service strategy for online education system. **[10]**

Total No. of Questions : 5]

SEAT No. : ____

PB2031

[Total No. of Pages : 2

[6201]-38

First Year M.B.A (Management)

206-SC-SER-02 : SERVICES OPERATIONS MANAGEMENT

(All Program 2021 Pattern) (Semester - II)

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

Instructions to the candidates:

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

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

a) Discuss Competitive service strategies?

b) What are the features of complaint Handling policy.

c) Attributes or Features of professional services.

d) What is service supply relationships?

e) State four principles of service Design.

f) Define service composition.

g) What is customer value?

h) Define customer Delight.

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

a) Define service quality. What are the dimensions of service Quality?

b) Explain “service capacity” Is Analogous to Inventory”.

c) Discuss the scope and flow of service Design with examples.

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

a) Illustrate service Recovery? What are the Basic Approaches to service Recovery?

b) What is customer supplier Duality, & the meaning of service supply Relationship are Hubs, not chains.

P.T.O.

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

a) Describe the implementation of policy and strategy for IT Services.

b) "Holistic service design contribute growth of organization" Justify the statement.

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

a) Draw 7-5 Framework and explain the application of MC-kinsey 7S Model.

b) What are the Advantages and Challenges of customer Customer lifetime value? Discuss how to measure customer lifetime value?



Total No. of Questions : 5]

SEAT No. :

PB2032

[Total No. of Pages :2

[6201]- 41
S.Y.M.B.A. (All Programs)
GC - 11 - 301 : STRATEGIC MANAGEMENT
(2021 Pattern) (Semester - III)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

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

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

a) ETOP Stands for

b) What is vertical integration.

c) Key Result Arcas

d) Define mission

e) Define strategic Intent

f) Blue ocean strategy

g) Define Red ocean strategy

h) Define critical sucess factor

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

a) Short note on Benchmarking

b) Explain VRIO frame work.

c) Explain Business level strategies.

P.T.O.

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

a) Analyse NC kinsey's 7's frame work for establishing new software developing organization.

b) Explain BCG matric with examples.

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

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

b) Discuss balanced score card. Discuss how it can be used as tool for strategy evaluation.

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

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

b) "Blue ocean strategy imperative in today's business climate". Do you agree? Justify.

Total No. of Questions : 5]

SEAT No. :

PB2033

[Total No. of Pages : 3

[6201]-42
M. B. A. - II (Fintech) (All Programs)
302 - GC - 12 : DECISION SCIENCE
(2021 Pattern)(Semester - III)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Each question carries 10 marks.***
3) ***Each question has an internal option.***
4) ***Use of simple calculator is allowed.***
5) ***Graph paper will not be provided.***

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

a) Explain CPM.

b) Enlist various criteria of decision making under Risk.

c) Explain Saddle Point.

d) What is Mixed Strategy Game?

e) Define the term Markov Chain.

f) Explian Mutually Exclusive Event.

g) Explain Unbalanced Transportation Problem.

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

a) Describe Elements of Queuing system in detail.

b) Explain Importance of decision science in Organizational decision making process.

c) Distinguish between PERT and CPM.

P.T.O.

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

a) Five males are available to do five different jobs from past records. The time available in hours that each man takes to do each job is known and given in the following table:

	Job					
Man		A	B	C	D	E
	1	2	9	2	7	1
	2	6	8	7	6	1
	3	4	6	5	3	1
	4	4	2	7	3	1
	5	5	3	9	5	1

Find the assignment of male to jobs that will minimize the total time taken.

b) Solve the following problem graphically:

Maximize $Z=3x+4y$

Subject to $x+y \leq 6$

$2x+y \leq 8$

$x, y \geq 0$

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

a) Find the optimal strategies A and B in the following game. Also obtain value of the game.

	Player B		
Player A	B_1	B_2	B_3
A_1	9	8	-7
A_2	3	-6	4
A_3	6	7	-7

b) Obtain the initial feasible solution by using VAM for following transportation problem using:

	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	

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

a) It was found in the survey that mobility of the population in a state to the village, town and city is in following percentage:

			To	
		Village	Town	City
From	Village	50%	30%	20%
	Town	10%	70%	20%
	City	10%	40%	50%

What will be the proportion of population in village, town and city after two years given that present population is 0.7, 0.2 and 0.1 respectively.

b) The Daily Production (In number of units) for a week in a factory is 56, 59,62,57, 53,60, 66 units. If it is checked at random on a day, what is the probability that it will be less than the average?

Total No. of Questions : 5]

SEAT No. :

PB2034

[Total No. of Pages :2

[6201]-43
S.Y.M.B.A. (Fintech)
304 - FT, SC - FT - 03 : GLOBAL FINANCIAL MARKETS
(2021 Pattern) (Semester - III)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

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

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

a) What do you mean by International Finance?

b) Illustrate and explain the meaning of 'Settlement Date'.

c) Explain with Illustration the Swap Transaction and Forward Transaction.

d) What is Money Laundering?

e) What is Transaction Exposure?

f) Give the full forms of the following;

i) SWIFT

ii) CHIPS

iii) CHAPS

iv) FATF

g) What is Balance of Trade?

h) What is Interest Rate Parity?

P.T.O.

