

Total No. of Questions—6]

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[4774]-101

M.B.S. (First Semester) EXAMINATION, 2015

INTERNATIONAL BUSINESS MANAGEMENT

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

N.B. :— (i) Section II Q. No. 6 (case study) is compulsory and it carries 25 marks.

(ii) Answer any *three* questions from Section-I.

(iii) Question Nos. 1 to 5 carry 15 marks each.

Section I

1. What do you know of Ricardo's Theory of Comparative Advantage ? Explain the assumptions considered in this theory.
2. What is Country Risk analysis ? Explain the concept of social and economic risk under the country risk analysis. Cite examples wherever necessary.
3. Explain in detail the problems faced by the Multinational Enterprises.
4. What is 'Global Sourcing' ? What are its major impacts on Indian Industry as a whole ?

P.T.O.

5. Write short notes on any *three* (each 5 marks) :

- (1) Asian Development Bank
- (2) TRIPS and TRIMS
- (3) Globalization
- (4) Import and Export Procedure

Section II

6. Solve the following case :

Case Study : **Ban on Leather Goods from India**

Indian Leather export, an important foreign exchange earner for the country has been reportedly hit hard by the decision of some major US retail chains like Eddie Bauer, LL Bean, Timberland & Casual Corner & German Company Bader to boycott leather goods from India in protest against the ill treatment of animals here. This move came shortly after a decision by global retail chain Gap, Marks & L. Spenser, Liz Claiborne & J. Crew not to buy Indian leather goods. This development has lot to do with the lobbying by the US based animal rights group People for ethical treatment of animals (PETA) for a ban on leather goods from India by documenting evidence of

'cruelty to animals' killed for making leather. It has been reported that the overseas firms have officially communicated to the Indian outfit of PETA that they will not be sourcing leather products from India until there is strict enforcement of animal protection laws. Following this, the Mumbai-based Teja Industries, the official supplier of leather goods for Marks & Spenser in India, started outsourcing leather from other countries to manufacture products for the global chain.

Questions :

- (1) In the light of the above, discuss the implications of social activist groups for business. [8]
- (2) With reference to this case, discuss the failure of the governments, council for leather exports and the leather industry and the lessons of this case. [9]
- (3) What should the governments' council for leather exports and the leather industry do to overcome the problem ? [8]

Total No. of Questions—7]

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[4774]-102

M.B.S. (First Semester) EXAMINATION, 2015

(CNO102) : BUSINESS POLICY AND STRATEGIC MANAGEMENT

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

N.B. :— (i) Question No. 7 of case study is compulsory and it carries 18 marks.

(ii) Attempt any *four* questions from Q. No. 1 to Q. No. 6. They carry **13** marks each.

1. What do you understand by vision, Mission of a business firm ? Also define what is business policy and explain significance of goals and objective of business. [13]
2. Give an overview of strategic management process and explain the elements of the process. [13]
3. “SWOT analysis is a tool for assessing Organization Capabilities and Environmental Opportunities.” Discuss giving examples. [13]
4. What do you understand by ‘Resource Allocation’ ? Explain its role in formulating business strategy. [13]
5. Explain what is ‘Corporate Level Strategy Analysis’ with reference to BCG Matrix and GE9 cell matrix. [13]

6. Write short notes on any *two* : [13]

(a) Corporate Politics and use of Power;

(b) Porter's Five Forces of Industry Analysis;

(c) Concepts of strategic stretch, leverage and fit.

(d) Concept of strategic Decision-making.

7. Case study : Compulsory Question :

Note : Systematic analysis and logical reasoning will carry more weightage. [18]

WHAT LIES IN STORE FOR THE RETAILING INDUSTRY IN INDIA ?

India is not known as the 'nation of shopkeepers', yet it has as many as 5 million retail outlets of all shapes and sizes. Some other optimistic estimates place the number at as high as 12 million. Whatever be the number, India can claim to have the highest number of retail outlets per capita in the world. But almost all of these are small outfits occupying an average of 500 square feet in size, managed by family members, having negligible investment in land and assets, paying little

or no tax and known as the *kirana dukaan* ('mom and pop' stores in the U.S. or the corner grocery stores in the U.K.). These outlets offer mainly food items and groceries—the staple of retailing in India. Customer contact is personal and one-on-one, often running through generations. There are a limited number of items offered often sold on credit—the payment to be collected at the end of the month. The quality of items is standard, with moderate pricing.

