

Total No. of Questions : 7]

SEAT No. :

P1710

[4770] - 101

[Total No. of Pages : 1

M.B.A.

**(101) : ORGANISATIONAL BEHAVIOUR & PRINCIPLES AND
PRACTICES OF MANAGEMENT**

(Semester - I) (2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Define Management. Discuss key issues and limitations of F.W.Taylor's Scientific Management School.

Q2) Discuss fully various components of Man Power Planning. What efforts are essential to make it accurate staffing function?

Q3) Define Planning. Explain the steps involved in planning.

Q4) Define Conflict. What is meant by Interpersonal and Intrapersonal conflict? Give suitable examples of both.

Q5) Explain and compare the theories of motivation given A. Maslow and F.Herzberg.

Q6) Define stress. Explain the causes of stress and strategies to manage the stress.

Q7) Write short notes: (Any two):

- a) MBO.
- b) Formal and Informal Groups.
- c) Job involvement and Organisational Commitment as attitude.
- d) Causes of Change.
- e) Contribution of Elton Mayo.



Total No. of Questions : 9]

SEAT No. :

P1711

[4770] - 102

[Total No. of Pages : 4

M.B.A.

102 : MANAGEMENT ACCOUNTING

(Semester - I) (2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Question 1 is compulsory.*
- 2) *Attempt any two questions from each section.*
- 3) *Figures to the right indicate marks for that question/sub-question.*
- 4) *Your answers should be specific and to the point.*
- 5) *Support your answers with suitable live examples.*
- 6) *Draw neat diagrams and illustrations supportive to your answer.*
- 7) *Use of calculators is permitted (as applicable).*

Q1) Write short notes on (Any 2):

[2 × 5 = 10]

- a) Drawings.
- b) Cost concept.
- c) Time keeping & Time booking.
- d) Money Measurement Concept.

SECTION - I

Q2) What do you mean by 'Management Accounting'? State its objectives, limitation and uses. **[15]**

Q3) What do you understand by the terms 'Budget & Budgetary Control'? What are the advantages of budgetary control? **[15]**

Q4) Discuss the classification of overheads with appropriate examples. Explain the 'Under absorption' and 'Over absorption'. **[15]**

P.T.O.

Q5) Explain the following terms:

[15]

- a) Idle time.
- b) Labour Turnover.
- c) Standard Costing.

SECTION - II

Q6) The Trial Balance of Mr.Ganesh as on 31.12.2013 was as follows:

[15]

Particulars	Debit Amt.	Credit Amt.
Sales		2,52,600
Purchases	1,62,505	
Debtors	50,200	
Opening Stock	26,725	
Wages	23,137	
Salaries	5,575	
Furniture	7,250	
Postage	4,226	
Power and Fuel	1,350	
Trade Expenses	5,831	
Bad debts	525	
Loan at 10% to Mr. A. (given on 1.9.2013)	3,000	
Cash in hand and at Bank	10,000	
Drawings	4,452	
Reserve for doubtful debts		5,200
Creditors		30,326
Bills Payable		3,950
Outstanding Wages		2,000
Trade expenses accrued but not paid		700
Capital		10,000

Further information is as under:

- a) Depreciation on furniture is to be charged at 10% p.a.
- b) Debtors include an item of Rs. 500 due from the customer who has become insolvent (nothing shall be received from his estate).
- c) Reserve for doubtful debt is to be maintained at 5% on debtors.
- d) Goods valued at Rs. 1,500 have been destroyed by fire and the insurance company has admitted the claim for Rs. 1,000/-.
- e) Stock as on 31.12.2013 was Rs. 12,250/-.

Q7) From the following information for the month of January, prepare a cost sheet to show the following components. **[15]**

- a) Prime cost.
- b) Factory cost.
- c) Cost of production.
- d) Total cost

Particulars	Amount
Direct Wages	57,000
Direct Material	28,500
Factory Rent & Rates	2,500
Office Rent & Rates	500
Plant Repairs and maintenance	1,000
Plant depreciation	1,250
Factory heating & lighting	400
Factory Manager's Salary	2,000
Office Salary	1,600
Director's Remuneration	1,500
Telephone & Postage	200
Printing & stationery	100
Admin charges	150
Advertisement	1,500
Salesman Salaries	2,500
Showroom Rent	500
Sales	1,16,000

Q8) From the following information calculate

[15]

- a) Profit Volume Ratio.
- b) Break Even Profit.

Information given:-

- a) Total Sales Rs. 5,00,000/-.
- b) Selling price per unit Rs. 100/-.
- c) Variable cost per unit Rs. 60/-.
- d) Fixed cost Rs. 1,20,000/-.
- e) No. of units sold 5000 units.

Q9) Prepare a flexible budget from the following information and identify the best optimum level of production required for acquiring profit. **[15]**

Particulars	Upto 1,40,000 Units (Price per unit)	1,40,000 to 1,60,000 Units (Price per unit)	1,60,000 to 2,00,000 Units (Price per unit)
Sales price (Rs.)	1.05	1.00	0.90
Variable unit cost: (Rs.)			
- Materials	0.50	0.45	0.35
- Labour	0.20	0.20	0.20
- Overheads	0.10	0.10	0.10
Fixed cost (Rs.) (Total Cost)	30,000	30,000	35,000



Total No. of Questions : 7]

SEAT No. :

P1712

[4770] - 103

[Total No. of Pages : 1

M.B.A.

103 : MANAGERIAL ECONOMICS

(Semester - I) (2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Attempt any five questions.*
- 2) *All questions carry equal marks (14).*
- 3) *Draw diagrams wherever necessary.*

Q1) Explain law of demand. State the Assumptions and Exceptions of law of Demand.

Q2) Explain Price Elasticity of Demand? State its types.

Q3) Explain opportunity cost, Marginal cost and incremental costs.

Q4) What is the need and importance of Government intervention in economy and social structure of market controlling.

Q5) What is price? Explain pricing strategies: Cost Plus Pricing and Skimming Pricing.

Q6) Write short notes (any two):

- a) Micro economics vs Macro Economics.
- b) Objectives of the firm.
- c) Accounting Profit and Economic Profit.
- d) Cartel in oligopoly.

Q7) What is Profit? Explain Break even analysis and its importance.



Total No. of Questions : 6]

SEAT No. :

P1713

[4770] - 104

[Total No. of Pages : 4

M.B.A.

**(104) STATISTICAL AND QUANTITATIVE METHODS
(Semester - I) (2008 Pattern)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Solve any two questions from Section I and any two questions from Section II.*
- 2) *Use of electronic calculator is allowed.*
- 3) *Figure to the right indicate full marks.*
- 4) *Graph paper will not be provided, draw all sketches on answer paper.*

SECTION - I

Q1) a) Find Mean and Median for the following data **[6]**

Weight (kg)	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69
No. of Boxes	6	14	12	10	10	9	9	10	5	4	1

b) Calculate Standard Deviation. **[6]**

Age Under	10	20	30	40	50	60	70	80
No. of Person dying	15	30	53	75	100	110	115	115

c) Draw less than ogive curve for the following distribution and find median through graph. **[5]**

Marks less than	10	20	30	40	50	60	70	80	90
No. of Students	4	6	24	46	67	86	96	99	100

Q2) a) Find two regression equations for the two series. What is the most likely value of x when $y = 20$ and most likely value of Y when $X = 22$. **[9]**

X	35	25	29	31	27	24	33	36
Y	23	27	26	21	24	20	29	30

P.T.O.

- b) Calculate the coefficient of association between smoking and coffee drinking habits from the given data. [8]

Habits	Coffee Drinkers	Non-coffee Drinkers
Smokers	90	65
Non smokers	260	110

Interpret the results.

- Q3) a)** A candidate is selected for an interview for three posts. For the first post there are three candidates, for the second post there are four, and for the third, there are two candidates. What is the probability that a candidate is selected for at least one post. [9]

- b) Find Karl Pearson's coefficient of correlation between sales and Expenses. Comment on answer. [8]

Firm	1	2	3	4	5	6	7	8	9	10
Sales (in Rs. '000)	50	50	55	60	65	65	65	60	60	50
Expenses (in Rs. '000)	11	13	14	16	16	15	15	14	13	13

SECTION - II

- Q4) a)** A firm makes two types of furniture - chair and tables. The contribution to profit by each product as calculated by accounting department is Rs. 20/- per chair and Rs. 30/- per table. Both the products are to be processed on three machines M_1, M_2, M_3 . The time required in hours by each product and total time available in hours per week on each machine are as follows: [9]

Machine	Chair	Table	Available Time (In hours)
M_1	3	3	36
M_2	5	2	50
M_3	2	6	60

How should the manufacturer schedule the production in order to maximise the profit.

- b) In a modification of a plant layout of a factory, four new machines M_1 , M_2 , M_3 & M_4 are to be installed in a machinshop. There are five vacant places A, B, C, D, E available. Because of limited space, machine M_2 cannot be placed at C and M_3 cannot be placed at A. The cost of installation of machine [9]

- i) at a place
 ii) in rupees hundred is shown below

Find the optimum assignment schedule.

	A	B	C	D	E
M_1	9	11	15	10	11
M_2	12	9	-	10	9
M_3	-	11	14	11	7
M_4	14	8	12	7	8

- Q5) a) Find the optimum solution for the following cost Matrix: [9]

Matrix	D_1	D_2	D_3	D_4	Availability
O_1	20	22	17	04	120
O_2	24	37	09	07	70
O_3	32	37	20	15	50
Demand	60	40	30	110	240

- b) A child care shop dealing with children's requirements has one cashier who handles all customer payments. The cashier serves on an average 15 customers / hour. Customers come to the cashier's area in a random manner but on an average of 10 people per hour. The management received a large number of customer's complaints and decided to investigate the following questions. [9]
- i) What is the average length of waiting line to be expected under existing conditions?
- ii) What is the average length of time that a customer would be expected to wait to pay for his purchases?
- iii) What is the probability that cashier is busy?