Q2) Solve any two. **[2×5=10]**

a) What are the types of Disequilibrium in the Balance of Payments?

b) Explain purchasing power parity and Fisher's Parity.

c) What do you understand by Foreign Equities, Euro Equities and Depository receipts?

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

a) Describe the transaction exposure.

OR

b) What do you understand by the Global Financial Market? Explain the working structure of the Foreign Exchange Market.

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

a) Describe international double taxation and its regulations.

OR

b) Describe the development of the International Bond Market. Explain the types of Bonds.

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

a) Discuss about international financial reporting standards.

OR

b) Short Notes:

i) International Receivables Managements

ii) International Cash Management

Total No. of Questions : 5]

SEAT No. :

PB2035

[Total No. of Pages :2

[6201]-44
S.Y.M.B.A. (Digital Marketing)
304 - DM - SC - DM - 03 : SOCIAL MEDIA MARKETING
(2021 Pattern) (Semester - III)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

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

Q1) Solve any five out of eight following sub-question **[10]**

a) What is the target market in social media marketing (SMM)?

b) Write 2 Benefits of social media chatbots.

c) State different types of posts used on facebook.

d) What are the advantages of social media?

e) Write any two benefits of Instagram marketing tools?

f) State any 2 Facebook marketing campaign objectives?

g) What is the engagement rate in SMM?

h) What is the name of Facebook's ranking algorithm?

i) Like Rank

ii) Face Rank

iii) Page Rank

iv) Edge Rank

P.T.O.

Q2) Solve any two of the following sub-questions. **[10]**

a) Explain how social media helps in reducing advertising cost.

b) "Fans will drive social media business" Comment.

c) What is more influential - review from experts or reviews from customers. Explain.

Q3) a) What are the different techniques adopted by marketers for sales lead generation through social media marketing? **[10]**

OR

b) Explain the pointers required to be taken into consideration while making social media marketing plan.

Q4) a) Differentiate between the following Facebook Applications - Facebook Events, Facebook Platform, and Facebook Marketplace. **[10]**

OR

b) Differentiate between demographic and geographic segmentation social media marketing plan with the help of a suitable example.

Q5) a) List any 5 practices to improve your online content. **[10]**

OR

b) How do you measure social media return on investment (ROI) on planned marketing strategies.

Total No. of Questions : 5]

SEAT No. :

PB2036

[Total No. of Pages :2

[6201]-45
S.Y.M.B.A. (Project Management)
304 - PRJ - SC - PRJ - 03 : PROJECT ESTIMATION, COST & RISK MANAGEMENT
(2021 Pattern) (Semester - III)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

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

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

a) Define the term direct costs.

b) Enlist various components of project estimating.

c) State the benefits of project Risk management.

d) State the objectives of project Risk management.

e) Explain the concept of project estimation.

f) Explain the concept of project monitoring & control.

g) Define the term Indirect Costs.

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

a) Explain the risk assessment steps.

b) Differentiate between qualitative & quantitative risk analysis methods.

c) State the goals of project Audit.

P.T.O.

Q3) a) Explain the concept of project control & monitoring along with techniques of monitoring & control. **[10]**

OR

b) Analyse the feed-forward Technique with its advantages & disadvantages. **[10]**

Q4) a) Write detailed note on Risk Identification. **[10]**

OR

b) Explain the concept of project risks & illustrate various types of project risks. **[10]**

Q5) a) Discuss various techniques of project estimation. **[10]**

OR

b) Explain the process of project Risk management. **[10]**

Total No. of Questions : 5]

SEAT No. : ____

PB2037

[Total No. of Pages : 3

[6201]-46

S.Y. M.B.A.(Fintech)

305 FT:SC-FT-04 FINANCIAL MODELLING WITH EXCEL

(2021 Pattern) (Semester-III)

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

Instructions to the candidates:

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

Q1) Solve any five: **[5×2=10]**

a) Which of the following function is used to check cells a formula for # NA errors?

i) Sum If

ii) Count If

iii) ISNA

iv) Sum

b) Write syntax for the following

i) AVERAGEIF

ii) COUNTIF

c) Excel helps to address the problem of interest rates significantly fluctuating over time using _____

i) Import FRED data into excel

ii) Calculate a projected future rate in excel

iii) The AVERAGE-IF function in excel.

iv) Sum-If function in excel.

d) Define ‘conditional formatting”

P.T.O.

e) For the following condition " salary > 20,000 then 85% of salary, salary between 10,000-15,000 then 10% of salary, else 15% of salary" which of the following function is most suitable?

i) IF

ii) Nested 1F

iii) If and oR

iv) IFOR

f) State whether following statements are TRUE OR FALSE

i) To create a financial model. historical data is the base on which model is built.

ii) Financial model enables investors to estimate the value of an asset.

g) State any two uses of SUMPRODUCT.

h) Which of the following function helps in finding interest rate in excel

i) Rate [nper, pmt, Pv, (fv), (type), (guess)]

ii) Fv [rate, nper, pmt, [Pv], (type)]

iii) Pv [rate, nper, pmt, [fv], [type]]

iv) PMT [rate, nper, pv (fv), (type)]

Q2) Solve any two **[2×5=10]**

a) Explain any five advanced modelling techniques.

OR

b) What is meant by Tume value of money? Explain its significance in financial modelling.

OR

c) Explain a PIVOT table along with its uses.