There is great hype about the growth and prospects of organised retailing industry in India. It must be noted, however, that organised retailing constitutes barely 2 per cent of the total retailing industry in India, the rest 98 per cent being under the control of the unorganised, informal sector of *kirana dukaans*. Market research agencies and consultants come up with encouraging forecasts about this segment of the retailing industry. For instance, A.T. Kearney's Global Retail Development index ranks 30 emerging countries on a 100-point scale. Its 2007 ranking places India at number one for the third consecutive year, with 92 points, followed by Russia and China. The size of the organised retailing industry is estimated at US \$8 billion and projected

to grow at a compound annual growth rate of 40 per cent to US \$ 22 billion by 2010. Overall, the Indian retailing industry is expected to grow from the current US \$ 350 billion to US \$ 427 billion by 2010 and US \$635 billion by 2015.

The economic environment in the post-liberalisation period after 1991, has created several factors that have made this high growth of the organised retailing industry possible. India's impressive economic growth rate of 9 per cent is the prime driver of increasing disposable incomes in the hands of the consumer. The growing size of the consuming class in India, in tandem with the entry and expansion of the organised sector players in recent years, has set the pace for corporate investment in retail business. Practically, every major Indian business group is looking for opportunities in the growing retailing industry. Among them are the big names in the Indian corporate sector such as the AV Birla group, Bharti, Godrej, ITC group, Mahindras, Reliance, Tatas and the Wadia Group.

The international environment presently is replete with examples of the fast-paced growth of the retailing industry in many developing countries around the world. In the post-liberalisation period, there is

more openness and awareness of the International developments among Indians. The ease of travel abroad and the exposure through television and internet have increased the awareness of the urban Indian consumer to the convenience of modern shopping. The modern retail formats thus have gained acceptance in India. Carrefour, Tesco and Wal-Mart are the international players already operating in India, with several others like Euroset, Supervalue and Starbucks having plans to enter soon. These International companies bring to India the latest developments in the retailing industry and help to set up a benchmark for the domestic players.

The market environment is one of the most significant in terms of the growth and prospects of the retailing industry in India. In terms of geography, the reach of the organised retailing industry has been growing. In addition to the mega-cities of Mumbai and Delhi, cities such as Bangalore, Pune, Hyderabad, Kolkata and Chennai are also witnessing a boom in organised retail activity. Retailers are now trying to focus on smaller cities such as Nagpur, Indore, Chandigarh, Lucknow or Cochin. There are interesting possibilities regarding the retail

formats. Traditionally, street carts, pavement shops, Kirana stores, public distribution systems, kiosks, weekly markets and such other formats unique to India, have been in existence for a long time. At present, most organised retail formats are limitations of those used abroad. These include hyper and supermarkets, convenience stores, department stores and specialty chains. Among these formats, a notable trend has been the development of integrated retail-cum-entertainment centres and malls as opposed to stand-alone developments. Besides these, there are some attempts at indigenous formats aimed at the rural markets such as those by ITC's *Choupal Sagar*, *DSCL's Hairiyali Kisaan Bazaar* and *Godrej group's Godrej Aadhar* Pricing is an important issue in the retailing industry. Generally, the bulk buying yield lower costs of procurement for the big retailers—a part of which they pass on to the customer in the form of lower prices. In food retailing, for instance, there is a clear trend of low prices being the determining factor in purchase decisions by the cost-conscious Indian consumer, But, lower prices may not be a major issue with the higher-income groups that may place greater emphasis on the quality of products and retail service, store ambience and convenience of shopping. For the majority

of Indian consumers however, price is likely to remain a significantly important issue in the purchase decision. Competition has already accelerated with many Indian business groups having entered or likely to enter this booming industry.

