

Total No. of Questions : 5]

SEAT No. :

P4514

[4779] - 1001

[Total No. of Pages :1

P.G.D.H.M.

**PRINCIPLES AND PRACTICES OF MANAGEMENT AND
ORGANISATIONAL BEHAVIOUR
(2013 Pattern) (Semester -I)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Each question carries 10 marks.*
- 2) *Assume suitable data if necessary.*

Q1) Define 'Management'. Explain in brief all the functions of Management.

OR

Explain in brief the 'Principles of Management introduced by Hendry Foyal'.

Q2) What is 'controlling'? Explain various "Controlling Techniques".

OR

"Every plan includes control and every control reflects plan". Comment.

Q3) What is 'Decision Making? Explain the factors influencing Decision Making'.

OR

What is 'Responsibility' & 'Authority'? Explain 'Decentralisation'.

Q4) Short notes-Any Two.

- a) Line & staff functions
- b) Power & Authority
- c) Hospital Management-Study of O.B
- d) Maslow's Hierarchy of Needs.

Q5) Short notes-Any Two.

- a) Perception Theory
- b) Group Dynamics
- c) Leadership styles
- d) Job satisfaction



Total No. of Questions : 5]

SEAT No. :

P4515

[4779]-1002

[Total No. of Pages : 2

P.G.D.H.M.

102: MANAGERIAL ACCOUNTING AND FINANCIAL MANAGEMENT

(2013 Pattern) (Semester - I)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*
- 3) *Use of simple calculators is allowed.*

Q1) a) Explain the following: [5]

- i) Final Account
- ii) Trial Balance

b) Classify the following accounts into Three types of A/cs: [5]

- i) Salary,
- ii) Patents,
- iii) Canara Bank,
- iv) Motor car,
- v) Mr. Rao a/c

Q2) Explain any four concepts of Accounting? [10]

Q3) Write Short Notes on Any Two of the following? [10]

- a) OPD. Register,
- b) P.V. Ratio.
- c) Accounting concepts.
- d) Ratio analysis.

P.T.O.

Q4) Explain the term Working Capital? Explain the factors that determines the size of Working Capital? **[10]**

OR

The company furnishes you the following income information for the current year divided in two sub-pairs: **[10]**

Particular	First half	Second half
Sales	Rs.8,10,000	Rs.10,26,000
Profit earned	Rs. 21,600	Rs. 64,800

Calculate following:

- a) P.V. Ratio,
- b) Fixed Cost,
- c) Amount of profit when sales are Rs.6,48,000/-
- d) Amount of Sales required to earn a profit of Rs.1,08,000/-

Q5) Pass Journal entries in the books of Subhash Traders, from the following transactions: **[10]**

March 2015

1. Commenced Business with cash of Rs.2,00,000/-
3. Opened Bank a/c with cash of Rs. 50,000/-
5. Purchased goods from Joshi & CO for Rs.10,000/-
8. Purchased goods for Cash of Rs.25,000/-
10. Sold goods for cash of Rs. 15,000/-
14. Sold goods on credit to Mr. Kulkarni for Rs.5000/-
15. Paid commission for Rs.1000/-
18. Paid wages Rs. 500/-
20. Deposited Cash into bank Rs. 10,000/-
25. Paid salary Rs.15,000/-

EEE

Total No. of Questions : 5]

SEAT No. :

P4516

[4779] - 1003

[Total No. of Pages :1

P.G.D.H.M.

**103: HOSPITAL PLANNING & PROJECT MANAGEMENT
(2013 Course) (Semester-I)**

Time : 2 ½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Explain “feasibility study” of a new Hospital project. **[10]**

Q2) Discuss the salient features of the construction phase of a new hospital project. **[10]**

Q3) Describe “Architect’s Brief” & its application in hospital project. **[10]**

Q4) Discuss the planning, design & layout of an ICU of a 100 bedded multispeciality hospital. **[10]**

Q5) Write short notes on any two. **[10]**

- a) Zones in hospital
- b) F.S.I.
- c) Energy conservation
- d) Water recycling in hospital.



Total No. of Questions : 5]

SEAT No. :

P4517

[4779] - 1004

[Total No. of Pages :1

P.G.D.H.M.

**104: MEDICAL TERMINOLOGY AND PROCEDURES
(2013 Pattern) (Semester - I)**

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Describe the pulmonary circulation. [10]

Q2) Write notes on any two: [10]

- a) Coronary angioplasty
- b) Lobar pneumonia
- c) Transurethral resection of prostate

Q3) What are the signs and symptoms of Bronchial Asthma? How will you investigate Bronchial Asthma? [10]

Q4) Write notes on any two: [10]

- a) Application of nuclear medicine in oncology
- b) External fixators in treatment of fractures
- c) ECG

Q5) Describe the signs and symptoms of appendicitis and its management. [10]



Total No. of Questions : 5]

SEAT No. :

P4518

[Total No. of Pages : 1

[4779] - 1005

P.G.D.H.M. (Semester - I)

HOSPITAL ADMINISTRATION

(2013 Pattern)

Time :2.30 Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) Describe duties & responsibilities of a CEO in a 100 bedded non profit making corporate hospital. **[10]**

Q2) Describe bio medical waste management of a 300 bedded multi speciality hospital. **[10]**

OR

Describe how you will organise a seminar for your hospital employees on marketing of healthcare services.

Q3) Explain patients Relations management & its usefulness in hospitals. **[10]**

OR

How will you control hospital acquired infection.

Q4) Write short notes on any two: **[10]**

- a) Hospital census
- b) Matron's report
- c) OT list
- d) Security report

Q5) Write short notes on any two: **[10]**

- a) Imaging services
- b) Blood bank services
- c) House keeping services
- d) Patient's complaints



Total No. of Questions : 7]

SEAT No. :

P4505

[4779] - 101

[Total No. of Pages :1

P.G.D.H.M.