Q3) A project is expected to generate cash flows of Rs. 5,00,000, Rs. 6,00,000, Rs. 7,00,000, Rs. 8,00,000 & Rs. 9,00,000 over next five years. Its initial outley is Rs. 25,00,000 while discount rate is 5% calculate NPV of the project. Also State the steps to be followed in excel along with the syntax for NPV. **[1×10=10]**

OR

Explain the term 'Relative valuation' How will help is sectoral analysis?

Q4) As an analyst you are assessing the profitability of company and want to calculate its gross profit margin the company's income statement shows:

Sales revenue Rs. 10,00,000 cost of Goods sold Rs. 6,00,000 show the steps to build financial model using sensitivity analysis (scenarios can be used as per choice.) **[1×10=10]**

OR

Following is the table showing sales data for different product over last four quarters. How to uses HLOOKUP' to extract sales data of product A in quarter & and for product B in quarter 3

	Quarter I	Quarter II	Quarter III	Quarter IV
Product A	100	120	150	130
Product B	80	90	110	100
Product C	150	170	160	180

Q5) A company has purchased a machinery worth Rs. 100 lakhs in 2020. It purchased another machine worth Rs. 50 lakhs in the year 2022 estimated life of each of them is 10 years. write the steps with syntax of IF AND function to create a depreciation schedule assuming that depreciation should be charged using straight line method. **[1×10=10]**

OR

A company manufacture two products A and B their production costs are 25% and 30% of its turnover respectively marketing cost are 15% and 10% respectively show the steps to be followed in excel to analyze costs for the above two products turnover of product A may be taken as Rs. 12,00,000 and for product B is Rs. 10,50,000

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Total No. of Questions : 5]

SEAT No. : [ ]

PB2038

[Total No. of Pages : 2

[6201]-47

S.Y.M.B.A.(Digital Marketing)

305-DM-SC-DM-04 : DIGITAL MARKETING RESEARCH

(2021 Pattern) (Semester-III)

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

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***All questions carry Equal marks.***
3) ***Each question has internal options.***

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

a) What is marketing research?

b) What is marketing information system.

c) Enlist the application of marketing research to take decisions in digital marketing.

d) Define Marketing decision support system.

e) Enlist opportunities and threats in digital marketing research.

f) Differentiate between digital and online marketing.

g) What do you mean by online focus Groups?

h) How can online marketing research be used by organization for product development.

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

a) Discuss marketing research industry in India with appropriate examples.

b) Elaborate on social media as a tool for marketing research.

c) Explain opportunities and challenges of online marketing research.

P.T.O.

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

a) Illustrate the concept of "self-completion Paradigm"

b) Analyze with examples- "How Social-Media can be used for Marketing Research?"

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

a) Design an online survey questionnaire for a cosmetic brand newly launched product feedback.

b) Discuss Ethical & Quality issues in online marketing research.

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

a) Considering the recent trends in online market trends in India, How will you use online marketing research for Brand positioning.

b) Your company is planning to enter is international markets. As a marketing manager. How will you use online marketing research to explore the possibilities and select the markets if required.

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Total No. of Questions : 5]

SEAT No. :

PB2039

[Total No. of Pages : 2

[6201]-48

S.Y. M.B.A. (Project Management)

305 - PRJ - SC - PRJ - 04 : PROJECT MANAGEMENT, EXECUTION AND MONITORING

(2021 Pattern) (Semester - III)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

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

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

a) Define Resource Management

b) Discus the term managing the Project team.

c) Define the term controlling scope and controlling schedule.

d) List any two advantages of Quality Management in the context of Project Management.

e) Enlist the stages of developing a project team.

f) State the challenges of adopting New Technology in Project Management.

g) Explain the concept of Monitor and Control Communication.

h) Discuss the term stakeholder engagement.

P.T.O.

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

a) Explain the Concept Managing Project knowledge.

b) State advantages and disadvantages of Project Management processes.

c) Discuss the tools and techniques for managing the Project Team.

Q3) What are the inputs and outputs to monitor and control the Project work? **[10]**

OR

Describe in detail Controlling Scope, Schedule and Cost in Project work. **[10]**

Q4) Explain the concept of directing and controlling project work along with its inputs and output. **[10]**

OR

Explain the term Stakeholder Engagement in Project Work with example. **[10]**

Q5) Explain the concept of the Triple Constraint in Project Management along with tools to control the Triple Constraint. **[10]**

OR

Explain the concept of the Triple Constraint in Project Management along with tools to control the Triple Constraint. **[10]**



Total No. of Questions : 5]

SEAT No. : ____

PB2041

[Total No. of Pages : 2

[6201]-50

S.Y. M.B.A (All Pgrograms)

307-GE-UL-14 : INTERNATIONAL BUSINESS ENVIRONMENT

(2021 Pattern) (Semester-III)

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

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Give suitable examples & diagrams whee necesary.***

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

a) Define Globalisation.

b) What is digitalisation.

c) Define MNC.

d) What is Balance of Payment?

e) Define Greenfield Investment.

f) Define Qutrourcing.

g) What if FDI?

h) What does the term “BREXIT” mean?

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

a) Discuss the dynamics of globalisation.

b) What are the motives of a foreign direct investment?

c) Write a note on the role of ethics & CSR in International business.

P.T.O.