The political environment in India is ambiguous in terms of its support to the organised retailing industry. This is obvious as the unorganised sector employs nearly 8 per cent of the Indian population and is widely spread geographically. The overwhelming presence in terms of 98 per cent of the total retailing industry also is a significant political issue. In a democracy, the politics of numbers makes it imperative for the political class to adopt an ambiguous stand. In some cases, politicians have acted in favour of the unorganised sector by disallowing the setting up of large retail outlets in some states. Overall, however, there is ambiguity as there are several environmental trends in favour of the development of the organised retailing industry.

In the regulatory environment, there has been a gradual easing of the restrictions albeit at a slow pace, in view of the ambiguous political stance as indicated above. Interestingly, the retailing industry is still not recognised as an industry in India. Foreign direct investment of

up to 100 per cent is not permitted though it is possible for foreign players to enter through the routes of franchise agreements, cash-and-carry wholesale trading and strategic licensing agreements. Another problem area is of the real estate laws at the level of state governments that are yet to be clear on the issue of allowing large stores. Restructuring of the tax structure for the retailing industry is another regulatory issue requiring governmental action. However, tariffs on imported consumer items have been gradually aligned to meet the prescribed WTO norms and reduction of import restrictions are likely to help the growing organised retailing industry.

The socio-cultural environment offers many interesting insights into the changing tastes and preferences of the urban and semi-urban Indian consumer. There is a large rural market consisting of nearly 720 million consumers, spread over more than 6,00,000 villages. India's consumers are young : 70 per cent of the country's citizens are below the age of 36 and half of those are under 18 years of age. These people have deep roots in the local culture and traditions, yet are eager to get connected with and know the outside world. According to a DSP Merrill Lynch report, the key factor providing a thrust to the retail boom in

India is the changing age profile of spenders. A group of seven million young Indians in their mid-twenties, earning over US\$ 5000 per year, is emerging every year. This group constitutes people who are enthusiastic spenders and like to visit the new format retail outlets for the convenience and time-saving they offer. Malls are also being perceived as not just places for shopping, but for spending leisure time and as meeting places. There has been an emergence of a combination of the retail outlet and entertainment centres having multiplexes, with food courts and video game parlours.

But there are some pitfalls too. For instance, organised retailing in India has had to deal with the misconception among middle-class consumers that the modern retail formats being air-conditioned, sophisticated places are bound to be more expensive.

The supplier environment probably offers the biggest constraint on the growth of the retailing industry in India. Reaching India's consumers cost effectively is a distribution nightmare, owing to the sheer geographical size of the country and the presence of traditional, fragmented distribution and retailing networks and erratic logistics.

For instance, the apparel segment that is one of the two top segments, the other being food, have had to invest in back-end processes to support supply chains. Supply chain management and merchandising practices are increasingly converging and apparel retailers are establishing collaborations with their vendors. Another area of concern is the severe shortage of skills in retailing. Human resource development for the retailing industry has picked up lately but may take time to fill the gap caused due to the shortage of personnel.

The technological environment for the organised retailing industry straddles many areas such as IT support to supply chain management, logistics, transportation and store operations. Some global retailers have demonstrated that an innovative use of technology can provide a substantial strategic advantage. The large number of store items, the diversity of sourcing and the gigantic effort required to coordinate actions in a large retail context is ideal for using IT as a support function. For instance, an innovative use of IT can help in a wide variety of functions such as quick information processing and timely decision-making, reduction in processing costs, real-time monitoring and control of operations, security of transactions and operations intergration. The

availability of supply chain management, customer relationship management and merchandising software can help much while performing activities such as ordering and tracking inventory items, warehousing, transportation and customer profiling.

Overall, the Indian scenario offers an interesting mix of possibilities and challenges. A successful model of large-scale retailing appropriate for the Indian context is yet to emerge. The modern retail formats accepted globally are in the process of implementation and their acceptability is yet to be established.

Questions :

1. Identify the opportunities and threats that the retailing industry in India offers to local and foreign companies.
2. Prepare an ETOP for a company interested in entering the retailing industry in India.

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[4774]-103

M.B.S. (First Semester) EXAMINATION, 2015

MARKETING SPECIALISATION

103 (A) : (Services Marketing and Brand)

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

N.B. :- (i) Answer any *five* questions.

(ii) *All* questions carry equal marks.