- Q6) a)** A business man has 3 alternative actions, that he can take. Each of there follow 4 possible events. The conditional payoffs for each action event combination are as under. **[9]**

Action	Events			
	A	B	C	D
I	4	0	-5	3
II	-2	6	9	1
III	7	3	2	4

Find optimal decision under.

- i) Maximin Criterion.
 - ii) Regret Criterion.
 - iii) Laplace Criterion.
- b) Solve the following game. **[9]**

		B	
		B_1	B_2
A	A_1	$\begin{bmatrix} 3 & -4 \end{bmatrix}$	
	A_2	$\begin{bmatrix} -3 & 4 \end{bmatrix}$	



Total No. of Questions : 7]

SEAT No. :

P1714

[4770] - 105

[Total No. of Pages : 1

M.B.A.

**(105) Legal Aspects of Business
(2008 Pattern) (Semester - I)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Answer any five questions.*
- 2) *All questions carry equal marks.*
- 3) *Quote examples wherever necessary.*

Q1) State the definition of contract and explain in detail the essentials of a valid contract.

Q2) Explain with examples the meaning of 'Condition' and 'Warranty'. Distinguish between them.

Q3) What is dishonour of a Negotiable Instrument? Explain the process of Noting & Protesting.

Q4) What is the meaning and contents of Memorandum and Articles of Association?

Q5) Explain the meaning of contracts of indemnity and guarantee. Distinguish between them.

Q6) What are the various Consumer Disputes Redressal Agencies? What is the procedure of filing a complaint in the District Forum?

Q7) Short Notes (any two):

- a) Trademark.
- b) Digital signature.
- c) Patents.



Total No. of Questions : 7]

SEAT No. :

P1715

[4770] - 106

[Total No. of Pages : 1

M.B.A.

**(106) BASIC OF MARKETING
(2008 Pattern) (Semester - I)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

- Q1)** What is marketing? Explain its objectives, and its importance in today's world with suitable examples. **[14]**
- Q2)** Discuss the need of 'Consumer Behaviour' study in present business scenario. Explain the buying decision process with suitable example. **[14]**
- Q3)** What is Market segmentation? Discuss various bases of segmentation with suitable examples. **[14]**
- Q4)** Discuss the 7P's of marketing mix with suitable example. **[14]**
- Q5)** Discuss the social responsibilities of a marketing organization. **[14]**
- Q6)** Explain various elements of Micro and Macro Environment & how do they affect business organization with the help of suitable example. **[14]**
- Q7)** Write short notes on (Any Two): **[14]**
- a) Marketing Myopia.
 - b) Niche Marketing with examples.
 - c) Marketing Audit.
 - d) Customer Satisfaction and Customer Delight.



Total No. of Questions : 7]

SEAT No. :

P1716

[4770] - 201

[Total No. of Pages : 1

M.B.A.

**201 : MARKETING MANAGEMENT
(2008 Pattern) (Semester - II)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Attempt any five questions out of the following.*
- 2) *All questions carry equal marks.*

Q1) What is Logistic Management? Discuss the Channel alternatives available deciding Channel design.

Q2) Explain the promotional pricing and differentiated pricing in detail.

Q3) What are the additional three P's of marketing mix? With suitable example of any service organisation explain in brief.

Q4) "Balaji Wafers Pvt. Ltd.," is the newly launched company which deals with Wafers and Namkeen. Design a promotion mix for this company.

Q5) Define Branding. Discuss various branding decisions.

Q6) Discuss various approaches to pricing.

Q7) Write short notes (any two):

- a) Stages in Launching New Product.
- b) New trends in packaging.
- c) Personal Selling.
- d) Franchising.



Total No. of Questions : 9]

SEAT No. :

P1717

[4770] - 202

[Total No. of Pages : 3

M.B.A.

202 : FINANCIAL MANAGEMENT

(2008 Pattern) (Semester - II)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Question number 1 is compulsory.*
- 2) *Attempt any two questions from Section I & two questions from Section II.*
- 3) *Use of simple calculator is allowed.*
- 4) *Figures to the right indicate full marks.*

Q1) Explain the various finance functions. **[10]**

SECTION - I

Q2) What is financial planning? What are the characteristics essential for a sound financial plan & also explain the process of financial planning. **[15]**

Q3) What do you understand by under capitalization & over capitalization? Explain the causes & effects of the same? **[15]**

Q4) Explain any 3 methods of evaluating capital expenditure proposals with an appropriate example? **[15]**

Q5) Write short Notes on (Any 3): **[15]**

- a) Factors affecting dividend policy.
- b) Cash Budget.
- c) Fund Flow Analysis.
- d) Bonus Shares.
- e) Disclosure requirements of Fixed Assets as per Schedule VI.

P.T.O.

SECTION - II

Q6) Estimate working capital requirement for a activity of 1,00,000 units. Add 10% contingency to the total working capital. All are credit sales.

Particulars	Cost per unit (Rs.)
Raw Material	42.50
Direct Labour	14.80
Overheads	<u>42</u>
Total Cost	99.30
Profit	<u>20.70</u>
Selling price	<u>120.00</u>

Additional Information:

Stock of raw materials held - 4 weeks work in Progress (50% completion stage) - 2 weeks

Stock of finished goods - 4 weeks.

Purchases - 1 month credit allowed.

Credit sales - 2 months Credit period.

Delay in payment of wages - 2 weeks.

Cash at bank and in hand - Rs. 1,00,000.

[15]

Q7) A company's whose cost of capital is 12% is considering two projects 'A' & 'B'. The following data are available:

	Project A	Project B
	Rs.	Rs.
Investment	1,40,000	1,40,000
Cash flows		
Year 1	20,000	1,00,000
Year 2	40,000	80,000
Year 3	60,000	40,000
Year 4	1,00,000	20,000
Year 5	<u>1,10,000</u>	<u>20,000</u>
	<u>3,30,000</u>	<u>2,60,000</u>

Select the most suitable project by using Net Present Value method.

The present value of Re. 1 at 12% are:

Year 1	0.90
Year 2	0.80
Year 3	0.70
Year 4	0.60
Year 5	0.55

[15]

Q8) From the following information Prepare a Balance sheet.

[15]

Current Ratio = 2

Liquid Ratio = 1.5

Fixed assets to Net investments = 0.75

Working capital = Rs 1,00,000

Reserves & Surplus = 75,000 Rs.

Bank overdraft = 30,000 Rs.

The firm does not have any long term loans.

Q9) Calculate the operating leverage, financial leverage & combined leverage from the following details: **[15]**

Selling price per unit = Rs. 150

Variable cost per unit = Rs. 100

Fixed Costs = Rs. 6,00,000

Production & sales = 20,000 units

The capital structure of the company under alternate financing plan is as follows:

Particulars	Plan I	Plan II
Equity Capital	20,00,000	10,00,000
16% Debentures	10,00,000	20,00,000
Total	30,00,000	30,00,000



Total No. of Questions : 7]

SEAT No. :

P1718

[4770] - 203

[Total No. of Pages : 1

M.B.A.

**203 : HUMAN RESOURCES MANAGEMENT
(2008 Pattern) (Semester - II)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Attempt Any Five questions.
- 2) All questions carry equal marks.

Q1) Define Human Resource Management. Discuss difference between Personnel Management and HRM.

Q2) Explain the importance of Training and Development. And further describe the need of evaluation of Training Programme.

Q3) What do you understand by performance management? Elaborate any 3 methods of performance evaluation.

Q4) Define Recruitment. Explain in detail the process of recruitment and selection.

Q5) What is collective bargaining? Discuss its importance in settlement of Industrial Disputes.

Q6) Define Manpower Planning. Elaborate its need & importance.

Q7) Write short notes (Any Two):

- a) Succession Planning.
- b) TQM.
- c) Job analysis.
- d) Rating errors.



Total No. of Questions : 7]

SEAT No. :

P1719

[4770]-204

[Total No. of Pages : 1

M.B.A.

**204 : MANUFACTURING AND OPERATIONS MANAGEMENT
(2008 Pattern) (Semester-II)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) What is Manufacturing Management? Explain the contribution made by Henry Ford, Deming, Crosby and Taguchi in the development of production management.

Q2) Describe the characteristics of Project Production and Batch Production.

- Q3)** a) Explain the importance of Production planning and control in a manufacturing organization.
b) Describe with example how a Project Network is crashed.

Q4) Explain the features of intermittent production with respect to Inventory, material handling. Layout of manufacturing facilities.

Q5) What is work study? What are its objectives? Write detail note on process charts.

Q6) Explain the importance of control charts? State its types and explain the same with reference to statistical quality control.

Q7) Write short notes on (Any Two):

- a) O C Curve.
- b) KANBAN.
- c) Theory of Constraints.
- d) Standard time for operation.



Total No. of Questions : 8]

SEAT No. :

P1720

[4770]-205

[Total No. of Pages : 2

M.B.A.

205 : MATERIALS AND LOGISTICS MANAGEMENT

(2008 Pattern) (Semester-II)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) State the needs for supply chain management and its potential benefits.

Q2) What is vendor rating? Describe any two of the following vendor rating methods.

- a) The categorical plan.
- b) The weighted point method.
- c) The cost ratio plan.

Q3) What are the inputs of a MRP system? Explain Bill of material giving example.

Q4) Discuss principles of material handling. How selection of proper material handling equipment can help in reduction of cost?

Q5) What is Value Engineering? Explain its importance over value analysis.

Q6) Define logistics management. Explain briefly the benefits that can accrue to the organization from the successful implementation of the concept.

Q7) What is meant by location of stores? Discuss the basic factors that must be taken into account to determine the best location for stores.

P.T.O.

Q8) Write short notes on (Any Two):

- a) Bill of Material.
- b) Content of purchase order.
- c) Standardisation.
- d) Speculative buying.



Total No. of Questions : 7]

SEAT No. :

P1721

[4770] - 206

[Total No. of Pages :1

M.B.A.