Q3) a) Critically discuss the consequences of economics globalisation with suitable examples. **[10]**

OR

b) What is the consequences of "BREXIT" on international Business Consumers.

Q4) a) Throw light on the role played by the IMF and world Bank in International Business. **[10]**

OR

b) Enumerate the theories of foreign direct investment.

Q5) a) " Labour & environmental issues are prevalent in International Business". Comment. **[10]**

OR

b) Demonstrate the issues of qutsourcing & Global value chains in International Busines.

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Total No. of Questions: 5]

SEAT No. : ____

PB2042

[Total No. of Pages :2

[6201]-51
M.B.A.-II (All Programs)
308-GE-UL-15 : PROJECT MANAGEMENT
(2021 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.***

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

a) What is a project?

b) What are the triple constraints in project management?

c) What is a project stakeholder?

d) What is the critical path in project management?

e) What is risk management in project management?

f) Explain the concept of project closure and the activities involved in closing a project.

g) Discuss the role of a project manager in project success and the key skills required for effective project management.

h) Explain the concept of project scope and the importance of managing scope in project management.

Q2) a) Discuss the importance of effective communication in project management and provide examples of communication techniques.

b) Describe the five process groups in project management and briefly explain their significance.

c) What is the structure of a project monitoring information system?

[10]

Q3) Define project management and explain its significance in modern organizations. **[10]**

OR

What are the key stages in the project life cycle? Explain each stage briefly.

P.T.O.

Q4) Explain the concept of critical path in project management and its significance. **[10]**

OR

Discuss the key elements of a project risk management plan.

Q5) What are the factors that lead to project team pitfalls? **[10]**

OR

Explain the concept of earned value management (EVM) in project management and its benefits.



Total No. of Questions: 5]

SEAT No. : ____

PB2043

[Total No. of Pages :2

[6201]-52
S.Y.M.B.A. (All Programs)
309-GE-UL-16 : KNOWLEDGE MANAGEMENT
(2021 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.***
3) ***Each Question carries 10 marks.***

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

a) Define the concept of wisdom.

b) What do you mean by Expertise?

c) What do you mean by Capabilities

d) Define the team Epistemology

e) What is knowledge transfer?

f) List the tools of km.

g) What do you understand by qualitative measures

h) Explain relation between knowledge and information.

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

a) Differentiate between Tacit and Explicit knowledge with examples.

b) Explain types of knowledge and its implication

c) Information Technology in knowledge management Explain.

Q3) a) Explain in detail characteristics of knowledge management **[10]**

OR

b) Explain in detail revaluation of knowledge management

P.T.O.

Q4) a) Explain the key challenge faced in knowledge management **[10]**

OR

b) Explain the term knowledge Audit Discuss the need and benefits of knowledge Audit

Q5) a) Explain application & effectiveness of knowledge management is service Industry? **[10]**

OR

b) What do you mean by knowledge management cycle Explain in detail Meyer & Zack's km cycle.



Total No. of Questions : 5]

SEAT No. :

PB2044

[Total No. of Pages : 2

[6201]-53
S.Y. M.B.A. (All Programs)
GE-UL-17-310 : CORPORATE GOVERNANCE
(2021 Pattern) (Semester - III)

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

Instructions to the candidates:

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

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

a) Enlist Types of Directors in board of directors.

b) List Pillars of corporate Governance.

c) Define corporate Governance.

d) What is Director Identification No.

e) Define C.S.R.

f) Define Board Charter.

g) Define shareholders.

h) Define Private Limited Company.

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

a) Explain Responsibilities of Board of Directors in brief.

b) “Better Risk management leads to Good corporate Governance” Do you agree? comment.

c) Explain Function of Audit Committee.

P.T.O.

Q3) a) Define corporate Governance. Explain its needs & importance with suitable example. **[10]**

OR

b) Describe the various ways in which risk can be managed. **[10]**

Q4) a) Elaborate the roles and functions of Internal control. **[10]**

OR

b) Discuss about the disclosure that are required to be made in terms of clause 49 of the using Agreement. **[10]**

Q5) a) Company secretary is a Whistle Blower for betterment of observance of corporate Governance substantiate the statement. **[10]**

OR

b) Explain corporate social Responsibility & suggest the best corporate social responsibility practices for Indian corporates. **[10]**

x x x

Total No. of Questions : 5]

SEAT No. : ____

PB-2045

[Total No. of Pages : 2

[6201]-54
M.B.A.
311: GE-UL 18: Management of Non-Profit Organizations
(2021 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.***

Q1) Solve the following questions (2 marks each) (any 5) : **[5 × 2 = 10]**

a) Society

b) Revenue Receipt

c) Donor Marketing

d) Non-Profit organization

e) Trust

f) Conflict

g) Sustainable leaders.

h) Volunterism

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

a) Discuss in detail the factors responsible for success of Non-profit Organization.

b) Explain characteristics of Non-profit Organization.

c) Discuss in detail the factors responsible for success of leadership.

P.T.O.

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

a) Describe the factors affecting development and the challenges of managing a Non Profit Organization.

OR

b) Evaluate in detail the Non-profit Organization and market competition.

Q4) a) Elaborate Roles of Non-profit Organization in the public policy framing process. **[10]**

OR

b) Create a marketing plan for a Non-profit Organization.