**101: PPM AND ORG. BEHAVIOUR
(2012 Pattern) (Semester -I)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Q.1 is compulsory.*
- 2) *Attempt any four questions from remaining.*
- 3) *Each question carries 14 marks.*

Q1) a) What is 'Management'? Is it an 'Art' or 'Science'? What are 'Managerial skills'?

b) Explain "Management Functions".

Q2) Explain F.W.Taylor's and Henry Fayol's contribution to Management study.

Q3) What is 'Decision Making'? Explain the factors influencing 'Decision Making'.

Q4) What is 'Organising'? How it is important in Management. Explain the concept of 'Narrow span' and 'Wide span'.

Q5) What is 'Motivation'? Explain its theories and relation to 'Job satisfaction'.

Q6) Explain different models of org. Behaviour.

Q7) Write notes on Any Two.

- a) Responsibility & Accountability
- b) Attitude and its impact on performance
- c) Leadership styles
- d) MBO
- e) Group Dynamics and its impact



Total No. of Questions : 7]

SEAT No. :

P4506

[4779]-102

[Total No. of Pages : 3

P.G.D.H.M.

102: MANAGERIAL ACCOUNTING AND FINANCIAL MANAGEMENT

(2012 Pattern) (Semester - I)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Question No. 1 is compulsory.*
- 2) *Attempt any two questions from each section.*
- 3) *Figures to the right indicate full marks.*
- 4) *Use only one answer sheet for both sections.*
- 5) *Use of simple calculators is allowed.*

Q1) a) Explain the following: [5]

- i) Depreciation.
- ii) Journal.

b) Classify the following accounts into Three types of A/cs: [5]

- i) Salary,
- ii) Plant & Machinery,
- iii) Indian Bank,
- iv) Investment,
- v) Mr. Kulkarni's a/c

SECTION - I

Q2) What do you mean by Budget & Budgetary control? Explain the various types of Budgets? [15]

P.T.O.

Q3) What is depreciation? Describe any two methods of Depreciation? [15]

Q4) Write short notes on Any Three of the following: [15]

- a) OPD. Register,
- b) P.V. Ratio.
- c) Accounting concepts.
- d) Ration analysis.
- e) Types of A/cs & Rules.

SECTION - II

Q5) Explain the term Working Capital? Explain the factors that determines the size of Working Capital? [15]

Q6) ABC CO.Ltd. furnishes the following Data: [15]

	Rs.
Sales	- 1,50,000
Variable overhead	- 1,20,000
Gross Profit	- 60,000
Fixed Overhead	- 20,000
Net Profit	- 40,000

Find out the following:-

- a) Profit volume Ratio.
- b) Break Even Point.
- c) Sales Required to earn profit Rs 80,000/-
- d) Net profit when sales are Rs.400,000/-
- e) Margin of safety when the sales are Rs.4,00,000/-

OR

Q7) Journalize following transactions in the books of Suman Traders: February, 2014. **[15]**

1. Started business with capital of Rs. 4,00,000/-
5. Opened an current a/c in the Indian Bank for Rs. 1,00,000/-
6. Purchase goods for cash Rs. 1,50,000/-
8. Cash sales Rs. 50,000/-
11. Deposited cash into Indian Bank Rs. 40,000/-
14. Purchased stationery for Rs. 10,000/-
20. Purchased computer for Rs.50,000/-
25. Received Commission Rs. 6000/-
27. Paid Salary Rs. 60,000/- By cheque.

EEE

Total No. of Questions : 7]

SEAT No. :

P4507

[4779] - 103

[Total No. of Pages :1

P.G.D.H.M.

**103:HOSPITAL PLANNING & PROJECT MANAGEMENT
(2012 Course) (Semester-I)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) What factors influence the selection of site for a multi-speciality hospital.[14]

Q2) What is a Nursing unit? Describe an obsteric ward unit. [14]

Q3) Describe an intensive care unit of a teaching hospital. [14]

Q4) Describe Engineering services of a Hospital. [14]

Q5) Discuss the Equipment planning of the Radio Diagnosis dept of a Teaching Hospital. [14]

Q6) Describe the out patient Department of the District Hospital. [14]

Q7) Write short notes on any two. [14]

- a) Rooming IN
- b) Sewage Disposal
- c) Layout of the consultant room
- d) Hot water supply in a Hospital



Total No. of Questions : 7]

SEAT No. :

P4508

[4779] - 104

[Total No. of Pages :2

P.G.D.H.M.

104: MEDICAL TERMINOLOGY AND PROCEDURES

(2012 Course) (Semester-I)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Describe the anatomy of the digestive system. **[14]**

Q2) Write notes on any two of the following. **[14]**

- a) Coronary Angiography
- b) Stress test
- c) Gastroscopy
- d) Cystoscopy

Q3) Describe the reproductive system of the male. **[14]**

Q4) Write notes on any two of the following: **[14]**

- a) IVP
- b) ERCP
- c) Myelography
- d) Lumbar puncture

Q5) Describe the systemic circulation of the body. **[14]**

P.T.O.

Q6) Write notes on any two of the following:

[14]

- a) Urinary Tract Infection
- b) Pneumonia
- c) Hepatitis
- d) Appendicitis

Q7) Discuss self-breast examination.