**206 : Management Information System
(2008 Pattern) (Semester - II)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Q. No. 1 and 7 are compulsory.*
- 2) *Solve any four questions from remaining.*
- 3) *Figures to the right indicate full marks.*

Q1) Draw Report layout for following and elaborate use of these reports in the process of decision making. **[15]**

- a) Employee salary statement.
- b) Raw material delivery Report.
- c) Monthly vendorwise Billing statement.

Q2) What is Data Warehousing? Explain need of data warehousing in organization. **[10]**

Q3) Define computer Network. Explain different network topologies in detail. **[10]**

Q4) What is DSS? Explain features of DSS in detail. **[10]**

Q5) Explain Intellectual Property Right related to IT services. **[10]**

Q6) Define prototyping. Explain advantages and limitations of prototyping. **[10]**

Q7) Write a short notes on (any three): **[15]**

- a) CASE Tools
- b) FIS and MIS.
- c) Types of system
- d) Artificial Intelligence.



Total No. of Questions : 6]

SEAT No. :

P1722

[4770] - 301

[Total No. of Pages : 3

M.B.A.

(301) BUSINESS POLICY & STRATEGIC MANAGEMENT

(Semester - III) (2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Answer any three questions from section - I & each question carries 15 marks.*
- 2) Section - II carries 25 marks.*
- 3) Section - II is compulsory.*
- 4) Support your answers with relevant examples.*

SECTION - I

Q1) What is SWOT analysis? Explain the significance of SWOT in strategic management with a suitable example.

Q2) Explain Management Process in details and how it is useful in corporate & functional level strategy.

Q3) Describe with suitable examples the role of vision & mission statement in business policy. How it is applicable for strategy formation?

Q4) What is meant by Corporate Social Responsibility and Ethical practices required for social considerations in Strategy Development?

Q5) Write short notes on any two of the following:

- a) Porter's Five Forces Model of competition.
- b) Mintzberg's 5ps of strategy.
- c) Corporate Portfolio Analysis.

P.T.O.

SECTION - II

Q6) Case Study

Bihar Prashasanik Sudhar Mission's SMS based monitoring System

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

The key challenge for BPSMS was to ensure that it converts itself from lean, flexible and agile Govt. Organization to an organization constantly evolving IT and administrative reform strategies. It required innovation in the areas of training, organizational development and work organization. The scale and scope of the challenge became apparent when the tasks of data collection from blocks were taken by the Bihar Prashasanik Sudhar Mission Society. One of the major hurdles in achieving success for BPSM was the proper monitoring of the daily works and achieves the different Govt. Funded schemes and projects. Scheme such a MNREGS, Scholarship Distributions, Indira Awas Yojna and distribution of dress/bicycle are needed to be closely monitored as they are directly concerned with the upliftment of poor and mostly excluded citizens.

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

The block level officers of the different schemes viz. NREGS, Pension, Dress/Bicycle distribution, Scholarship distribution, ICDS, Health, Food, Indira Awas Yojana, Mutation, and rainfall status, send their daily progress report through a simple text SMS. Every Scheme is given a particular code, such as NREGS-BL1, BL denotes Block Level report and 1 is the scheme code for NREGS; similarly Pension - BL2, Dress/Bicycle - BL3 and so on. A particular reporting format was also designed for each monitored schemes. In NREGS, the daily progress of total expenses in block, no. of presently running schemes and count of today's beneficiary labors were required for the block. The following two character code format was designed for NREGS (BL1), EX - Expense (in Lacs), SC - No. of Schemes and NL - No. of Labors working today. A simple text message of BL1, EX2.24, SC10, NL123 from Program Officer of NREGS was sufficient for acquiring his per day work progress. The SMSs are sent to a centralized SMS server where it is decoded and on the basis of receiving data, different types of reports as well as Graphs are generated. The server keeps tracks of all the received SMSs. Reports are generated on the basis of the Report submitted by the Block Officer, therefore wrong information signed by them result in generation of wrong report.

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

Questions:

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



Total No. of Questions : 7]

SEAT No. :

P1723

[4770] - 302

[Total No. of Pages :2

M.B.A.

302 : MANAGEMENT CONTROL SYSTEMS

(Semester - III) (2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Q.No.7 is Compulsory.*
- 2) *Attempt any 4 questions from Q. No. 1 to Q. No. 6.*
- 3) *All questions carry equal marks.*

Q1) What do you understand by MCS? Discuss the process of development of MCS in an organisation.

Q2) Define Strategic Planning. Discuss in detail the importance of strategic planning for any organisation.

Q3) What do you understand by Goal Congruence? With the help of examples explain problems of Goal Congruence faced by multidivisional companies at different levels.

Q4) State and discuss the various measures used to evaluate the performance of responsibility centres.

Q5) “Budgetary Control is one of the important tools for Controlling an organisation”. Discuss.

Q6) Write Short notes on (Any TWO):

- a) MCS in BPO organisation.
- b) Balanced Scorecard.
- c) Traditional Vs Modern Methods of Capital Budgeting.
- d) Financial Audit Vs Internal Audit.

P.T.O.

Q7) Supplying Division of a company has a production capacity of 60,000 units of a component and can sell 45,000 units to the external market. The following particulars of supplying Division are available:

Fixed Cost	Rs. 6,00,000/-
Variable Cost	Rs. 40 per unit
Assets Employed	Rs. 15,00,000/-

External selling prices are determined to get a return of 20% on assets employed. Receiving Division of the company can process 15,000 units and are willing to accept 15,000 units from Supplying Division at Rs. 50 only whereas Supplying Division wants to supply at Rs. 55 per unit.

If Div. P produces 45,000 units, the fixed cost reduce by Rs. 1,50,000 and employed assets by Rs. 3,00,000.

Suggest the manager of Supplying Division about the proposal, if the divisional performance is measured on the basis of rate of return on assets employed.



Total No. of Questions : 7]

SEAT No. :

P1724

[4770] - 303

[Total No. of Pages :1

M.B.A.

MARKETING MANAGEMENT (Specialisation - I)

**303 A: Marketing Research
(Semester - III) (2008 Pattern)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Attempt any five questions.*
- 2) *All questions carry equal marks.*
- 3) *Use of electronic calculator is permitted.*

Q1) How does marketing research help marketing managers in making different marketing decisions?

Q2) It is known that the monthly telephone allowances given to sales person is Rs. 3000 with a standard deviation of Rs. 160. An economist took a random sample of 25 such sales people and found their monthly telephone allowances to be Rs. 3090. At 1% level of significance, can we conclude that the average monthly telephone allowances is equal to Rs. 3000? (Critical value is 2.797).

Q3) Design a questionnaire to measure the perception of FedEx delivery services.

Q4) What is stratified random sampling? How does it differs from a simple random sampling?

Q5) What is marketing research report? Discuss fundamentals of a good report.

Q6) Discuss focus group Discussion and Depth Interviews as a tool to collect primary data.

Q7) Write short notes: (Any Two):

- a) Ethics in marketing Research.
- b) Copy Testing.
- c) Cluster Analysis.



Total No. of Questions : 7]

SEAT No. :

P1725

[4770] - 304

[Total No. of Pages :3

M.B.A.

FINANCIAL MANAGEMENT (Specialisation - I)

303 - B : Advanced Financial Management

(Semester - III) (2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Solve any 5 questions.*
- 2) *All questions carry equal marks.*
- 3) *Use of non programmable calculator is allowed.*

Q1) What is EVA? Explain in brief how it is calculated. On what factors EVA changes? **[14]**

Q2) Write a short note: **[14]**

- a) Net Income Approach of Capital Structure.
- b) Internal Rate of Return.
- c) Tandon Committee recommendations on Working Capital.

Q3) From the following particulars, Kaka limited wants you to prepare the Balance Sheet. **[14]**

Current Ratio	2
Working Capital	4,00,000
Capital Block to Current Assets	3:2
Fixed Assets to Turnover	1:3
Cash Sales to Credit Sales	1:2
Debentures / Share Capital	1:2
Stock velocity	2 months
Creditors' velocity	2 months
Debtors' velocity	3 months
Gross Profit Ratio	25% on sales
Net Profit	10% of Turnover
Reserve	2.5% of Turnover

P.T.O.

Q4) From the Balance Sheets of Mama Limited, prepare Funds Flow Statement.

Liabilities	31.03.13	31.03.14	Assets	31.03.13	31.03.14
Share Capital	3,00,000	4,00,000	Goodwill	1,00,000	80,000
8% Redeemable					
Pref. Share Cap.	1,50,000	1,00,000	L & B	2,00,000	1,70,000
Capital Reserve	-----	20,000	Plant	80,000	2,00,000
General Reserve	40,000	50,000	Investments	20,000	30,000
P & L Account	30,000	48,000	Debtors	1,40,000	1,70,000
Proposed Dividend	42,000	50,000	Stock	77,000	1,09,000
Creditors	25,000	47,000	BR	20,000	30,000
BP	20,000	16,000	Cash in hand	15,000	10,000
O/s Expenses	30,000	36,000	Cash in Bank	10,000	8,000
Taxation Provision	40,000	50,000	Preliminary Exps.	15,000	10,000
Total	6,77,000	8,17,000	Total	6,77,000	8,17,000

- A piece of land has been sold on 2013-14 and a profit on sale has been carried forward to the Reserve.
- Machine is sold in 2013-14 for 10,000 WDV of which was 12,000. Depreciation of 10,000 was charged on the same in 2013-14.
- Investments are Trade Investments. Dividend of 3000 is received including 1000 from preacquisition profit which is being credited to Investment Account.
- An Interim dividend of 20,000 has been paid in 2013-14.

[14]

Q5) Company has to make a choice from three mutually exclusive projects A, B & C. All three projects do not have any salvage value and the life of the project is 5 years, 4 years and 3 years respectively. Company's required rate of return is 10% and anticipated Cash Flows after Taxation are as under:

Project A --- 50,000, 50,000, 50,000, 50,000, 1,90,000

Project B --- 80,000, 80,000, 80,000, 80,000

Project C --- 1,00,000, 1,00,000, 10,000

Rank each project applying : Payback, Average Rate of Return, NPV and IRR.