Q5) a) Analyse in detail the role of executives in building effective and sustainable organization. **[10]**

OR

b) Describe Incentives and control in the Non-profit content.

Total No. of Questions : 5]

SEAT No. :

PB2046

[Total No. of Pages :2

[6201]-55

S.Y.M.B.A (Service Management)

304 - SER - SC - SER - 03 : SERVICES MARKETING

(2021 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 & services continuum.

b) What is the service encounter? Give example.

c) The impact of service failure.

d) Enlist bases for segmentation of services

e) Automation with reference to services marketing

f) Explain need for study of services marketing

g) Meaning & concept of service blue print

h) Enlist service quality models.

Q2) Solve any two. **[2×5=10]**

a) Explain the characteristics of service with example.

b) Explain the demand & capacity concept.

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

P.T.O.

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

a) Demonstrate the bases of segmentation strategy with 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. :

PB2047

[Total No. of Pages :2

[6201]-56

S.Y.M.B.A. (Service Management)

305 - SER SCSER - 04 : CONSUMER BEHAVIOUR IN SEVICES MANAGEMENT

(2021 Pattern) (Semester - III)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) ***All questions are compulsory***
2) ***All questions carry equal marks.***
3) ***Figures to the right indicate full marks.***
4) ***Draw suitable charts/ diagrams wherever necessary.***

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

a) State in brief the difference between customer and consumer.

b) Define consumer Behaviour.

c) Draw family Life Cycle.

d) What are buying motives?

e) What is mean by buying roles? Enlist them.

f) What is consumer involvement? Give its types.

g) What is ultimate moment of Truth?

h) What is reference group?

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

a) Discuss the influence of social media over service sector.

b) What are search, Experience & credence properties in consumer Decision Making Process?

c) Explain how culture & Values carry importance in delivering services.

P.T.O.

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

a) Define personality. Discuss how there is co-relationship between personality & the consumer behaviour.

b) What are opportunities & challenges for consumer Behaviour in e-market? Support your answer with relevent examples.

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

a) What are the three stages or service consumption process? Describe how it may work in a low-contact service like investing.

b) What is mean by service recovery? Suggest services recovery strategies for a courier services provider.

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

a) "Culture eats strategy for lunch" Said Peter Drucker. Comment.

b) What are the levels of consumer Involvement? Give the details of dimensions of consumer Involvement.

Total No. of Questions : 5]

SEAT No. :

PB-4755

[Total No. of Pages : 2

[6201]-61

M.B.A.

401 - GC - 14 : ENTERPRISE PERFORMANCE MANAGEMENT

(2021 Pattern) (Semester - IV)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

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

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

a) Explain the term financial inclusion.

b) What is Goal congruence?

c) Define Social Audit.

d) What is Responsibility centre?

e) Explain Du pont analysis.

f) Explain concept of Transfer Pricing.

g) State performance evaluation parameters for a project.

h) Explain Post completion Audit.

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

a) Write features of E-commerce.

b) What are the types of Responsibility centre?

c) Explain Malcolm Baldridge Framework.

P.T.O.

Q3) a) Discuss performance of retail store on following parameters **[10]**

i) ABC Analysis.

ii) Gross margin return on Investment.

OR

b) Explain performance evaluation parameters for Banks.

Q4) a) What is the performance evalaation parameters for a non-profit organisation, explain in detail? **[10]**

OR

b) Explain Auditing as a performance measurement tool in light of financial Audit and Cost Audit.

Q5) a) Explain and highlight need of capital expenditure decision and elaborate pre sanction and post sanction control of capital expenditure. **[10]**

OR

b) Ajit Ltd. has two divisions Div A & Div B. Div A is selling 80,000 units in outside market and is selling internally remaining 20,000 units to Div B @ Rs. 25/unit. its variable cost are Rs. 15/unit and fixed costs are Rs. 4,00,000. Div B is ready to pay Rs. 20 as transfer price. If Div A does not transfer the product to Div B, it can save Rs. 1,00,000 on its fixed costs and Rs. 2,00,000 on its fixed assets out of Rs. 15,00,000 of its total assets.

As a management consultant suggest whether Div A's manager should accept to transfer the product @ Rs. 20/ unit to Div B.

▽▽▽▽

Total No. of Questions : 5]

SEAT No. :

PB4491

[Total No. of Pages : 3

[6201]-62
S.Y.M.B.A. (Fintech) (All Programs)
402 GC - 15 - Indian Ethos & Business Ethics
(2021 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 indicates full marks.***

Q1) Solve any Five: **[5×2=10]**

a) In Indian ethos decision making is based on_____

i) Brain storming

ii) Brain stilling

iii) Brain miracles

iv) Brain washing

b) Indian ethos deals with knowledge of _____

i) Creator

ii) Creation

iii) Communication

iv) Both (i) and (ii)

c) Productivity in an Indian ethos in management is_____

i) Output centric

ii) People centric

iii) Profit centric

iv) Input centric

P.T.O.

d) Atmospheric issues include all of the following except_____

i) Water quantity

ii) Air pollution

iii) Global warming

iv) Acid Rain

e) Define - Ethical Audit

f) Define - Absolutism

g) What is Value System

Q2) Solve any two **[2×5=10]**

a) Mention the characteristics of Quality Manager

b) Explain the factors influencing Business Ethics

c) State the leadership pointers from Kautilya's Arthashastra.