[14]



Total No. of Questions : 7]

SEAT No. :

P4509

[Total No. of Pages : 1

[4779]-105

P.G.D.H.M. (Semester - I)

HOSPITAL ADMINISTRATION

(2012 Pattern)

Time :3 Hours]

[Max. Marks :70

Instructions to the candidates:

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

Q1) Describe the role & importance of Front Office department in a corporate hospital. **[14]**

Q2) Describe importance of Health Statistics in hospitals. **[14]**

Q3) Describe the duties of Hospital Administrator in non-profit making hospitals. **[14]**

Q4) Explain how you will organize a Diagnostic camp for Public participation on Breast Cancer awareness in hospital. **[14]**

Q5) Explain how you will manage Bio- medical waste in a 100 bedded multi-specialty hospital. **[14]**

Q6) Write short notes on any two of the following. **[14]**

- a) OT list
- b) Exit interview
- c) Fire fighting
- d) ECHS

Q7) Write short notes on any two of the following. **[14]**

- a) Exit interview
- b) Medical certificates
- c) Hospital infection control committee
- d) CSSD



Total No. of Questions : 7]

SEAT No. :

P4496

[4779] - 11

[Total No. of Pages :1

P.G.D.H.M.

PPM & OB

(2009 Pattern) (Semester - I)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Solve Any Five Questions.*
- 2) *All questions carry equal marks.*

Q1) Explain the significance of Co-ordination in Hospitals. How will improve Co-ordination in Hospitals?

Q2) What is Personality? Discuss the Big Five Personality Traits.

Q3) What is Motivation? What are the different types of Motivation?

Q4) Explain Roles & functions of a Hospital Administrator.

Q5) What are functions of Management? Which function is more important in your opinion?

Q6) What are the different types of Groups that may evolve in an organisation. Explain Group Formation Process.

Q7) Write short Notes (Any Two):

- a) Industry Vs Hospital.
- b) Private Hospital Vs Public Hospital.
- c) Authority Vs Power.
- d) Planning Vs Forecasting.



Total No. of Questions : 6]

SEAT No. :

P4497

[4779]-12

[Total No. of Pages : 2

P.G.D.H.M.

102: MANAGERIAL ACCOUNTING AND FINANCIAL MANAGEMENT

(2009 Pattern) (Semester - I)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Question No. 1 is compulsory.*
- 2) *Figures to the right indicate full marks.*
- 3) *Use only one answer sheet for both sections.*
- 4) *Use of simple calculators is allowed.*

Q1) a) Explain the following: [5]

- i) Accounting conventions.
- ii) Money measurement concept.

b) Classify the following accounts into Three types of A/cs: [5]

- i) Wages,
- ii) Furniture & fixtures,
- iii) Dena Bank,
- iv) Investment
- v) Mr. Joshi's a/c

Q2) What do you mean by budgetary control? Explain the various types of Budgets? [15]

OR

P.T.O.

Q3) What is errors disclosed and not disclosed by the trial Balance? [15]

Q4) Write short notes on Any Three of the following: [15]

- a) OPD. Register,
- b) BEP.
- c) Accounting concepts.
- d) Financial accounting.
- e) Types of A/cS & Rules.

Q5) What is the method used for costing in Hospital? What is cost unit in Hospital? Discuss in details. [15]

Q6) Pass Necessary Journal entries in the books Unique Laboratory pune from the following transactions: [15]

April, 2013.

1. Commenced Lab. With cash of Rs. 10,00,000/-
2. Opened Bank a/c with cash of Rs. 400,000/-
6. Purchased furniture for cash of Rs. 1,00,000/-
7. Purchased machinery by cheque of Rs. 3,00,000/-
8. Received cash for X ray 10,000/-, Lab charges Rs. 5,000/-
10. Paid Rent and taxes for Rs. 20,000/-
19. Paid Wages for Rs. 500/-
22. Deposited into Bank for Rs. 15000/-
25. Paid electricity Bill for Rs. 2000/-
29. With drawan Cash from Bank for Rs. 1,00,000/-
30. Paid salary for Rs. 50,000/-

EEE

Total No. of Questions : 7]

SEAT No. :

[Total No. of Pages :1

P4498

[4779] - 13

P.G.D.H.M.

**103: HOSPITAL PLANNING
(2009 Course) (Semester-I)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) What are the guiding principles of Hospital planning? **[14]**

Q2) What do you understand by 'Progressive Patient care'. Describe a day care unit. **[14]**

Q3) Describe an Accident/emergency Department of a general hospital. **[14]**

Q4) Discuss the planning of an operation theatre of the District Hospital. **[14]**

Q5) What is an Architect Brief? Discuss. **[14]**

Q6) What is a standard ward unit? Describe the accomodation required for the same. **[14]**

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

- a) Hospital Bed
- b) TRIAGE
- c) Dirty utility Room
- d) Phasing Activity



Total No. of Questions : 7]

SEAT No. :

P4499

[4779] - 14

[Total No. of Pages :2

P.G.D.H.M.

104: MEDICAL TERMINOLOGY & PROCEDURES

(2009 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) Describe Respiratory system with figures. **[14]**

Q2) Describe how you will investigate a case of Cancer of Liver. **[14]**

Q3) Write short notes on any two of the following. **[14]**

- a) Haemodialysis
- b) Hypertension
- c) Brain tumor
- d) Stroke

Q4) Describe physiology of Digestion. **[14]**

Q5) Write short notes on any two of the following. **[14]**

- a) Ultra Sonography
- b) Lumbar puncture
- c) Coronary Angiography
- d) D & C

P.T.O.

Q6) Describe anatomy of Kidney with figures.

[14]

Q7) Write short notes on any two of the following.

[14]

- a) Bronchoscopy
- b) EEG
- c) Cystoscopy
- d) Self Breast Examination



Total No. of Questions : 6]

SEAT No. :

P4500

[Total No. of Pages : 1

[4779] - 15

P.G.D.H.M. (Semester - I)

105 : HOSPITAL ADMINISTRATION

(2009 Pattern)

Time :3 Hours]

[Max. Marks :70

Instructions to the candidates:

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

Q1) Describe duties & responsibilities of CEO of a Corporate hospital of 100 beds.