What would be the profitability Index if the Internal Rate of Return equaled the required return on investment? What is the significance of the profitability Index less than 1?

Recommend the project to be adopted with reason. **[14]**

Q6) Explain in detailed manner the recommendations on Working Capital by Tandon Committee and Chore Committee. **[14]**

Q7) With regard to Accounting Standard 13- Accounting for Investments, explain the following: **[14]**

- a) Types of investments and its costs and accounting.
- b) Carrying amount of Investments.
- c) Disclosure requirements.



Total No. of Questions : 7]

SEAT No. :

P1726

[4770] - 305

[Total No. of Pages : 2

M.B.A.

COMPUTER MANAGEMENT (Specialisation - I)

303 - C : Software Engineering

(Semester - III) (2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Question 1 & 7 are compulsory.*
- 2) *Answer any four questions from remaining.*
- 3) *Figures to the right side indicate full marks.*

Q1) A car rental agency has multiple offices/branches. The customer visits the agency for enquiry and booking a car with terms and condition while signing the booking form. The booking is also done through SMS, Telephone and E-mail, if customer is preregistered. Once booking is conformed the payment can be done by cash or cheque or credit/debit card. Advance payment is initially taken and final bill is completed after use of car. The billing is based on the type of vehicle used and distance traveled.

- a) Identify all entities. [6]
- b) Draw context level DFD. [7]
- c) Draw first level DFD. [7]

Q2) Why decision Tree and decision table is used. Explain with examples decision Tree and decision table. [10]

Q3) Draw report layout for : **Supplier wise pending purchase order.** [10]

Q4) Explain fact finding techniques in detail. What are its advantages? [10]

Q5) Why E-R diagram is used? What are the rules of drawing E-R diagram? Explain with example the E-R diagram. [10]

P.T.O.

Q6) Define quality. Why quality assurance is important? Explain quality assurance framework. **[10]**

Q7) Write short notes (any **TWO**): **[10]**

- a) Object oriented Methodology.
- b) Online and Real Time Processing.
- c) Spiral Model.
- d) Functional Decomposition diagram.



Total No. of Questions : 7]

SEAT No. :

P1727

[4770] - 306

[Total No. of Pages : 1

M.B.A.

PRODUCTION & MATERIAL MANAGEMENT (Specialization - I)
303 - D : Inventory Management & Material Requirements Planning
(Semester - III) (2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Attempt any Five Questions.*
- 2) *All Questions Carry Equal Marks.*

Q1) What is Inventory? Explain the different types of Inventory with suitable Examples.

Q2) What kind of strategies are used in Inventory Management. Explain.

Q3) Explain the Inventory classification & its use in controlling the Inventory.

Q4) Explain Fixed Order Quantity Model & Fixed Order Interval Model with suitable Examples.

Q5) What are the different types of data required for MRP? Explain.

Q6) In any manufacturing industry, which are the factors that influence the industry for making the items In-house or to Buy from the Supplier? Explain.

Q7) Write Note on any Two:

- a) MRP II.
- b) Vendor Managed Inventory.
- c) Evaluation of Materials Function.
- d) Dependent Demand.



Total No. of Questions : 7]

SEAT No. :

P1728

[4770] - 307

[Total No. of Pages : 1

M.B.A.

HUMAN RESOURCES MANAGEMENT

303 (E) : Labour Laws - I

(Semester - III) (2008 Pattern) (Specialisation - I)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Answer any five questions.*
- 2) *Figures to the right side indicate full marks.*

Q1) Define Wages. Explain the authorised deduction by an employer from the wages of worker under the payment of wages Act 1936. **[14]**

Q2) Define factories and discuss the provisions relating to 'health' under the factories Act 1948. **[14]**

Q3) When may gratuity be forfeited? Also explain the provisions of the nomination by the employee under the payment of gratuity Act 1972. **[14]**

Q4) Explain in detail the provisions for registration of establishment employing contract of Labour under the Contract Act 1970. **[14]**

Q5) Explain the provisions relating to minimum and maximum bonus under the payment of Bonus Act 1965. **[14]**

Q6) What is the objectives of the minimum wages Act? State the procedure laid down under the minimum wages Act 1948 for fixing & revising minimum wages. **[14]**

Q7) Write short notes on (Any two): **[14]**

- a) Continuous service.
- b) Welfare provision under factory Act 1948.
- c) Set on & set-off.
- d) Fixation of wage periods under payment of wages Act 1936.



Total No. of Questions : 7]

SEAT No. :

P1729

[4770] - 308

[Total No. of Pages :1

M.B.A.

INTERNATIONAL BUSINESS (Specialisation - I)

303 F : International Marketing

(Semester - III) (2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Discuss the various foreign entry strategies with relevant examples.

Q2) What is the procedure for registration of exporters? Also explain the steps to be taken to set up export trading business.

Q3) Discuss various promotion strategies for International markets.

Q4) Discuss various challenges & opportunities in International Marketing.

Q5) “Understanding Global Marketing Environment is very important” Comment.

Q6) Describe various commercial documents required for shipment of export goods.

Q7) Write short notes on any two:

- a) Limitation of Global Marketing.
- b) International marketing Research.
- c) Processing of Export orders.



Total No. of Questions : 7]

SEAT No. :

P1730

[4770] - 309

[Total No. of Pages : 1

M.B.A.

**(304 A) : MARKETING MANAGEMENT : INTEGRATED
MARKETING COMMUNICATION**

(Specialisation - II)

(Semester - III) (2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) What is Integrated Marketing Communication? Explain different elements of IMC with advantages and Disadvantages.

Q2) Define concept of Advertising. State its merits and Demerits and also explain the SMS of Advertising Management.

Q3) If you are Marketing Head of a company Manufacturing consumer Durables which media you will be select? Justify your answer.

Q4) Your Company is launching new health drink. Suggest different sales promotional techniques to be used.

Q5) Define advertising copy. Explain various elements of advertising copy in detail with examples.

Q6) What do you understand from outdoor Media? List down any 3 outdoor Media with its merits & demerits.

Q7) Write short note on (any two):

- a) Event Management.
- b) AIDA Model.
- c) Internet Marketing.
- d) Hoarding contractors.



Total No. of Questions : 7]

SEAT No. :

P1731

[4770] - 310

[Total No. of Pages : 4

M.B.A.

FINANCE MANAGEMENT SPECIALISATION - II

304 - B : Direct Taxation

(Semester - III) (2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Q. No. 1 is compulsory.*
- 2) *Attempt any four questions from the remaining.*
- 3) *Figures to the right indicate full marks.*
- 4) *Use of simple calculator is allowed.*
- 5) *Questions are set for Assessment year 2014-15.*

- Q1)** a) Write in detail the conditions applicable on 'Residential Status' of an Individual.
- b) Elaborate any five incomes which are exempted from Tax.

[10]

Q2) From the following particulars of Mr. Ashok an employee with Tata Motors Ltd., find out his Income from Salary for A.Y. 2014-15.

- a) Basic Salary Rs. 30,000 p.m.
- b) Dearness allowance Rs. 6,000 p.m. (Part of Salary).
- c) Bonus @20% p.a. of Salary (Basic + D.A.).
- d) Entertainment Allowance Rs. 9,000 p.m.
- e) Employer's contribution to RPF @13%.
- f) Interest credited on RPF balance @12% Rs. 24,000 p.a.
- g) Free furnished quarter was allotted to him by the employer at Pune w.e.f. 1/5/2013 which he could occupy on 1/6/2013 onwards. Fair rental value Rs. 5,000 p.m., cost of furniture Rs. 30,000/-.
- h) Gas, Electricity and water charges Rs. 5,000 p.a. paid by the employer.
- i) Reimbursement of his educational expenses Rs. 10,000.

P.T.O.

- j) Reimbursement of medical expenses Rs. 12,000 p.m.
- k) His contribution to R.P.F. Rs. 4,000 p.a.
- l) A motor car (cc of the engine 1.8 litres) is provided to Mr. Ashok. The motor is used both for the private and official expenses on maintenance of private use is borne by Mr. Ashok Rs. 900 p.m.
- m) Insurance premium on his own policy Rs. 4,200 (Four Thousand two hundred) p.a. and on his wife's policy Rs. 3,600 p.a. are paid by the employer. [15]

- Q3)**
- a) What is Capital Gain? Explain its types.
 - b) Define salary and explain the permissible deduction from salary Income u/s 17 of the Income Tax Act. 1971. [15]

- Q4)** Mr. Dinesh furnished the following information for A.Y. 2014-15. You are required to calculate his total Income from House property for House I & House II. [15]

Particulars	House I (Rs.)	House II (Rs.)
a) Property Income	75,000/-	85,000/-
b) Fair Rent	78,000/-	78,000/-
c) Municipal Valuation	76,000/-	75,000/-
d) Municipal Taxes (due)	13,000/-	14,000/-
e) Repairs	3,500/-	4,700/-
f) Insurance	2,000/-	3,000/-
g) Land Revenue (paid)	2,500/-	4,000/-
h) Ground Rent (due)	1,600/-	6,000/-
i) Interest on capital borrowed by mortgaging House I (Funds are used for construction of House II) interest will be applicable to House II	14,000/-	
j) Nature of residence of the house	Let out for Residence	Let out for Residence
k) Date of completion of construction	30.4.1990	7.4.1993

Q5) Write short notes on (Any three): **[15]**

- a) Types of assessment.
- b) Tax Evasion and Tax Avoidance.
- c) Carry forward & set off Losses.
- d) Deduction of tax at source.

Q6) Mr. N a resident individual submits the following particulars of his income for the year ended 31-12-2013. Compute his income from other sources for A.Y. 2014-15. **[15]**

- a) Royalty from stone quarry Rs. 4,00,000 p.a.
- b) Agricultural income from land situated in Pune Rs. 3,00,000 p.a.
- c) Salary as a member of parliament Rs. 5,20,000 p.a.
- d) Daily allowance as a member of parliament (M.P.) Rs. 60,000 p.a.
- e) Dividend received from an Indian Company Rs. 18,000 p.a.