Q3) a) In modern business management, discuss the importance of ethics. Assess the integration of ethical principle into sustainable business development management practices with suitable examples. **[10]**

OR

b) Describe Indian heritage in production and consumption. Mention the lessons from Indian Heritage in production and consumption.

Q4) a) Explain the ethics of International Business. Explain to the global business community issues of ethics. **[10]**

OR

b) Criticallly examine the concept of corporate social responsibility (CSR) in contemporary business environments. To maximise its positive impact, discuss strategies for effectivelly integrating CSR into corporate practices.

Q5) a) Comment: In business, it is common to break the ethical standards of society and believe that such a breach would not be contrary to corporate principles. **[10]**

OR

b) What do you understand by 'Conflict of Interest'? Explain, giving examples from business situations.

Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages : 2

PB-4493

[6201]-64
S.Y. M.B.A (Digital Marketing)
403DM-SC-DM-05 : DIGITAL MARKETING CHANNELS
(2021 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) ***Relevant examples are must in each answer to support the answer.***

Q1) **Answer Any 05 out of 07 (2 Marks Each)** **[5 × 2 = 10]**

a) Define Digital Marketing Channels

b) Identify key digital marketing channels for a service company like a travel agency.

c) Identify the types of content suitable for marketing through blogs.

d) What is a key function of marketing channels?

i) Creating content

ii) Gathering and distributing marketing information

iii) Developing software

iv) Conducting market research

e) Which of the following is considered a digital marketing channel?

i) Television

ii) Email

iii) Print media

iv) Radio

f) Enlist any 2 benefits of using social channels?

g) What do you mean by the term “Gray Market”?

P.T.O.

Q2) **Answer Any 02 out of 03(5 Marks Each)** **[2 × 5 = 10]**

a) Why are email marketing campaigns considered a "push" marketing strategy, while social media marketing can be both "push" and "pull"?

b) How does a channel member's actions add value?

c) What is the primary difference between digital marketing channels and traditional marketing channels?

Q3) **Answer any 01 out of 02 (10 marks each)** **[10]**

a) A small business offers consulting services. How could they use email marketing to nurture leads and convert them into paying clients?

OR

b) Imagine you are creating a digital marketing campaign for a travel agency. Analyze the target audience and suggest a combination of DM channels that would be most effective in reaching them.

Q4) **Answer any 01 out of 02 (10 marks each)** **[10]**

a) Evaluate the effectiveness of a specific DM channel (e.g., social media) for promoting a new B2B (business-to-business) product launch. What criteria would you use for your evaluation?

OR

b) A business has been running a paid search advertising campaign for some time. Evaluate the campaign's performance and suggest potential areas for improvement.

Q5) **Answer any 01 out of 02(10 marks each)** **[10]**

a) Design a content marketing strategy for a new e-commerce website selling sustainable fashion products. Specify the types of content you would create, the DM channels you would use for distribution and the target audience you would aim to reach.

OR

b) "Imagine you are a marketing consultant. Create a proposal for a digital marketing campaign to promote the launch of a new mobile fitness app. Specify the target audience, the DM channels you would recommend, and the key metrics for measuring success.

Total No. of Questions : 5]

SEAT No. : ____

PB4494

[Total No. of Pages : 2

[6201]-65

M.B.A.-II (Project Management)

403-SC-PRJ-05 : PROCUREMENTS AND CONTRAT MANAGEMENT IN PROJECTS

(2021 Pattern) (Semester-IV)

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

Instructions to the candidates:

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

Q1) Solve any five. **[5×2=10]**

a) Define "Tender"

b) Write a short note on "EMD"

c) Define "Letter of Intent"

d) Write two types of payment methods to contractors.

e) Define "SOW"

f) Write a short note on "Earned Value management.

Q2) Solve any two. **[2×5=10]**

a) Differentiate between Centralized and Decentralised procurement process.

b) Differentiate between "Turnkeys and Non-Turnkey Contracts.

c) Explain the concept called "Sub-Contract"

P.T.O.

Q3) Solve any one. **[1×10=10]**

a) Elaborate project procurement management along with 6 major procurement process.

OR

b) Explain the concept “contract” along with its types.

Q4) Solve any one. **[1×10=10]**

a) Elaborate corporate teaming arrangements and role of procurement managers in it.

OR

b) Explain procurement management plan, with reference to budgeting & scheduling.

Q5) a) Explain termination of contractual relationship & settlements of sellers’ claims. **[10]**

OR

b) List and describe the Rey stages in the procurement process.

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Total No. of Questions : 5]

SEAT No. :

PB-4495

[Total No. of Pages : 2

[6201]-67
M.B.A(Digital Marketing)
404 - DM : SC - DM - 06 Marketing 5.0
(2021 Pattern) (Semester - IV)

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

Instructions to the candidates:

1) ***Attempt all questions.***
2) ***Make suitable Assumptions wherever necessary.***
3) ***All questions carry equal marks.***

Q1) **Solve any <u>five</u> of the following :** **[10]**

a) What is 'Artificial Intelligence'?

b) Define 'Market Polarisation'.

c) Explain 'Natural Language Processing (NLP)'.

d) What is 'Customer Experience (CX)'?

e) What is 'Agile Marketing'?

f) What is 'Human Centric Marketing'?

g) What are the 'challenges of digital transformation'?

h) What is 'UI' and 'UX'.