Q2) Describe administration of C.G.H.S.

Q3) Describe how you will control hospital acquired infection in a multi-speciality Hospital.

Q4) Explain the role of hospital management committee of a Trust hospital.

Q5) Write short notes on (any two):

- a) Hospital census
- b) Security report
- c) OT list
- d) TPA

Q6) Write short notes on (any two)

- a) CME
- b) Union matters
- c) ALOS
- d) Discharge summary



Total No. of Questions : 5]

SEAT No. :

P4519

[4779] - 2001

[Total No. of Pages :2

P.G.D.H.M.

201: HUMAN RESOURCE MANAGEMENT

(2013 Pattern) (Semester -II)

Time : 2 ½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) Each question carries 10 marks.*
- 2) Attempt all questions.*

Q1) Explain the importance of HRM in any organisation in general and in Hospital in particular.

OR

Q1) What is HRM? Explain its functions and responsibilities with reference to Hospital.

Q2) How would you 'plan' Manpower Requirement for 100 bed general Hospital.

OR

Q2) What is 'Recruitment'? What are the sources of Recruitment? Also explain the importance of different selection methods.

Q3) What is employee welfare? What is its importance in Employee motivation. Explain various welfare facilities offered to Hospital employees.

OR

Q3) Explain the concept of 'Social Security'? Give in brief the main benefits under different social security schemes under various laws.

Q4) What is "Industrial Dispute"? Explain the machinery/Agencies created for resolving industrial Disputes, under the Industrial Disputes Act 1947.

OR

P.T.O.

Q4) How discipline is maintained in an organisation? What are the “Principles of Natural Justice”? Also explain the step-by-step procedure for taking ‘Disciplinary Action’ against the “Misconduct”.

Q5) Write notes on any Two.

- a) Dress code in Hospital
- b) Conflict resolution styles
- c) Duty Roster and its importance
- d) Training to Hospital staff
- e) Problems of Nursing staff.



Total No. of Questions : 5]

SEAT No. :

P4520

[4779]-2002

[Total No. of Pages : 1

P.G.D.H.M.

202: LAWS RELATED TO HOSPITAL & MEDICAL SERVICES

(2013 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) Describe the application of the Indian Contract Act in hospitals. **[10]**

OR

Describe Rights & Responsibilities of Medical person in hospital & medical services.

Q2) Explain the application of the Workman's Compensation Act in hospital services. **[10]**

Q3) Describe what constitutes deficiencies of medical services in hospitals under the Consumer Protection Act. **[10]**

Q4) Describe the application of the PNDT Act in hospital to prevent its misuse. **[10]**

Q5) Write short notes on any two of the following: **[10]**

- a) Industrial dispute Act 1947
- b) Life support
- c) Death certificate
- d) Summons

EEE

Total No. of Questions : 5]

SEAT No. :

P4521

[4779] - 2003

[Total No. of Pages :1

P.G.D.H.M.

**203: MATERIALS MANAGEMENT AND INVENTORY CONTROL
(2013 Course) (Semester-II)**

Time : 2 ½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Discuss the layout, organisation and functions of the hospital general stores. **[10]**

Q2) Discuss various purchase systems followed by the hospital purchase department. **[10]**

Q3) Discuss various methods of forecasting of hospital materials. **[10]**

Q4) What is an 'ABC' analysis of hospital stores? How will you use it in the management of the hospital general stores? **[10]**

Q5) Write short notes on any two. **[10]**

- a) Hospital formulary
- b) Lead time
- c) Unit dose system
- d) Buffer stock



Total No. of Questions : 5]

SEAT No. :

P4522

[4779] - 2004

[Total No. of Pages :1

P.G.D.H.M.

**204: MANAGEMENT OF HEALTH CARE AND HOSPITAL SERVICES
(2013 Pattern) (Semester - II)**

Time : 2 ½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) How can you use statistical methods in hospital for controlling service quality?

Q2) What is the role of TPA in medical claims procedure?

Q3) Write short notes (Any two)

- a) Fire safety during electrical maintenance
- b) Role of private general hospital during floods
- c) Epidemiological triad
- d) Terminal method of family welfare

Q4) What are the concepts of Revised National Tuberculosis Control Program?

Q5) Write short notes (Any two)

- a) Voluntary health agencies
- b) Role of World Health Organization
- c) Cataract
- d) Moodliar committee



Total No. of Questions : 7]

SEAT No. :

P4510

[4779] - 201

[Total No. of Pages :1

P.G.D.H.M.

**201: HUMAN RESOURCE MANAGEMENT
(2012 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 do you understand by Human Resource Management? Explain functions of Human Resource Management.

Q2) Define Performance Appraisals and Explain it's Techniques.

Q3) Explain the process of Selection & Recruitment & state the different methods of recruitments.

Q4) Explain in detail what is Job Analysis, Job Description and Orientation.

Q5) Explain Employee Benefits & Social Security with reference to Hospital Staff.

Q6) Define the term Training. Elaborate any two methods of Training.

Q7) Write short notes: (Any Two).

- a) Conflict management
- b) Group Dynamics
- c) Unions & their role
- d) Employee Turnover



Total No. of Questions : 7]

SEAT No. :

P4511

[4779]-202

[Total No. of Pages : 2

P.G.D.H.M.