Q7) Following is the Profit and Loss A/c of a businessman for the F.Y. 2013-14. Compute his Income from Business / Profession for A.Y. 2014-15.

Expenditure	Amt (Rs.)	Income	Amt (Rs.)
a) Rent	6,000	a) Gross Profit	52,300
b) Rates	600	b) Interest from Debtors	2,800
c) Salary	5,400	c) Rent from Property	2,400
d) Diwali Pooja	200	d) Sundry Income	1,600
e) Interest on loan	12,500	e) Commission	3,700
f) Sundry expenses	5,500		
g) Bad debts	600		
h) Charity	100		
i) RDD	200		
j) Entertainment	850		
k) Loss by theft	1,400		
l) Net Profit	29,450		
Total	<u>62,800</u>		<u>62,800</u>

- 1) Sundry expenses include Rs. 900/- for a trip personal to Haridwar.
- 2) Loss by theft Rs. 600/- has taken place in the shop whereas Rs. 800/- were stolen from home.
- 3) He has earned Rs. 4,000/- in gold smuggling not shown in books.
- 4) Rates include Rs. 400/- for the property given on rent.
- 5) Charity Rs. 100/- is a donation to Prime Minister's National Relief Fund.

[15]



Total No. of Questions : 7]

SEAT No. :

P1732

[4770] - 311

[Total No. of Pages : 2

M.B.A. (Management Faculty)

**(304 - C) : COMPUTER MANAGEMENT : RELATIONAL
DATABASE MANAGEMENT SYSTEM**

(Semester - III) (2008 Pattern) (Specialisation - II)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Question No. 1 & Question No. 7 are compulsory.*
- 2) *Solve any four Questions from the remaining.*
- 3) *Figures to the right indicate full marks.*

Q1) a) Study the following purchase order details and normalize the data up to 3NF. **[15]**

Purchase Order		P.O. No.		
		P.O. date:		
Supplier Name and Address:		Supplier quotation no:		
		Supplier quotation date:		
Sr. No.	Item No. Descriptions	Qty.	Rate	Amount
Terms & Conditions:				
Prepared by:			Approved by:	

b) Explain various users of RDBMS. **[5]**

Q2) Compare Network Hierarchical and Relational data model. **[10]**

Q3) Explain different types of Join operations with example. **[10]**

P.T.O.

Q4) Explain Object Data Model concepts in detail. **[10]**

Q5) Explain Codd's Rules. **[10]**

Q6) Solve the following queries (Any five): **[10]**

- a) ProductMaster(Prd_code, Prd_name, Prd_rate, Prd_OPbal, Prd_CLBal, Prd_reorder)
- b) CustomerMaster(Cust_code, Cust_name, City)
- c) InvoiceMaster(Inv_no, Inv_date, Cust_code)
- d) InvoiceDetail (Inv_no, Prd_code, Qty)

Queries:

- i) Display the customers whose names start with alphabet 'S'.
- ii) List all products with balance less than reorder quantity.
- iii) Find out the customers who have purchased the products in the month of 'January 2014'
- iv) Find out product wise total quantities purchased by 'ABC trading Co.'
- v) Find out total sales of product 'A101'.
- vi) Find out the highest sale of product 'A101' in month January 2014.

Q7) Write A short Note (Any 2): **[10]**

- a) Null values.
- b) ERD.
- c) DDL and DML.
- d) Indexes.



Total No. of Questions : 7]

SEAT No. :

P1733

[4770] - 312

[Total No. of Pages : 1

M.B.A.

**PRODUCTION AND MATERIAL MANAGEMENT (Specialization - II)
(304 D) - Modeling Techniques and IT for Operations Management
(Semester - III) (2008 Pattern)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

- Q1)** What is modeling? State the steps involved in modeling process for a managerial decision making.
- Q2)** Explain the role of IT in Production Planning and logistical operations giving examples.
- Q3)** Describe salient features of ERP systems offered by leading vendors. Also explain prerequisites for effective Implementation of ERP system in manufacturing organization.
- Q4)** a) What is simulation? Describe the simulation process.
b) Explain dynamic programming. How is it different from linear programming?
- Q5)** Elaborate the concept of Decision Tree. State the various applications of decisions tree in the field of operations research.
- Q6)** Explain the processing of formulation of LPP. What are the applications of LPP in Operations Management?
- Q7)** Write short notes on: (Any **Two**):
- a) Goal Programming.
 - b) Dynamic Programming.
 - c) Simulation in operations management.
 - d) Importance of IT in operations.



Total No. of Questions : 7]

SEAT No. :

P1734

[4770] - 313

[Total No. of Pages : 1

M.B.A.

HUMAN RESOURCE MANAGEMENT (Specialisation - II)

(304 E) Industrial Relations

(Semester - III) (2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Define the term Industrial Relation. Explain the Objectives and Importance of maintaining sound industrial relations.

Q2) Define Trade Union. Explain the functions and problems of Trade Unions.

Q3) Explain Industrial Dispute? What are the Machineries to Solve Industrial dispute under Industrial Dispute Act 1947?

Q4) What is Worker's Participation in Management? Explain the Forms and levels of Participation.

Q5) Define Collective Bargaining. Explain the characteristics and process of Collective Bargaining.

Q6) Write Role on Industrial Relations Managers in Promoting Industrial Relations.

Q7) Write short notes on: (Any two):

- a) Actors in IR.
- b) Grievance Handling Procedure.
- c) Causes for failure to Collective Bargaining.
- d) Role of Judiciary in Industrial Relation.



Total No. of Questions : 7]

SEAT No. :

P1735

[4770] - 314

[Total No. of Pages : 1

M.B.A.

INTERNATIONAL BUSINESS MANAGEMENT (Specialization - II)

(304 F) International Logistics and Supply Chain Management

(Semester - III) (2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Explain the role, responsibility and key task of logistics and supply chain manager in MNC.

Q2) State the meaning of 3PL and 4PL service providers. Discuss consideration for hiring 3PL service providers.

Q3) Explain strategic importance of transport in global logistics. State salient features of air transportation.

Q4) Discuss approaches to inventory management in Global Supply Chain Management.

Q5) State importance of Network Design for global Supply Chain Management. Discuss the factors influencing Network Design Decisions.

Q6) Describe the impact of trade blocks/ FTZ on Global Supply Chain Management.

Q7) Short Notes on: (any two):

- a) Bench marking Supply Chain.
- b) Bull Whip Effect.
- c) Trends in International Supply Chain Management.
- d) Factors influencing mode selection decisions.



Total No. of Questions : 7]

SEAT No. :

P1736

[4770] - 315

[Total No. of Pages : 1

M.B.A.

MARKETING MANAGEMENT (Specialization - III)

305 (A) : Distribution & Retail Management

(2008 Pattern) (Semester - III)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Attempt any 5 questions.*
- 2) *All questions carry equal marks.*

Q1) Explain the need and function of distribution channel. Compare the channel used for consumer goods with that of industrial goods with suitable examples. **[14]**

Q2) 'Many well known companies in India are expanding their retail business market through franchising.' Comment. **[14]**

Q3) List out and briefly explain the factors that affects in the decision of fixing a store location. **[14]**

Q4) Explain RFID and Bar-coding in detail with suitable example if necessary. **[14]**

Q5) List out various 'store retailing formats'. Explain them briefly. **[14]**

Q6) "The most successful distribution channel system is the one which operates at lowest cost." Illustrate your answer with example. **[14]**

Q7) Write short Notes on (any 2): **[14]**

- a) Multi-level Marketing System.
- b) Non-store Retailing.
- c) Marketing Channel Selection Criteria.
- d) Store Facade.



Total No. of Questions : 7]

SEAT No. :

P1737

[4770] - 316

[Total No. of Pages : 1

M.B.A.

FINANCIAL MANAGEMENT (Specialization - III)

305 (B) : Advanced Financial Services

(Semester - III) (2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Attempt any five questions.*
- 2) *All questions carry equal marks.*
- 3) *Support your answers with diagram and Examples.*

Q1) There is lot of volatility in stock market. What are the current reforms in stock market support your answer with examples.

Q2) Define the concept of N.B.F.C. Explain their role and its importance in the current scenario.

Q3) Explain the concept of ADR and GDR and bringout its importance.

Q4) How Mutual Funds are operating? Write SEBI guidelines for Mutual Funds.

Q5) Outline the major difference between factoring and forfeiting.

Q6) Explain the Nature and Scope of Money Market. What role Money Market is playing in the development of Indian Economy.

Q7) Write a short note on any two of the following:

- a) Role of NSDL.
- b) Book Building.
- c) Treasury Bill.
- d) Sweat equities.



Total No. of Questions : 6]

SEAT No. :

P1738

[4770] - 317

[Total No. of Pages : 2

M.B.A.

(Specialisation - III)

**(305 C) COMPUTER MANAGEMENT : VISUAL BASIC AND ORACLE
(2008 Pattern) (Semester - III)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Write your assumptions.*
- 3) *Figures to the right indicate full marks.*
- 4) *For solving queries, use exact column names.*

Q1) Consider the following table to solve the following queries (any 5): **[10]**

Doc (dno, dname, dob, gender, sal, deptno, designation, address)

Dept (deptno, dept_name)

- a) Display total number of Male doctors in each department.
- b) Display list of doctors along with their dept_name.
- c) Add 'specialist' column in the "Doc" table.
- d) Delete the record of doctors working in "Childrens" department.
- e) Display the list of doctors who are specialist in "Eye" or "Heart".
- f) Display total number of "Cancer" specialist doctors.

Q2) Write a PL/SQL program to accept a string and print it in reverse order. **[10]**

Q3) Write short notes on the following (Any 4): **[16]**

- a) Data types in Oracle.
- b) Views.
- c) Joins.
- d) Cursors.
- e) Stored Procedures.

P.T.O.