Q2) **Solve any <u>Two</u> of the following :** **[10]**

a) Explain the importance of Human like Technologies in digital world.

b) Explain the 5 'A' s of customer path.

c) How Data - driven marketing is important in today's competitive market.

Q3) a) How can 'Artificial Intelligence' (AI) improve content personalization and segmentation strategy of a business entity. **[10]**

OR

b) Define and describe 'Generation Z' and 'Generation Alpha'. Why are these two generations important to companies? **[10]**

P.T.O

Q4) a) Examine the importance of 'Contextual Marketing' for a 'Premium Electric Car Manufactures'. **[10]**

OR

b) Design the 'Chatbot Marketing' Strategy for a 'Retail Store'. **[10]**

Q5) a) Develope a 'Marketing Plan' of 'Global Cosmetic brand' using 'IOT' and 'Blockchain' Technology. **[10]**

OR

b) Create an 'Augmented Marketing' plan for a 'Hotel Business'. **[10]**



Total No. of Questions : 5]

SEAT No. :

PB-4496

[Total No. of Pages : 2

[6201]-68

S.Y. M.B.A.(Project Management)

404 - PRJ - (SC-PRJ-06) : GOVERNANCE, CONTINUITY AND ETHICS IN PROJECT MANAGEMENT

(2021 Pattern) (Semester - IV)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

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

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

a) Define project governance and two significances.

b) Two key components of project continuity planning.

c) Two ethical principles relevent to project management.

d) Two benefits of maintaining professional ethics.

e) Two main objectives of project management.

f) Two skill sets a project manager must possess.

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

a) Explain the role of project governance in ensuring accountability and transparency.

b) Describe the importance of continuity planning in mitigating risk and ensuring project success.

c) Compare between project governance and operational governance.

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

a) Analyze a project scenario and identify potential governance structures that could be Implemented.

OR

b) Develop a continuity plan for a specific project in Retail Industry e.g. Reliance digital considering various potential disruptions.

P.T.O.

Q4) a) Elaborate different models of project governance, highlighting their strengths and weaknesses. **[10]**

OR

b) Evaluate the ethical implications of stakeholder relationship in project management.

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

a) Critique the governance mechanisms of a project in terms of their alignment with organizational objectives.

OR

b) Determine the ethical responsibilities of a project manager when faced with conflicting stakeholders intrests.

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Total No. of Questions : 5]

SEAT No. : ____

PB4498

[Total No. of Pages : 2

[6201]-70

S.Y. M.B.A. (All Programs)

406-GE-UL-20:TECHNOLOGY COMPETITION& STRATEGY

(2021 Pattern) (Semester-IV)

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

Instructions to the candidates:

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

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

a) List any two key principles for data collection.

b) Define the term “Business strategy.”

c) What do you mean by “Collaborative Arrangements”?

d) What is technology Intelligence?

e) What are the various characteristics of technology and competitive advantage?

f) Enlist any two reasons for Technological change.

g) Why “M by N matrix” is used?

h) What are the steps involved in mapping the technology environment?

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

a) What do you mean by the term technological intelligence? What is its importance in today’s era of modernization?

b) Explain various contemporary challenges in mapping the technological environment?

c) What is the difference between technology strategy & technology leadership? Explain in brief?

P.T.O.

Q3) Answer any 1 out of 2 (10 Marks each) **[10]**

a) Compare and contrast the strategic recommendations for "Cash Cows" and "Stars" in the BCG matrix in detail.

OR

b) What specific risks can be mitigated through the use of technological advancements and how does technology aid in productivity increment?

Q4) Answer any 1 out of 2 (10 Marks each) **[10]**

a) Compare the focus of the customer-supplier relationship with the product-user relationship in technology companies.

OR

b) Propose a strategic plan for an organization to stay updated with technological advancements in its competitive domain.

Q5) Answer any 1 out of 2 (10 Marks each) **[10]**

a) Explain collaborative arrangements in the domain of technological strategy & also explain the strategic & operational reasons for collaborative arrangements.

OR

b) Using the concept of product. Evaluation matrix, create a questionnaire for carrying out a survey of "ASUS ROG" Laptops.

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Total No. of Questions : 5]

SEAT No. : ____

PB-4761

[Total No. of Pages : 2

[6201]-71

M.B.A.

407 - GE - UL - 21 : CYBER LAWS

(2021 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) **Attempt any FIVE answer the following :** **[10]**

a) What is EDI?

b) Various cyber crime in M-Commerce.

c) What is cyber space Jurisdiction?

d) Penalties & Offences.

e) Domain name and various issues

f) Cloud computing.

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

a) What is IT Act 2000?

b) Digital Signature in Indian Law.

c) E-Governance + various protective methods againt crime.

Q3) Explain the concept of copyright in computer programmes with example.**[10]**

OR

What are the various provisions of patent Act 1970?

P.T.O.

Q4) As a IT Manager how you will protect sensitive personal data or information. **[10]**

OR

What is Reverse Hijacking? Explain with example.

Q5) Explain UNCITRAL model law. **[10]**

OR

What is Cryptography? Explain various laws.