202: LAWS RELATED TO HOSPITAL & MEDICAL SERVICES

(2012 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) Describe Criminal courts in India & their powers. **[14]**

Q2) Describe working of Medico-legal system in a multi-specialty hospital. **[14]**

Q3) Describe the procedure of obtaining & renewal of license under “The Bombay shops & Establishment Act” as applicable to hospitals & medical services. **[14]**

Q4) Explain the procedure of Dying declaration and its importance in hospital & Medical services. **[14]**

Q5) Explain the concept of medical negligence in hospital & medical services. **[14]**

Q6) Write short notes on any two of the following: **[14]**

- a) Consent Form.
- b) Maternity benefit Act.
- c) Magistrate inquest.
- d) MTP Act

P.T.O.

Q7) Write short notes on any two of the following:

[14]

- a) District Transplant Committee.
- b) Deficiency of medical services U/CPA.
- c) Decree.
- d) Declaration of Geneva.

EEE

Total No. of Questions : 7]

SEAT No. :

P4512

[4779] - 203

[Total No. of Pages :1

P.G.D.H.M.

**203:MATERIALS MANAGEMENT AND INVENTORY CONTROL
(2012 Course) (Semester-II)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) How will you classify hospital stores? Discuss the need to calssify stores.[14]

Q2) Discuss the methods of forecasting of the materials. How it helps to ensure continuous supply of materials? [14]

Q3) Describe various purchase systems commonly used by the hospitals. [14]

Q4) What is the meaning of an 'INVENTORY'? Discuss various costs of maintaining an inventory. [14]

Q5) What do you understand by 'OBSOLESENCE'? Discuss the methods to deal with obsolete and scrap items. [14]

Q6) Discuss the functions of hospital general stores. [14]

Q7) Write short notes on any two. [14]

- a) Ved analysis
- b) Buffer stock
- c) Lead time
- d) Functions of drug review committee.



Total No. of Questions : 7]

SEAT No. :

P4513

[4779] - 204

[Total No. of Pages :2

P.G.D.H.M.

**204: MANAGEMENT OF HEALTHCARE & HOSPITAL SERVICES
(2012 Course) (Semester-II)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Describe Health administration in India. [14]

OR

Describe role of Voluntary agencies in healthcare delivery India.

Q2) Describe National AIDS Control Program in India. [14]

OR

Describe Family Welfare Program in India

Q3) Enumerate various committees appointed by the Government of India. Give recommendations of any one committee. [14]

Q4) Write notes on any two of the following. [14]

- a) Concept of disease prevention
- b) Control of Blindness
- c) ICD-10
- d) Triage in disaster management

Q5) Write SOPs for the ICU to reduce hospital acquired infection rate in the hospital. [14]

P.T.O.

Q6) Explain the importance of Hospital Accreditation with special reference to N.A.B.H. and quality of patient services. **[14]**

Q7) Write notes on any two of the following. **[14]**

- a) DOTs
- b) E.C.H.S.
- c) Maintenance of hospital electrical supply
- d) TPA in health insurance



Total No. of Questions : 7]

SEAT No. :

P4501

[4779] - 21

[Total No. of Pages :1

P.G.D.H.M.

**201: HUMAN RESOURCE MANAGEMENT
(2009 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. Explain the role of HR Manager.

Q2) Define Manpower Planning. Explain the process of Manpower Planning.

Q3) Discuss importance of .Job Description with reference to Hospital Staff.

Q4) Discuss importance of recruitment and selection in an Organisation. Explain how you would induct a new employee into an Organisation?

Q5) Define the term Training. Elaborate any two methods of Training.

Q6) Discuss objectives of Career Planning. Describe in brief the Career Planning Process.

Q7) Write short notes: (Any Two).

- a) Collective bargaining
- b) Employee Communication
- c) Settlement of disputes
- d) Unions & their role.



Total No. of Questions : 7]

SEAT No. :

P4502

[4779]-22

[Total No. of Pages : 2

P.G.D.H.M.

202: LAWS RELATED TO HOSPITAL & MEDICAL SERVICES

(2009 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) Describe salient features of Indian constitution. **[14]**

Q2) Explain the application of Indian Contract Act in hospital & medical services. **[14]**

Q3) Describe the procedure of obtaining & renewal of license under "Pre-natal Diagnostic Technique, regulation & Prevention of Misuse Act 1994 (PNDT Act). **[14]**

Q4) How will you avoid litigation under consumer Protection Act as Hospital Administrator in hospital & medical services. **[14]**

Q5) Explain the concept of cadaver donation in a kidney Donation program under Transplantation of human organs Act 1994. **[14]**

Q6) Write short notes on any two of the following: **[14]**

- a) Powers of Session court
- b) High risk consent
- c) Affidavit
- d) MTP Act

P.T.O.

Q7) Write short notes on any two of the following:

[14]

- a) Birth - death Registration Act.
- b) Indian Trade union Act 1926.
- c) Post Mortem.
- d) Police Inquest.

EEE

Total No. of Questions : 7]

SEAT No. :

P4503

[4779] - 23

[Total No. of Pages :1

P.G.D.H.M.

**203:MATERIALS MANAGEMENT AND INVENTORY CONTROL
(2009 Course) (Semester-II)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) What do you understand by 'Materials Management'? Discuss the objectives of materials management. **[14]**

Q2) How will you classify hospital materials? Discuss its importance in the management of hospital stores. **[14]**

Q3) Discuss the condemnation procedures to declare hospital stores unserviceable. **[14]**

Q4) What is an inventory control? Discuss common methods to classify an inventory. **[14]**

Q5) What is a local purchase system? Discuss advantages and disadvantages of this system. **[14]**

Q6) Discuss the composition and role of the hospital drug review committee. **[14]**

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

- a) ABC Analysis
- b) EOQ
- c) Pilferage
- d) Lead time



Total No. of Questions : 7]

SEAT No. :

P4504

[4779] - 24

[Total No. of Pages :1

P.G.D.H.M.