Q4) Explain the properties (any 5): **[10]**

- a) Auto size property of label.
- b) Value of Check box.
- c) Style property of Combo box.
- d) Interval of timer.
- e) BorderStyle of a Form.
- f) Max of vertical scroll bar.

Q5) Write a ADO code for doing the following operations in Employee Table.
(Eno, Ename, Edept) Add, Edit, Delete, view first, view next, view last, view previous. **[12]**

Q6) Write short notes on following (any 3): **[12]**

- a) Data types in VB.
- b) Select case statement in VB.
- c) Dialog Boxes in VB.
- d) String Functions in VB.



Total No. of Questions : 7]

SEAT No. :

P1739

[4770] - 318

[Total No. of Pages : 1

M.B.A.

**PRODUCTION AND MATERIAL MANAGEMENT (Specialization - III)
(305 D) Supply Chain & Logistics Management
(Semester - III) (2008 Pattern)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Identify and explain supply chain for any two of the following:

- a) Printed books.
- b) Wrist watches.
- c) Large milk dairy.
- d) An IPO.

Q2) Discuss with examples the merits and demerits of various transportation alternatives, railways, roads, air, waterways and pipelines.

Q3) Discuss the role of internet as an enabler in the evolution of world class supply chains.

Q4) What are the role of freight and insurance in logistics?

Q5) What are different types of material handling? What is the basis in selection of material handling facility?

Q6) Discuss and illustrate economic justification for establishing a warehouse. What is the role of warehouse in reverse logistics?

Q7) Write short note on (Any Two):

- a) Bullwhip effect.
- b) Packaging principles.
- c) Intra and inter organisation supply chain.
- d) E commerce advantages for supply chain management.



Total No. of Questions : 6]

SEAT No. :

P1740

[4770] - 319

[Total No. of Pages : 1

M.B.A.

**(305 E) HUMAN RESOURCE MANAGEMENT : PERSONNEL
ADMINISTRATION - APPLICATION & PROCEDURE
(Specialisation - III) (2008 Pattern) (Semester - III)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Question No. 1 is compulsory.*
- 2) *Attempt any three from remaining (Q2 to Q6)*

- Q1)** a) Define the term Personnel Administration and Explain the scope and objective of Personnel Administration in detail. **[15]**
b) Draft an appointment letter for the post of “Graphic Designer” for an Advertising Company. The appointment letter must contain the details of salary and other terms and conditions of employment. **[10]**
- Q2)** Differentiate between job discription and job specification. **[15]**
- Q3)** Draft a memo to an employee who is constantly found coming late to office informing him about his mis conduct. **[15]**
- Q4)** Explain in detail the measure provisions under the Professional Tax. **[15]**
- Q5)** Explain the procedure of conducting domestic enquiry by observing principles of natural justice. **[15]**
- Q6)** Write Short Note (any Two): **[15]**
a) Structure of Personnel Department.
b) Job enlargement.
c) Gratuity.
d) Job notation.



Total No. of Questions : 6]

SEAT No. :

P1741

[4770] - 320

[Total No. of Pages : 1

M.B.A.

INTERNATIONAL BUSINESS (Specialisation - III)

(305 - F) Environment & Global Competitiveness

(2008 Pattern) (Semester - III)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Explain in detail Absolute Advantage theory of International trade suggested by Adam Smith.

Q2) Briefly explain the different indicators of world competitiveness.

Q3) Elaborate various components of global business environment.

Q4) What is competitive advantage? Explain different competitive forces given by Michel Porter.

Q5) Write a detail essay on the concept of “borderless world”, given by Konichi Ohmae.

Q6) Short notes (any two):

- a) G8.
- b) Factor Endowment.
- c) WEF.
- d) Global Aspirations.



Total No. of Questions : 8]

SEAT No. :

P1742

[4770] - 401

[Total No. of Pages : 1

M.B.A.

**(401) Entrepreneurship Development and Project Management
(2008 Pattern) (Semester - IV)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Answer any 5 questions.*
- 2) *All questions carry equal marks.*
- 3) *Figures to the right indicate full marks.*

Q1) Define an entrepreneur and explain the need for entrepreneurship development in a developing economy like India. **[14]**

Q2) Discuss Hagen's theory of social change and its relevance to entrepreneurship development. **[14]**

Q3) What is Entrepreneurship? Discuss the importance of Entrepreneurship for today's corporates. **[14]**

Q4) Discuss the challenges faced by women entrepreneurs and explain the measures for promoting entrepreneurship among women. **[14]**

Q5) What are the elements of a business plan? Prepare a business plan for a business of your choice. **[14]**

Q6) Define project management and explain various types of feasibility reports. **[14]**

Q7) Discuss the role of Government in promoting entrepreneurship in India. **[14]**

Q8) Write short notes on any two: **[14]**

- a) Entrepreneur and Manager.
- b) Entrepreneurial failures.
- c) Venture capital funding.
- d) D.I.C.



Total No. of Questions : 6]

SEAT No. :

P1743

[4770] - 402

[Total No. of Pages : 4

M.B.A.

(402) INTERNATIONAL BUSINESS MANAGEMENT

(Semester - IV) (2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Both Section I and II are compulsory.*
- 2) *Figures to the right side indicate full marks.*
- 3) *Attempt any Three Questions from Section I.*

SECTION - I

Q1) “Trade blocks have been crucial in deciding the economic and social development of the given area”. Explain the above statement with reference to any of the trade blocks prevalent in the world. **[15]**

Q2) Analyze the trade relations between India and UAE in respect of trade of rice and date. Through the Comparative cost advantage theory. **[15]**

Q3) “India’s capital account deficit is increasing every year”. Critically analyse this statement and provide the meaning of the term Balance of Payment and Balance of Trade. **[15]**

Q4) ABC Ltd is an international garment manufacturing firm which is planning to invest in India and introduce its product line in Indian market. As a student of International Business, guide the management of ABC Ltd regarding their decision through Hofstede Model. **[15]**

Q5) What is globalization? Explain the term in context of forces which drive it, with an example of India as one of the beneficiaries. **[15]**

P.T.O.

SECTION - II

Q6) Case Study

[25]

Retail Sector

Look East to find out what happens when foreign retailers setup shop. Asia's recent economic history is one of the epic battles between big international retailers and small traders. Across the region, Governments that opened the door to big stores as they restructured their economies or sought better ties with the West, had to eventually step in to prevent their own small trade from being swallowed up.

Japan, which registered retail sales of more than \$1,500 billion, has legislation to protect small and medium stores from the impact of large stores. Small traders comprise a large portion of the Liberal Democratic Party's support base. In 1973, Yasuhiro Nakasone, then the Trade Minister assured them that the Government would "nature" small and medium sized companies and "increase resistance" to foreign capital. He introduced a new large stores law that gave powers to local authorities to regulate retail outlets sized between 500 and 1050 sqmtrs. The authorities could insist on the changing the size of the store working hours and even the no. of holidays in deference to small stores.

Tough Regulations

American companies such as Kodak and Toys "R" US, which were trying to enter the Japanese market found these regulation stifling. The US govt. through the US, Japan Structural Impediments Initiative, put pressure on their behalf and even took the matter to the WTO in 1995. Buckling under pressure, the Japanese Govt. repealed the large stores laws.

The gates open, upwards of \$1 billion of American Investments flowed in but not without consequences. Between 1997 and 2004, the no. of large stores grew at the rate of about 3% on average. In the same period, the no. of small stores declined at the rate of 2% on an average (Research Institute of Economy, Trade and Industry, Tokyo, 2009). The loss of livelihood became an important political issue. In 2007, the Govt. revised three pieces of legislation-the City Planning Law, the Large scale Retail location Law and the City Centre Revitalization Act-to control the expansion of large scale stores. The country had come full circle in about 10 years. In today's Japan, small stores exist alongside big stores, not because of benign large store culture due to Govt. Regulations.

Lessons from Indonesia

Indonesia which registered retail sales of more than \$290 billion also learnt the lessons the hard way. As part of IMF's \$ 43 BILLION RESCUE PACKAGE FOR THE COUNTRY AFTER its 1997 financial crisis the government agreed to implement a series of reforms including opening of the retail market lifting restrictions that had until then prevented foreign retailers from operating in provincial capitals and other large cities. Biggies such as Carefour arrived and large scale stores spread through the country. A study conducted in 2007 found that the sales in supermarkets grew an average of 15 percent while sales in small stores declined by 2% a year between 1999 and 2004 (SMERU 2007). The negative impact continued in 2009, Jakarta Post quoting the Indonesian Market Traders Association reported that the turnover and occupancy rates of traditional markets dropped by 60 percent and 40 percent respectively between 2005 and 2009.

This compelled the government to pass two major regulations one in 2007 and the other in 2008- to protect small traders. The new rules established categories of stores based on sizes stipulated a minimum distance between large and small stores, permitted hypermarkets only on arterial roads, prevented supermarkets in local neighbourhoods and regulated their working hours. Another important rule prevented large stores from selling select goods at prices lower than in the nearest traditional market. Reports of poor implementation of rules abound, but the fact is that Indonesian learnt that large stores had to be overseen.

Rules on size:

The question to ask is why these Asian countries which invited foreign retail under duress or otherwise have regulations on size location working hours pricing and other aspects of large retailers. Evidently that is because they poach on the clientele of the small and medium stores. Their deeper pockets gave them an unfair advantage to mobilize resources and acquire prime space for their high-volume, low-margins business model. Forced by political circumstances, Asian government tried to provide a level playing field, framing regulations to balance everyone's interests. Even though the results have been mixed the fact remains that foreign or even local investment in large retails is a real issue for those who are disadvantaged by it.

Questions:

- a) What are Tariff and Non Tariff barriers explained through the above case?
- b) State various problems and potential that various multinational enterprises face while entering a new international market by referring the above case.
- c) What do you understand by EXIM policy. Elaborate EXIM policy of nation mentioned above.
- d) Explain the country risk analysis a firm has to do while entering the retail market.



Total No. of Questions : 8]

SEAT No. :

P1744

[4770] - 403

[Total No. of Pages : 1

M.B.A.