1. “Service sector has a major contribution in developing Indian economy.”
Do you agree ? Justify your answer with relevant examples.
2. What is customer satisfaction ? What is its significance in the service industry ? What factors will you consider to measure customer satisfaction ?
3. Define services marketing and explain service life cycle with proper illustration.
4. Elaborate the process of brand building. Explain the various benefits of branding.

P.T.O.

5. Describe the concepts, merits and demerits of 'Celebrity endorsement' with the help of suitable examples.
6. What is brand equity ? Explain any *one* mode of brand equity.
7. Write short notes on any *two* :
 - (a) Co-branding
 - (b) e-Services
 - (c) Brand tracking
 - (d) Service failure and recovery.

Total No. of Questions—7]

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[4774]-104

M.B.S (First Semester) EXAMINATION, 2015

**103 (B) : FINANCIAL SPECIALIZATION : MERCHANT BANKING
AND FINANCIAL SERVICES
(2008 PATTERN)**

Time : Three Hours

Maximum Marks : 70

N.B. :— (i) Solve any *five* questions.

(ii) *All* questions are carry equal marks.

1. Explain the nature, role and characteristics of a financial system.
2. What is Merchant Banking ? Explain the services rendered by it.
3. Discuss the role and functions of BSE and NSE.
4. Explain the regulatory framework of the securities market.
5. Write short notes on (any *two*) :
 - (1) ADR
 - (2) E-trading
 - (3) Credit Rating.
6. Discuss about the market for the long-term bills in India.
7. What are the major advantages of investment through Mutual Fund ?

Total No. of Questions—7]

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[4774]-105

M.B.S (First Semester) EXAMINATION, 2015

**103 (C) : COMPUTER SPECIALIZATION : SOFTWARE ENGINEERING
(2008 PATTERN)**

Time : Three Hours

Maximum Marks : 70

N.B. :— (i) Question Nos. 1 and 7 are compulsory.

(ii) Answer any *four* questions from the remaining.

(iii) Figures to the right side indicate full marks.

1. A Hospital is having 35 beds in general ward, 20 beds in Semi-special ward and 15 beds in special ward. Fifteen doctors are working as regular and 10 doctors are working as visiting. Supporting staffs are around 60 and some are working in shift. Hospital need an automatic system, to maintain the records of patients, diagnosis details, doctors visits details. For this information do the following for the system design.
 - (a) Identify all entities; [6]
 - (b) Draw context level DFD; [7]
 - (c) Draw first level DFD. [7]

2. What is data dictionary ? Why is data dictionary required ? Explain advantages of data dictionary. [10]

3. Draw report layout for : [10]
- (a) Itemwise stocks available
 - (b) Datewise items issued.
4. Compare Spiral model Vs. Prototyping model. [10]
5. What is maintenance ? Why is maintenance important ? Explain how it is done. [10]
6. Explain fact finding techniques in detail. What are its advantages ? [10]
7. Write short notes on any *two* : [10]
- (a) Agile process
 - (b) SDLC
 - (c) CASE tool
 - (d) Skills of system analyst.

Total No. of Questions—8]

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[4774]-106

M.B.S. (First Semester) EXAMINATION, 2015

103 (D) : QUALITY MANAGEMENT

(Production and Materials Specialisation)

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

N.B. :— (i) Attempt any *five* questions.

(ii) *All* questions carry equal marks.

1. Define Quality. Discuss how the following aspects influence quality.
 - (a) Management Policy
 - (b) Leadership.
2. Explain the contribution of Juran in the field of Quality Management.
3. Describe the types of control chart. Explain various uses of control chart.
4. Explain OC curve with producer, consumer risk and AQL.
5. Explain concept and application with an example of any *two* of the following :
 - (a) Fish bone diagram;
 - (b) Six Sigma
 - (c) Pareto Analysis.

6. Explain the need of Quality Policy and Quality Objective for Manufacturing unit.
7. Discuss the types of quality audits and their significance.
8. Being a Quality Manager of Steel Pipe Manufacturing Company, what type of inspection (sampling or 100% inspection) you will implement on shop floor to check cracks in steel pipe ? Justify.