**204: HEALTH CARE AND ADMINISTRATION OF CLINICAL
AND NON-CLINICAL SERVICES
(2009 Course) (Semester-II)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) What are the steps involved in giving cashless benefits to accident patient?

Q2) What are the WHO guidelines in Health Care in India?

Q3) Write short notes on any two.

- a) Diabetes mellitus and blindness control program
- b) Oral Contraceptive pills
- c) DOTs
- d) Recommendations of Mudaliar committee

Q4) Explain the role of General Hospital in floods as natural disaster.

Q5) What are the functions of NACO in control of AIDS?

Q6) What is the role of Family Welfare program in improving health status?

Q7) Write short notes on any two.

- a) Levels of disease prevention.
- b) Primary data in quality control.
- c) Fire safety in ambulance.
- d) Quality circles.



Total No. of Questions : 5]

SEAT No. :

P4449

[4780] - 101

[Total No. of Pages :2

P.G .D.F.S.

**101 : MERCHANT BANKING AND FINANCIAL SERVICES
(2013 Pattern) (Semester - I)**

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Explain the mechanism of trading operations and settlement of transactions adopted at NSE.

OR

b) What is merchant banking? Discuss in detail the various functions performed by merchant banker.

Q2) a) Elaborate on the pre-issue activities involved in the management of public issue.

OR

b) Explain in detail the various methods of marketing of new issue.

Q3) a) Define the term 'merger'. What are the different forms of merger?

OR

b) Who is a portfolio manager? What are the responsibilities of a portfolio manager?

Q4) a) Short notes:

- i) Features & Role of Mutual Funds.
- ii) Credit Rating.

OR

P.T.O.

- b) Short notes
 - i) Venture Capital Financing.
 - ii) Housing Finance.

Q5) a) Outline the procedure relating to the registration of portfolio managers under the SEBI Regulation.

OR

- b) What are the guidelines issued by SEBI with regard to the underwriting business in India?



Total No. of Questions : 5]

SEAT No. :

P4450

[4780]-102

[Total No. of Pages : 2

P.G.D.F.S.

102: MONEY AND CAPITAL MARKETS

(2013 Pattern) (Semester - I)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

- 1) *There are five questions each of 10 marks.*
- 2) *All questions are compulsory with internal choice.*

Q1) Elaborate the transformation that has taken place in the organization of the Indian financial system in the post - 91 period? **[10]**

OR

Differentiate between Indian financial market and Global financial market.**[10]**

Q2) Describe the development in the money markets in India after liberalisation.**[10]**

OR

What is bill of exchange? Explain the different types of bill of exchanges in Inida. **[10]**

Q3) Define capital market. Describe its structure and role in India. **[10]**

OR

Discuss the major issues in Indian capital market. **[10]**

P.T.O.

Q4) Explain the working of SEBI. Describe the SEBI functions in brief. **[10]**

OR

What are the SEBI guidelines for primary market? **[10]**

Q5) “A stock market is commonly regarded as a barometer of business conditions in the economy” - Elucidate. **[10]**

OR

Explain in brief about NSE and trading system on NSE. **[10]**

EEE

Total No. of Questions : 5]

SEAT No. :

P4451

[4780] -103

[Total No. of Pages :2

P.G.D.F.S.

103: FINANCIAL REGULATORY FRAMEWORK

(2013 Course) (Semester - I)

Time : 2 ½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *There are five questions each of 10 marks.*
- 2) *All questions are compulsory with internal choice.*

Q1) Explain the basic regulatory framework for financial services in India. Is it conducive for the growth of the sector. **[10]**

OR

Explain the need and importance of regulatory framework in finance field. **[10]**

Q2) How does SEBI protect the interest of investors? Explain. **[10]**

OR

Explain the objectives of pension funds Regulatory and Development Authority. **[10]**

Q3) Explain the process of Book-Building and SEBI'S guidelines for Book-Building. **[10]**

OR

Explain under the companies Act, 1956 the constitution and powers of Advisory committee. **[10]**

P.T.O.

Q4) Differentiate between ADR & GDR. [10]

OR

Discuss the regulatory framework for International Funds. [10]

Q5) Explain the following terms under FEMA: [10]

- a) Foreign Direct Investments
- b) Foreign Institutional Investments

OR

What are the provisions of FEMA regarding acquiring property outside India? [10]



Total No. of Questions : 5]

SEAT No. :

P4452

[4780] - 104

[Total No. of Pages :1

P.G.D.F.S.

**104: INVESTMENT PRODUCTS & CHARACTERISTICS
(2013 Pattern) (Semester - I)**

Time : 2 ½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Write a detailed note on 'Time Value of Money'. Discuss its importance while making investment decisions.

OR

Distinguish between private equity and venture capital. State and explain the different stages in venture capital financing.

Q2) State and discuss the risks associated with investment in bonds.

OR

Discuss the various types of securities issued by Government of India.

Q3) Write a detailed note on: 'Commodity Markets'.

OR

What is carbon credit? Discuss in detail the emerging carbon credit markets and trading in carbon credits.

Q4) "Mutual Funds have opened the doors of investment in securities market to the common investor". Do you agree? Justify your answer.

OR

Discuss 'Certificate of Deposits' and 'Commercial Papers'. What are the major benefits and costs of these to the operators in the money market?

Q5) What are the risks associated with real estate investment? Compare advantages and disadvantages of investment in real estate with other investment option like Shares, Bank, Deposits, Mutual funds, Debt Market and Commodity Markets.

OR

Discuss the recent trends in the international portfolio investment flows.



Total No. of Questions : 7]

SEAT No. :

P4440

[4780] - 11

[Total No. of Pages :2

P.G .D.F.S.