▽▽▽▽

Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages : 2

PB-4499

[6201]-72
M.B.A
408:(GE-UL-22) : CORPORATE SOCIAL RESPONSIBILITY & SUSTAINABILITY
(2021 Pattern) (Semester - IV)

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

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Make necessary assumptions, wherever required.***
3) ***All questions carry equal marks.***

Q1) **Solve any 5 out of 7 :** **[5 × 2 = 10]**

a) Which are the finds specified in Schedule VII of the Act for the purpose of CSR contribution?

b) Four broad aspects of CSR.

c) Core elements of strong work in CSR

d) The principles of CSR.

e) What are the 3 Ps of corporate social responsibility?

f) What is Philanthropist?

g) What is the business level CSR threshold?

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

a) Illustrate 'Companies Act 2013' for Corporate Social Responsibility.

b) What are the challenges in implementing CSR?

c) Describe various theories of corporate governance.

Q3) **Solve (a) or (b) :** **[10]**

a) What are the objectives of corporate social responsibility? Explain the structure and composition of Board of Directors in public limited companies.

b) Which methods to developing a CSR agenda would most likely have a successful outcomes?

P.T.O

Q4) **Solve (a) or (b) :** **[10]**

a) Explain Carroll's CSR Pyramid.

b) What are the various criteria that has to be completed in order to achieve good corporate social responsibility in India?

Q5) **Solve (a) or (b) :** **[10]**

a) Illustrate what corporate social responsibilities is and touch upon the practices prevailing at domestic as well as international levels with regard to assumption of corporate social responsibility.

b) "You have been appointed as a company secretary of a medium-sized listed company. In discussions with your chairman, you discover that the CSR committee has not fulfilled its objectives set by the committee and also the amount spent on CSR activities have been made on the basis of insufficient information and without due referred to the consequences. The chairman explains that many wrong choices are being made by the Board. Therefore, the Chairman feels it is important to improve working of the Board and asks you for your views and suggestions for improvement in the form of a report".

Write a report to the Chairman advising him on the measures to be taken for effective and quality decision making by the Board.

Total No. of Questions : 5]

SEAT No. :

PB4500

[Total No. of Pages : 2

[6201]-73

S.Y. M.B.A. (Service Management) (All Programs)

403 - SER - SC - SER - 05 : SERVICES ANALYTICS

(2021 Pattern) (Semester - IV)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) ***Attempt all questions.***
2) ***All questions carry equal marks.***
3) ***Make suitable assumptions wherever necessary.***

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

a) Define Service Analytics.

b) What is the purpose of service analytics?

c) Define Customer Segmentation & Positioning.

d) Define People & Physical evidence for services.

e) Enlist the type of Customer Analytics.

f) Define Customer Analytics.

g) Explain customer touch points.

h) What type of Analytics, gain insight from historical data with reporting, scorecards, clustering etc.

i) Prescriptive

ii) Decisive

iii) Descriptive

iv) Predictive

Q2) Solve any 2. **[2×5=10]**

a) Recall methods to leverage Tableau for continuous improvement in customer touchpoints, providing specific examples.

b) Differentiate between data, information and knowledge within the realm of service analytics.

c) Explain the benefits of Services Analytics.

P.T.O.

Q3) a) Explain how analytics can elevate the service marketing mix elements like process, people, and physical evidence, supported by case studies. **[10]**

OR

b) Explain the Tools and Software used for Customer Analytics.

Q4) a) Analyse the use of Tableau in implementing service analytics strategies for enhancing customer touchpoints in the healthcare sector. Provide insights into how data visualization can improve patient experience. **[10]**

OR

b) Describe the role of AI in customer service Analytics with suitable examples.

Q5) a) Apply customer analytics techniques to a case study in the financial services sector to identify patterns in customer behavior and suggest strategies for customer retention and acquisition. **[10]**

OR

b) You are working as a marketing manager and working with service industry of your choice. How do you wish to build a value for improving services marketing by linking analytics?



Total No. of Questions: 5]

SEAT No. :

PB4501

[Total No. of Pages :2

[6201-74]
S.Y.M.B.A. (Service Management)
404-SER-SC-SER-06 : E-SERVICES
(2021 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) Answer any 5 of the following questions. **[10]**

a) Explain the concept of E-services

b) What do you understand by Digital Environment?

c) Define E-CRM

d) What are the three types d E-services?

e) What is omni-channel E-services?

f) Define digital Environment

g) Define B2B E-serevices

h) Explain Chatbots

Q2) Answer any 2 **[5×2=10]**

a) Explain the digital consumer Boying roles.

b) Explain teh characteristics of E-Services with example

c) Differentiate between traditional and E-services.

Q3) a) Discuss the role of IOT, AI, VR, mobile applications and social media in managing e-services from an operational perspective **[10]**

OR

b) Discuss the application of E-service in courism sector

P.T.O.

Q4) a) Analyse the differences between buying services at specific service points and buying services anytime anywhere. Provide insights into how services providess can adapt to this shift in consumer behavior. **[10]**

OR

b) Imagine you are a service provider planning to transitin your tradditional services to digital platforms Describe the steps you would take to under stand the digital consumer segments.

Q5) a) Design a conprehensive B2B E-services strategy for hospitality company Include considerations for understanding customer buying roles, processes, and environments Provide a step-by-step plan for implementation. **[10]**

OR

b) Evaluate the influence of social media and word of mouth on promoting digital services provide examples to Support your evalvation