Total No. of Questions—7]

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[4774]-107

M.B.S. (First Semester) EXAMINATION, 2015

103(E) : ORGANIZATIONAL DEVELOPMENT

(Human Resource Management Specialization)

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

N.B. :— (i) Solve any *five* questions.

(ii) Each question carries 14 marks.

(iii) Support your answers with suitable live examples.

1. Organizational Development is all about change. Explain how OD practices help in bringing about change in the organization. [14]
2. Explain why people resist change ? What are the various sources of resistance to change in an organization ? Explain it with examples. [14]
3. What is Action Research ? Explain action research process. How it supplements OD ? [14]
4. “Survey feedback can be a problematic OD technique because it permits people who are affected by organizational policies to generate data that speaks against those policies.” Comment. [14]

P.T.O.

5. Explain the role and competencies of OD consultant in detail. [14]
6. Discuss Intergroup Interventions. What are the various steps involved in intergroup interventions ? [14]
7. Write short notes on (any *two*) :
 - (a) Total Quality Management [7]
 - (b) Six Box Model [7]
 - (c) Role Analysis Technique [7]
 - (d) Socio-Technical System as an Intervention [7]
 - (e) 7 S Framework. [7]

Total No. of Questions—7]

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[4774]-201

M.B.S. (Second Semester) EXAMINATION, 2015

**201 : ENTREPRENEURSHIP DEVELOPMENT AND
PROJECT MANAGEMENT**

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

N.B. :— (i) Question No. 1 is compulsory. Solve any *three* out of the remaining.

(ii) Figures to the right indicate full marks.

1. (a) Distinguish between entrepreneur and entrepreneurship with its need and importance. [15]
- (b) Explain in brief the elements of business plan. [10]
2. Explain the role of DIC to promote entrepreneurship development. [15]
3. Explain briefly the social factors which influence the growth of entrepreneurship. [15]
4. Elaborate the reasons for failure of Women Entrepreneurs in Indian context. [15]

P.T.O.

5. What are the features and qualities to be considered while preparing the project feasibility report ? [15]
6. Discuss objectives and functions of NIESBUD. [15]
7. Write short notes on (any *two*) : [15]
- (a) SIDBI
 - (b) Sustaining Business Competitiveness
 - (c) Entrepreneurial culture
 - (d) Distinguish between Entrepreneur and Manager.

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[4774]-202

M.B.S. (Second Semester) EXAMINATION, 2015

(Marketing Specialization)

202-A : RETAIL AND DISTRIBUTION MANAGEMENT

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

N.B. :— (i) Attempt any *five* questions.

(ii) *All* questions carry equal marks.

1. What is retailing ? Explain retailing in Indian and Global scenario.
2. Distinguish among intensive, selective and exclusive distribution strategies using relevant examples.
3. What are the different types of channel conflicts ? What are ways to resolve them ?
4. What are the different types of store layout ? Explain the factors that influence store layout.
5. Explain the concept of Retail Merchandising. Explain the steps in merchandise planning.
6. How important is the support of appropriate IT systems to the success of the retail business ?
7. Write short notes on (any *two*) :
 - (a) Functions of Wholesaling
 - (b) Supply Chain Management
 - (c) Store and Non-store Retailing
 - (d) Floor Space Management.

Total No. of Questions—7]

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[4774]-203

M.B.S. (Second Semester) EXAMINATION, 2015

202-B : INTERNATIONAL FINANCE

(Financial Specialization)

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

N.B. :— (i) Attempt any *five* questions.

(ii) *All* questions carry equal marks.

1. Explain nature, scope and importance of international finance. [14]
2. (a) Differentiate between Spot Exchange Market and Forward Exchange Market. [7]
(b) Differentiate between Direct quote and Indirect quote. [7]
3. “RBI plays a very important role in managing and controlling foreign exchange market.” Comment. [14]
4. Describe the various methods of trade settlement in International Trade. [14]
5. Explain the concept of Hedging. Explain various tools of Hedging in foreign exchange. [14]
6. What is ECB ? Explain its advantages and disadvantages. [14]
7. Write short notes on (any *two*) : [14]
 - (a) GDR
 - (b) FEMA
 - (c) IAS on Foreign Transaction.