FINANCIAL AND COST ACCOUNTING

(2008 Pattern) (Semester - I)

Time : 3Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Attempt any Five questions.*
- 2) *All questions carry equal marks.*
- 3) *Use of simple calculator is allowed.*

Q1) What is Accountancy? Distinguish between cost accounting and Financial accounting with suitable examples. **[14]**

Q2) Define zero-base budget. Discuss its relevance and advantages in budgetary control. **[14]**

Q3) Draw up the format of the balance sheet prescribed in schedule VI part IB of the companies Act 1956 and necessary disclosure there to. **[14]**

Q4) Define standard cost and standard costing. Write the advantages and disadvantages of standard costing. **[14]**

Q5) Write a note on International accounting Standards. **[14]**

Q6) From the following particulars: **[14]**

- a) Prepare a cost sheet showing:
 - i) The Cost of Material consumed.
 - ii) Prime cost
 - iii) Production cost
 - iv) Total cost
 - v) Profit

P.T.O.

- b) Calculate:
- i) Percentage of production overhead to direct wages.
 - ii) Percentage of general overhead to production cost.
 - iii) Percentage of profit on sales.

	Rs.
Stock of Raw materials. 1 st Jan 2011	30,850/-
Work in progress, 1 st Jan 2011	60,850/-
Purchases of raw material	1,43,250/-
Direct Wages	1,78,500/-
Production overhead expenses	1,42,800/-
General overhead expenses	1,12,700/-
Stock of raw materials 31 st December 2011	37,700/-
Work in progress 31 st December 2011	67,750/-
Sales for the year	8,60,625/-

Q7) Write short notes on (any two):

[14]

- a) Idle Time.
- b) Margin of safety.
- c) Cost accounting in service sector.
- d) Subsidiary books.
- e) Controllable costs and uncontrollable costs.



Total No. of Questions : 7]

SEAT No. :

P4441

[4780] - 12

[Total No. of Pages :2

P.G.D.F.S.

103: TAXATION: DIRECT AND INDIRECT TAXES

(2008 Course) (Semester - I)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Explain in detail the meaning of Exempted Income under the Income Tax Act, 1961. Also state and explain any six types of Exempted Incomes.

Q2) Differentiate between the following and quote examples:

- a) Assessment Year V/s Previous Year
- b) Capital receipts V/s Revenue receipts

Q3) State & Explain objectives of Service Tax and the registration procedure for a courier operator under Service Tax.

Q4) Write short notes on any two of the following:

- a) Permissible deduction u/s 24 for the Income from House Property
- b) Taxable Event for Excise Duty
- c) Agricultural Income
- d) Taxability of Gratuity
- e) Deductions from Income u/s 80

P.T.O.

Q5) Discuss in detail the provisions regarding Registration of Dealers under the Maharashtra Value Added Tax (MVAT) Act.

Q6) Define Capital Gains. Explain the Long Term Capital Gain (LTCG) with an illustration.

Q7) Mr. Abhay is working as a General Manager of a manufacturing company. Details of his salary for the Assessment year 2015-2016 are as follows.

- a) Basic salary Rs. 4,00,000 per annum.
- b) Dearness allowance (forming part) 50% of basic salary
- c) Education allowance for two children Rs. 500 per month per child.
- d) Travelling Allowance for his official travelling Rs. 20,000.
- e) He stays in the furnished flat provided by the company in Mumbai. Cost of the furniture is Rs. 1,50,000. He pays Rs. 8,000 per month from his salary towards the rent.
- f) Reimbursement of his self medical expenses amounting Rs. 35,000.
- g) He paid his Professional Tax Rs 3,000. Calculate Income from Salaries for Mr. Abhay.



Total No. of Questions : 7]

SEAT No. :

P4442

[4780] - 13

[Total No. of Pages :3

P.G.D.F.S.

104: FINANCIAL MANAGEMENT, MATHS AND FINANCE

(Quantitative Methods)

(2008 Course) (Semester - I)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Q.No. 1 is compulsory.*
- 2) Attempt any two from section -I and section-II each.*
- 3) Figures to the right indicate full marks.*
- 4) Use of simple calculator is allowed.*

Q1) Differentiate between fund flow statement and cash flow statement. **[10]**

SECTION - I

Q2) What is financial statement analysis? Discuss various types of financial statement analysis. **[15]**

Q3) Write short notes: (Any Three). **[15]**

- a) Finance Decision
- b) Operating Cycle
- c) Bonus shares
- d) Inventory management
- e) Ratio Analysis

Q4) The board of directors of Aravind mills limited request you to prepare a statement showing the working capital requirements for a level of activity of 30,000 units of output for the year. The cost structure for the company's product for the above mentioned activity level is given below. **[15]**

P.T.O.

	Cost per Unit (Rs.)
Raw material	20
Direct Labour	5
Overheads	15
Total	40
Profit	10
Selling price	50

- a) Past experience indicates that raw materials are held in stock, on an average for 2 months.
- b) Work in progress (100% complete in regard to materials and 50% for labour and overheads) will be half a month's production.
- c) Finished goods are in stock on an average for 1 month.
- d) Credit allowed to suppliers: 1 month.
- e) Credit allowed to debtors: 2 months.
- f) A minimum cash balance of Rs. 25,000 is expected to be maintained. Prepare a statement of working capital requirements.

SECTION -II

- Q5) a) Explain CVP Analysis. [5]**
- b) ABC Ltd. produces component 'X' and sells it at Rs. 10 each. The Variable Cost is Rs. 6 each and Total Fixed Cost of the concern is Rs. 40,000 per annum. [10]

Calculate the following:

- i) Break-even Point
- ii) Margin of Safety at Sale of Rs. 1,50,000
- iii) Increase in Selling Price, if break-even point is reduced to 8,000 units.