**403 : CURRENT TRENDS IN MANAGEMENT
(2008 Pattern) (Semester - IV)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Answer any five questions.*
- 2) *All questions carry equal marks (14 Each).*

- Q1)** What do you understand by knowledge Management. Discuss its importance and limitations in implementation.
- Q2)** Explain E-Commerce and e-business concepts and discuss importance of it in Indian Industry.
- Q3)** Explain the terms TPM and TQM with its importance towards increasing productivity.
- Q4)** What is corporate Governance. Explain the need of corporate Governance in Indian Industry.
- Q5)** Define six sigma and explain the infrastructure of six sigma.
- Q6)** Define Merger and acquisitions. Discuss Merger and acquisitions that took place in Indian Business.
- Q7)** Write short notes (Any Two):
- a) E-learning.
 - b) BPO & KPO.
 - c) CSR.
- Q8)** Which are the manufacturing activities integrated through computer. Explain with reference is supply chain Management.



Total No. of Questions : 7]

SEAT No. :

P1745

[4770]-404

[Total No. of Pages : 1

M.B.A.

MARKETING MANAGEMENT SPECIALIZATION-IV

**404-A : Services Marketing
(2008 Pattern) (Semester-IV)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Explain the nature of services and characteristics of services.

Q2) Explain extended 3 Ps of services marketing with specific reference to

- a) Hotel Industry.
- b) Banks in India.

Q3) “Relationship marketing plays an important role in promoting the services”, explain with examples.

Q4) What do you mean by service encounter? Explain its importance along with types of service encounters.

Q5) Explain how inconsistency in service issues are addressed. Explain self service technologies.

Q6) Explain the role of Internet in services marketing. Give suitable examples to justify the role.

Q7) Write short notes (Any Two):

- a) Services Marketing Triangle.
- b) Service Blueprinting.
- c) Product-service continuum.
- d) Motivation and Empowerment.



Total No. of Questions : 7]

SEAT No. :

P1746

[4770]-405

[Total No. of Pages : 2

M.B.A.

FINANCIAL MANAGEMENT (Specialization-IV)

404-B : Indirect Taxation

(2008 Pattern) (Semester-IV)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Define the following terms under Central Excise Act 1944.

- a) Excisable Goods. **[3]**
- b) Factory. **[4]**
- c) Manufacture. **[7]**

Q2) Discuss negative list of services under section 66D of service tax provisions. **[14]**

Q3) Explain the procedure of registration under Maharashtra Value Added Tax Act, 2005. **[14]**

Q4) Elaborate the valuation rule 4, 5 & 8 of the Central Excise (Determination of price of Excisable goods) valuation rule 2000. **[14]**

Q5) Elucidate rule 3 & 4 of the point of Taxation Rules 2011. **[14]**

Q6) Describe the following terms under VAT.

- a) Business. **[4]**
- b) Dealer. **[4]**
- c) Sale Price & Purchase Price. **[6]**

P.T.O.

Q7) Write short notes on Any Two from the following.

- a) Reverse charge. [7]
- b) CENVAT CREDIT. [7]
- c) VAT AUDIT. [7]
- d) Input Tax Credit. [7]



Total No. of Questions : 6]

SEAT No. :

P1747

[4770]-406

[Total No. of Pages : 1

M.B.A.

COMPUTER MANAGEMENT SPECIALIZATION-IV

404-C : Emerging Trends in Information Technology

(2008 Pattern) (Semester-IV)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Q. No. 6 is compulsory.*
- 2) *Solve any four from Q. No. 1 to Q. No. 5.*
- 3) *Figures at right indicate full marks.*

Q1) Explain E-banking Transactions: Inter Banking, Intra Banking and Electronic Payments. **[15]**

Q2) Explain Knowledge Management Architecture and Knowledge Building models. **[15]**

Q3) Explain Learning Management System (LMS) Features. How LMS will be useful for management institutes? **[15]**

Q4) Explain various E-Governance Models and its implementations in India. **[15]**

Q5) Explain functioning and technology wise perspective of BPO. **[15]**

Q6) Write short notes (Any Two): **[10]**

- a) GIS.
- b) Network security.
- c) e-shop.
- d) E-Logistics.



Total No. of Questions : 7]

SEAT No. :

P1748

[4770]-407

[Total No. of Pages : 1

M.B.A.

PRODUCTION AND MATERIAL MANAGEMENT (Specialization-IV)

404-D : Operations Strategy

(2008 Pattern) (Semester-IV)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) What is meant by a process? List its important components. What does a product process matrix tell us? Where would you place a “two-wheeler service centre” on that matrix?

Q2) What is value from an operations perspective? Explain with examples how inventory, Capacity, facilities and workforce can contribute to value.

Q3) Discuss the product design philosophy behind industrial design and design for manufacture and assembly. Which one do you think is more important in a customer focused product development?

Q4) What is meant by the term Life Cycle? Why would this be a consideration in investments?

Q5) What capabilities can be achieved by combining process and product oriented layouts in a cellular layout?

Q6) What are porter’s generic strategies? How do they affect operations decisions?

Q7) Explain in brief (Any Two):

- a) World of operations in 2020.
- b) CIM.
- c) Operation Management in the organizational chart.
- d) Role of technology in operations strategy.



Total No. of Questions : 7]

SEAT No. :

P1751

[4770]-410

[Total No. of Pages : 1

M.B.A.

MARKETING MANAGEMENT (Specialization-V)
405-A : Marketing Strategy and Relationship Marketing
(2008 Pattern) (Semester-IV)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Why new products are developed? How would you organize new product development? What are the steps involved? **[14]**

Q2) Explain in detail how strategic intent-vision and mission influence marketing strategy. **[14]**

Q3) What is marketing strategy used at various stages of Industry life cycle? **[14]**

Q4) Explain the concept of e-marketing and explain the impact of e-marketing on marketing strategy. **[14]**

Q5) Discuss customer lifecycle and customer life time value in details. **[14]**

Q6) What is database marketing? What are its advantages? State the limitations of database marketing in Indian environment. **[14]**

Q7) Write short notes on (Any Two): **[14]**

- a) Identification of attractive markets.
- b) Harvesting strategies.
- c) Sustaining competitive advantage.
- d) Customer detection.



Total No. of Questions : 7]

SEAT No. :

P1752

[4770]-411

[Total No. of Pages : 2

M.B.A.

FINANCIAL MANAGEMENT (Specialisation-V)

405-B : International Finance

(2008 Pattern) (Semester-IV)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Attempt any Five questions.*
- 2) *All questions carry equal marks.*
- 3) *Draw suitable diagrams wherever necessary.*

Q1) Explain the role of world Banks and IMF.

Q2) Briefly explain about liberalisation, privatisation and globalisation policy adopted by India.

Q3) Explain in short (Any seven) with suitable examples:

- | | |
|----------------------|-----------------------|
| a) Foreign currency; | b) Domestic currency; |
| c) Direct Quote; | d) Indirect Quote; |
| e) Bid; | f) Ask; |
| g) Swap point; | h) Forward; |
| i) Future; | j) Options. |

Q4) How FEMA is more practical than FERA?

Q5) What are the trade settlement methods applied in the international business?

Q6) Write short notes on (Any Two):

- | | |
|----------------------------|-----------------|
| a) ADR; | b) FCCB; |
| c) Internal Hedging Tools; | d) Syndication. |

P.T.O.

Q7) The following quotes are available in Amsterdam:

\$/DG Spot	0.5875/85
------------	-----------

1 month	12-18
---------	-------

2 months	15-25
----------	-------

3 months	20-30
----------	-------

- a) Calculate the outright forward rates.
- b) Indicate their spreads in percentage.



Total No. of Questions : 7]

SEAT No. :

P1753

[4770]-412

[Total No. of Pages : 1

M.B.A.

COMPUTER MANAGEMENT (Specialization-V)

405-C : Software Project Management

(2008 Pattern) (Semester-IV)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Q. No. 1 & 7 are compulsory.*
- 2) *Solve any four from remaining.*

Q1) a) Explain in brief phases of PMLL. [10]

b) Explain Gantt chart. [5]

Q2) Explain contents of project plan. [10]

Q3) Explain & differentiate between open team & closed team. [10]

Q4) Explain & differentiate between ISO & CMM. [10]

Q5) Explain various techniques of checking quality of software product. [10]

Q6) Explain need of version control. Also explain release management. [10]

Q7) Write short note on Any Three: [15]

- a) Work break down structure.
- b) Role of business manager in SPM.
- c) Risk exposure.
- d) Earned value analysis.



Total No. of Questions : 7]

SEAT No. :

P1754

[4770]-413

[Total No. of Pages : 2

M.B.A.

**PRODUCTION & MATERIALS MANAGEMENT
SPECIALIZATION**

**405-D : Technology Management
(2008 Pattern) (Semester-IV)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) “We could use technology to help achieve universal health care, to reach for a clean energy future, and to ensure that young Americans can compete -- and win --- in the global economy ---” - Barak Obama, President, USA. Elucidate this statement in relation with impact of technology on society and business. **[14]**

Q2) How do companies achieve competitive advantages through new technology? Elaborate with relevant examples. **[14]**

Q3) Discuss Growth Curves and Morphological Analysis with reference to technology forecasting. **[14]**

Q4) a) What do you understand by the term ‘Technology Leadership’? **[7]**
b) Define and explain innovation with suitable examples. **[7]**

Q5) Explain the concept of technology strategy. Discuss the types of technology strategies available to firms based on technology leadership and scope. **[14]**

Q6) Explain the process of technology transfer.

Technology Transfer is the suite of processes encompassing all dimensions of the origins and uptake of know-how, experience and equipment amongst, across and within countries, organizations and institutions. **[14]**

P.T.O.

Q7) Write short notes on Any Two:

[14]

- a) IPR (intellectual property rights) in context of Technology management.
- b) Process technology.
- c) Social issues in Technology Management.
- d) Organization structure and Role of Technology Management.



Total No. of Questions : 7]

SEAT No. :

P1755

[4770] - 414

[Total No. of Pages :1

M.B.A.