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[4774]-204

M.B.S. (Second Semester) EXAMINATION, 2015

202-C : COMPUTER SPECIALISATION

(Business Application)

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

N.B. :— (i) Q. 1 and Q. 7 are compulsory.

(ii) Attempt any *four* from Q. 2 to Q. 6.

(iii) Draw neat diagrams wherever necessary.

1. Explain salary administration with the help of : [15]
 - (a) Earnings
 - (b) Deduction
 - (c) Leave accounting.
2. Discuss customer relationship management in detail. [10]
3. Explain ERP in detail. [10]
4. What is Profit and Loss Statement ? Explain. [10]
5. What is material requirement planning ? Explain. [10]
6. Discuss the steps involved in customer order processing from order acknowledgement to dispatch. [10]
7. Write notes on (any *three*) : [15]
 - (a) Human resource management systems
 - (b) Demand forecasting
 - (c) Bill of material
 - (d) Trial balance.

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[4774]-205

**M.B.S. (Second Semester) EXAMINATION, 2015
(Operations and Materials Management Specialization)**

**202-D : OPERATIONS STRATEGY
(2008 PATTERN)**

Time : Three Hours

Maximum Marks : 70

N.B. :— (i) Answer any *five* questions.

(ii) *All* questions carry equal marks.

1. Explain the meaning of operations strategy. Discuss the role of operations strategy in corporate strategy.
2. Discuss the relation of the following with Operations Strategy :
 - (a) Value chain concept
 - (b) Core competence.
3. Explain the importance of strategic integration while formulating operations strategy.
4. Discuss the process and issues involved in new product development.
5. Discuss the factors influencing capacity decisions.
6. How does lean manufacturing help to increase productivity ? Explain.
7. What is Manufacturing infrastructure ? Describe the role of manufacturing infrastructure in Operations Strategy.
8. Write notes on any *two* of the following :
 - (a) Focused manufacturing
 - (b) Order winner and order qualifier
 - (c) Technology strategy
 - (d) CAD/CAM.

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[4774]-206

M.B.S. (Second Semester) EXAMINATION, 2015

(HRM-Specialisation)

202-E : TRAINING AND DEVELOPMENT

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

N.B. :— (i) Question No. 1 is compulsory.

(ii) Answer any *three* from the remaining.

1. (a) Define Training and Development and explain the need and importance of Training. [10]
(b) Explain in detail different methods of training. [15]
2. Design a training programme for newly joined marketing officers in a manufacturing industry. [15]
3. Explain Kirk Patrick model for evaluating of Training Programme. [15]
4. What is Learning ? Explain the principle of learning. [15]
5. Write short notes on (any *two*) : [15]
 - (a) Resistance to training
 - (b) Distance learning
 - (c) E-learning
 - (d) Evaluation of training programme.

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[4774]-207

M.B.S. (Second Semester) EXAMINATION, 2015

(Marketing Specialization)

203(A) : MARKETING STRATEGY AND

RELATIONSHIP MARKETING

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

N.B. :- (i) Attempt any *five* questions.

(ii) *All* questions carry equal marks.

1. Discuss the linkages between a company's marketing strategies and its strategic management process.
2. "Today's market realities make segmentation process an imperative." Justify the statement with relevant examples.
3. Explain how a company responds to competition over a product life cycle.
4. "C.R.M. is a comprehensive process of acquiring, retaining and partnering with selective customers." Discuss.

P.T.O.

5. Describe R.F.M. model for customer-product profitability analysis.
6. Discuss the ethical issues involved in Database Marketing in India.
7. Write short notes on (any *two*) :
 - (i) Offensive Vs. Defensive Strategies
 - (ii) e-Marketing
 - (iii) Loyalty Programmes
 - (iv) Internal Marketing.

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[4774]-208

M.B.S. (Second Semester) EXAMINATION, 2015

203(B) : FINANCE SPECIALISATION

(Legal and Procedural Aspects of Finance)

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

N.B. :— (i) Attempt any *five* questions.

(ii) *All* questions carry equal marks.

1. What is 'Wage' under 'Payment of Wages Act' ? What are the deductions allowed from wages ?
2. State the provisions of Companies Act regarding :
 - (a) Removal of Auditor
 - (b) Appointment and Reappointment of Director.
3. Write notes on :
 - (a) Corporate Governance Statement
 - (b) Prevention of Oppressions and Dismanagement.
4. Explain the provisions of Companies Act, 1956 regarding Inter-Corporate Deposits and Loans.

P.T.O.

5. Define 'Mergers and Acquisitions'. Discuss the various provisions under the Companies Act, 1956 regarding the same.
6. State and explain aims and objectives of Employee's Provident Fund Act.
7. Write short notes on (any *two*) :
 - (a) Disqualifications of a Director
 - (b) Powers of Central Government Regarding Conduct of Special Audit
 - (c) Objectives of payment of Gratuity Act.

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[4774]-209

M.B.S. (Second Semester) EXAMINATION, 2015

203-C : COMPUTER SPECIALIZATION

(OOD Concepts and Basic Java)

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

N.B. :— (i) Question No. 1 is compulsory.

(ii) Solve any *four* from the remaining.

1. Answer in short : [10]
 - (a) What is Package ?
 - (b) Explain throws keyword.
 - (c) What is serialization ?
 - (d) What is overloading ?
 - (e) Explain abstract keyword.

2. What are object oriented features of Java ? Explain with example. [15]

3. Write a Java application to search for given string in a file, also display number of occurrences of the same. [15]

4. Write AWT application to accept marks of the student if user enters wrong marks other than range 0—100, throw wrong marks exception. [15]

P.T.O.

5. Explain the following layouts with examples : [15]
- (a) Flow layout
 - (b) Border layout
 - (c) Grid layout.
6. Explain thread life cycle with suitable example. What are thread priorities ? [15]
7. Write short notes on (any *three*) : [15]
- (a) Math functions in Java
 - (b) File class
 - (c) Listeners
 - (d) Access modifiers.

Total No. of Questions—8]

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M.B.S. (Second Semester) EXAMINATION, 2015
203-D : MODELING TECHNIQUES AND IT FOR
OPERATIONS MANAGEMENT
(Production and Materials Management Specialization)
(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

N.B. :— (i) Answer any *five* questions.

(ii) *All* questions carry equal marks.

1. Discuss how application of quantitative models in operations can help organizations in increasing delivery performance and profitability.
2. Solve the following linear programming problem using Simplex method :
Minimize $Z = 25X + 30Y$
Subject to the constraints
$$4X + 3Y \geq 60$$
$$2X + 3Y \geq 36$$
$$X, Y \geq 0$$
3. Explain the concept of Decision Trees. State the steps involved in application of decision tree for decision-making in detail.

P.T.O.

4. The following data gives cost incurred in Rupees if a job is performed on different machine. There are 4 jobs and 4 machines, assign jobs to machine so that total cost is minimum :

	Jobs			
Machines	A	B	C	D
M ₁	3	8	5	9
M ₂	4	2	1	6
M ₃	3	8	5	7
M ₄	4	7	10	8

5. Explain the concept of dynamic programming. How does it differ from Linear Programming ?
6. Explain the concept of Simulation and its application in Operations Management.
7. Explain ERP implementation process in detail.
8. Write notes on any *two* of the following :
- (a) Salient features of ERP
 - (b) Role of IT in Logistics Operations
 - (c) Importance of IT in Operations.

Total No. of Questions—5]

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M.B.S. (Second Semester) EXAMINATION, 2015

(HRM–Specialisation)

203-E : PERFORMANCE MANAGEMENT SYSTEM

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

N.B. :— (i) Question No. 1 is compulsory.

(ii) Answer any *three* from the remaining.

1. (a) Define performance management system and explain the objectives of performance appraisal. [15]
- (b) Why performance appraisal fails in certain circumstances ? Explain. [10]
2. Define counselling and explain the importance of counselling for better performance. [15]
3. Explain 360° performance appraisal in detail. [15]

P.T.O.

4. How can technology be used in performance appraisal system ?
Explain. [15]
5. Write short notes on (any *two*) : [15]
- (a) Goal setting procedure in performance appraisal
 - (b) HALO Effect
 - (c) MBO
 - (d) Career Planning.