HUMAN RESOURCE MANAGEMENT SPECIALIZATION - V

405 - E : Labour Laws - II

(2008 Pattern) (Semester - IV)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Define the term 'Industry' under the Industrial Dispute Act. "Lock out is a weapon in the hands of the employer and strikes is the armoury of workmen" Critically comment the statement in the light of various provisions relating to strikes and lock out.

Q2) What is the purpose of standing orders? Explain in detail concept of Natural Justice and its principles.

Q3) "An employer is not always liable to pay compensation under the Workmen's Compensation Act" Comment.

Q4) Enumerate the various unfair labour practices on the part of employers and trade unions under the Maharashtra Recognition of trade unions and prevention of unfair labour practices Act 1971.

Q5) Discuss employees family pension scheme and employees deposit linked insurance scheme.

Q6) Summarise the provisions of the Employees State Insurance Act 1948 for the various benefits.

Q7) Write short notes on any two:

- a) Maternity benefit under ESI Act.
- b) Contribution rates for P.F. & pension fund.
- c) Temporary & permanent disablement.
- d) Retrenchment.



Total No. of Questions : 7]

SEAT No. :

P1756

[4770] - 415

[Total No. of Pages :1

M.B.A.

INTERNATIONAL BUSINESS SPECIALISATION - V

405 - F : Foreign Exchange Management

(2008 Pattern) (Semester - IV)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Explain the concept of Fixed and Flexible Exchange Rates. Explain the advantages and disadvantages of Fixed Exchange Rate.

Q2) What do you mean by 'Non Resident Accounts'? Explain the types of 'Non Resident Accounts' and their significance.

Q3) a) Explain in detail the 'Country Risk Monitoring Model'.
b) Discuss 'BoP Crises of 1990'.

Q4) State and explain the various methods of trade settlement in international trade.

Q5) Elaborate the process of payment mechanism by using letter of credit as a medium of settlement of debts in international trade.

Q6) What are the major INCOTERMS used in foreign exchange management. Explain each of them in detail.

Q7) Write notes on (Any 2):

- a) Financial Institutions in international trade.
- b) Gold Standard.
- c) Futures & Options.
- d) Guarantees in Trade.



Total No. of Questions : 7]

SEAT No. :

P1757

[4770] - 416

[Total No. of Pages :1

M.B.A.

MARKETING MANAGEMENT SPECIALIZATION - VI

406 - A : Product and Brand Management

(2008 Pattern) (Semester - IV)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Attempt any five questions.*
- 2) *All questions carry equal marks.*
- 3) *Suitable examples and models will be appreciated.*
- 4) *Figures to the right side indicate full marks.*

Q1) What are the factors that affect product management decisions? **[14]**

Q2) Explain different strategies for different Product Life Cycle stages with examples. **[14]**

Q3) Explain celebrity endorsement with suitable examples. How does it help in brand performance? **[14]**

Q4) Explain different factors influencing design of the product. **[14]**

Q5) Explain the concepts of Brand extension and brand transfer. **[14]**

Q6) Explain the concept of Brand Equity and describe any two Brand Equity Models. **[14]**

Q7) Write short notes on any two: **[14]**

- a) Brand Audit.
- b) Brand Resonance.
- c) Importance of Sales Forecasting.
- d) Brand Portfolio.



Total No. of Questions : 7]

SEAT No. :

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[Total No. of Pages :1

M.B.A.

FINANCIAL MANAGEMENT SPECIALISATION - VI

406 B : Strategic Financial Management

(2008 Pattern) (Semester - IV)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Explain the need of strategic management of business finance in present economic conditions Elucidate nine references for SFM.

Q2) What are the reasons for managing wages strategically? Discuss strategies for implementation of voluntary retirement scheme.

Q3) Describe any two strategic approaches to supply chain management from the following:

- a) Captive Buying and Captive Funding.
- b) Vertical integration through the internal vendors.
- c) Opportunist relationship in volatile markets.

Q4) Discuss the reasons for business valuation. What are the value drivers in the McKinsey approach?

Q5) Discuss any three innovative fund raising instruments from the followings print of view.

- a) Project Finance.
- b) Vendor Finance.
- c) Dealer Finance.
- d) Special Purpose Vehicles (SPV).

Q6) What is the difference between acquisition and takeover? What are the different forms of merges?

Q7) What is corporate Governance? Emphasise corporate Governance in current business environment.



Total No. of Questions : 6]

SEAT No. :

P1759

[4770] - 418

[Total No. of Pages :1

M.B.A.

SYSTEM SPECIALISATION - VI

Computer Management : Business Application

(2008 Pattern) (Semester - IV)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Q.1 and Q.6 are compulsory.*
- 2) *Attempt any three from remaining questions.*
- 3) *Draw neat diagrams.*
- 4) *State assumptions clearly wherever necessary.*

Q1) Explain Customer order processing for a trading firm with the help of [20]

- a) ERD.
- b) CLD.
- c) Table design.
- d) Bill format.

Q2) What is Profit and Loss account? Explain in detail. [10]

Q3) Explain various types of leaves in detail. [10]

Q4) What is Internet banking? Explain various security issues (threats) to internet banking. [10]

Q5) Explain screen for patient information in hospital Management system with proper validations. [10]

Q6) Write notes on (Any Four): [20]

- a) Bill of Material.
- b) Sub contracting.
- c) Sales analysis.
- d) Inventory of Food items & consumables in hotel.
- e) Trial balance.



Total No. of Questions : 8]

SEAT No. :

P1760

[4770] - 419

[Total No. of Pages :1

M.B.A.

PRODUCTION & MATERIALS MANAGEMENT SPECIALIZATION - VI

406 - D : Quality Management

(2008 Pattern) (Semester - IV)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Explain the concept and role of quality in Manufacturing and Service systems with suitable examples. Explain the Taguchi Loss Function. **[14]**

Q2) Explain the Deming Management Philosophy of profound knowledge and its relevance in Total Quality Management. **[14]**

Q3) Explain the term 'Quality Function Deployment'. Explain the process of Quality Function Deployment. **[14]**

Q4) State the concept of Quality Control. Explain how acceptance sampling and control charts help in controlling quality. **[14]**

Q5) How are employees involved in quality management? How can they contribute to improve quality? Explain with examples. **[14]**

Q6) a) Explain the concept of reliability. How reliability is related to quality? **[7]**
b) Describe the methods of achieving higher reliability. **[7]**

Q7) Explain the Juran's Philosophy. Compare the Juran's Philosophy with the Crosby philosophy. **[14]**

Q8) Write short note on ANY TWO: **[14]**

- a) Customer Relationship Management Techniques.
- b) Fishbone diagram.
- c) The ISO 9001:2000 Quality Management System Standard.
- d) Elements of TQM.



Total No. of Questions : 7]

SEAT No. :

P1761

[4770] - 420

[Total No. of Pages :1

M.B.A.

HUMAN RESOURCE MANAGEMENT

406 - E : Strategic Human Resource Management

(2008 Pattern) (Semester - IV) (Specialization - VI)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Solve any five questions.*
- 2) *All questions carry equal marks.*
- 3) *Figures to the right side indicate full marks.*

Q1) Define 'Strategic HRM' along with objectives and importance. **[14]**

Q2) Define 'Competency Mapping'. Explain the usefulness of it with suitable example. **[14]**

Q3) Explain 'Multi-Skilling' along with its need and importance in today's world. **[14]**

Q4) Explain the cultural issues in mergers and acquisitions, along with effects on performance of the organisation. **[14]**

Q5) Explain any two retrenchment strategies in detail. **[14]**

Q6) Explain any two performance management strategies in detail. **[14]**

Q7) Short Notes (Any 2): **[14]**

- a) HR outsourcing.
- b) Workforce diversity.
- c) Merit based promotions.
- d) HR as a value added function.



Total No. of Questions : 7]

SEAT No. :

P1762

[4770] - 421

[Total No. of Pages :1

M.B.A.

INTERNATIONAL BUSINESS (Specialisation - VI)

406 - F : International Financial Management

(2008 Pattern) (Semester - IV)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) “International Financial Management is more complex as compared to Domestic Financial Management”- Elucidate.

Q2) Differentiate between Spot and Forward Exchange Market. State and discuss the features of Forward Contract.

Q3) Explain the concept of ‘Hedging’. State and discuss the internal techniques of hedging in international finance.

Q4) What is Interest Rate Parity Principle? Elaborate your answer with suitable examples.

Q5) State and elaborate various long term financial instruments in international financing.

Q6) Write a detailed note on ‘Capital Market Theory’ in international context.

Q7) Write notes on (Any 2):

- a) Efficiency of foreign exchange markets.
- b) Currency futures and options.
- c) FDI.
- d) Fixed and flexible exchange rates.



Total No. of Questions : 7]

SEAT No. :

P1749

[4770]-408

[Total No. of Pages : 1

M.B.A.

HRM (Specialization-IV)

404-E : Labour Welfare

(2008 Pattern) (Semester-IV)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Q. No. 1 is compulsory.*
- 2) *Answer any three from the remaining questions.*
- 3) *Figures to right indicate full marks.*

Q1) a) Define labour welfare. Explain the objectives and scope of labour welfare. **[15]**

b) “Welfare work, intelligently conceived and generously administrated, repays the employer in long run”. Justify the statement. **[10]**

Q2) What are the various non statutory welfare amenities extended to workers? What could be the role of the government in this behalf? **[15]**

Q3) Discuss the impact of welfare measures on productivity. **[15]**

Q4) Describe the health and welfare provisions under Factories Act, 1948. **[15]**

Q5) What is meant by workers participation in management? Discuss its role in Industrial Hygiene. **[15]**

Q6) Discuss in detail the role of corporate social responsibility in promoting industrial development. **[15]**

Q7) Write short note on (Any Three): **[15]**

- a) ILC.
- b) Local self Government.
- c) Workers Education.
- d) Industrial social work.
- e) Role of Trade union in labour welfare.