Q6) a) Explain the terms Par Value, Coupon Rate and Yield-to-Maturity in respect of bonds. [6]

b) Following are the details in respect of bonds issued by ABC Co. Ltd. [9]

Coupon rate of interest - 10%

Par Value - Rs. 10,000

Years to Maturity - 10 years

Rate of discounting (required rate of return) - 9%

Calculate the present value of the bond.

Use [PVAF 9%, 10years] = 6.418 and [PVF 9%, 10th year] = 0.422.

Q7) a) Differentiate between Risk and Uncertainty with appropriate examples. [8]

b) Define Valuation. Why is it important for a Financial Manager to understand Valuation Process? [7]



Total No. of Questions : 7]

SEAT No. :

P4443

[Total No. of Pages : 1

[4780] - 14

PGDFS (Semester - I)

106 : FINANCIAL SERVICES - I

(2008 Pattern)

Time :3 Hours]

[Max. Marks :70

Instructions to the candidates:

- 1) *Question No. 1 is compulsory.*
- 2) *Attempt any four from the remaining.*
- 3) *Figures to the right indicate full marks.*

Q1) Explain the concept of merchant banking. Also explain the functions? [10]

Q2) Describe the different kinds of financial services offered in India? [15]

Q3) Define mutual funds? Explain the mechanism of mutual funds? [15]

Q4) What do you mean by leasing. List out the advantages & disadvantages of leasing from lessor & lessee point of view? [15]

Q5) Explain the concept of Raising term finance & loan syndication? [15]

Q6) Briefly describe the services of Registrars & Transfer Agents? [15]

Q7) Write short notes on (any two) [15]

- a) Commercial paper.
- b) Tax, legal & accounting aspects of leasing.
- c) Inter - corporate loans.
- d) Consumer finance.



Total No. of Questions : 7]

SEAT No. :

P4444

[Total No. of Pages : 2

[4780] - 15

PGDFS

107 : FINANCIAL INSTITUTIONS

(2008 Pattern)

Time :3 Hours]

[Max. Marks :70

Instructions to the candidates:-

- 1) *Attempt any five questions.*
- 2) *All questions carry equal marks i.e. 14 marks.*

Q1) “Commercial banks play a vital role in the development of an economy.”
Justify.

Q2) Explain the role and objectives of IDBI and NABARD?

Q3) Describe the product mix of development banking with one example?

Q4) Briefly explain the guidelines for opening and operations of foreign banks in India?

Q5) Explain the considerations governing lending to priority sectors such as agriculture, small scale industry & exports?

Q6) Give an overview of Narsimhan Committee Reports.

P.T.O.

Q7) Write short notes on (Any Two)

- a) Project Appraisal
- b) Portfolio Management
- c) Marketing Strategy for Development Banks
- d) EXIM Bank.



Total No. of Questions : 5]

SEAT No. :

P4453

[4780] - 201

[Total No. of Pages :2

P.G .D.F.S.

**201 : FINANCIAL INSTRUMENTS & DERIVATIVES
(2013 Pattern) (Semester - II)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Use diagrams wherever necessary.*
- 3) *All questions carry equal marks.*
- 4) *Each question has an internal option.*
- 5) *Use of accounting calculators is permitted (as applicable).*

Q1) a) What is Capital Market? Explain the structure, players and instruments of Capital Markets.

OR

b) Elaborate and write in detail the meaning, definition, need and importance of Capital & Money Market Financial Instruments.

Q2) Write short notes on (Any 2)

- a) Call/Money.
- b) Treasury Bills.
- c) Commercial Papers.
- d) Certificate of Deposits

Q3) a) Elaborate and explain in detail the functions, role and importance of GDR and ADR as instruments of capital market.

OR

b) Distinguish between equity shares and preference shares in a Capital Market.

P.T.O.

Q4) a) 'Derivative Trading is an important component of Indian Financial System'. Explain in detail.

OR

b) Elaborate the various types of Derivatives. What do you understand by the term Commodity Derivative Market?

Q5) a) What is 'Risk'? Explain Risk Management with respect to derivatives.

OR

b) Explain and write in detail about SWAP in Option Contract.



Total No. of Questions : 5]

SEAT No. :

P4454

[4780]-202

[Total No. of Pages : 2

P.G.D.F.S.

202: EQUITY RESEARCH WITH FINANCIAL MODELLING

(2013 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

- 1) *All questions carry equal marks.*
- 2) *All questions are compulsory.*
- 3) *Each question has an internal option.*
- 4) *Use of calculators [as applicable] is permitted.*

Q1) a) What is the difference between fundamental analysis and technical analysis in equity research.

OR

b) Identify the process involved in writing an equity research report and presentation of the report.

Q2) a) Explain the purpose and uses of financial modelling.

OR

b) Identify and describe atleast five excel functions commonly used in financial modelling.

Q3) a) Define company valuation. Explain the term 'Equity stock valuation model' and 'Dividend Discount Model'.

OR

b) Write in detail the steps involved in creating a common-size financial statement and analysis of past financial performance in excel sheet.

P.T.O.

Q4) a) Explain how you will conduct 'Data analysis' of a company from share market.

OR

b) Explain the following terms:

i) Rate of change indicators.

ii) Relative strength index.

Q5) a) Explain the term 'Decision Making Charts' using suitable examples and diagrams.

OR

b) Elaborate how you will conduct technical analysis of Financial Statements.

EEE

Total No. of Questions : 5]

SEAT No. :

P4455

[4780] -203

[Total No. of Pages :2

P.G.D.F.S.

203: WEALTH AND PORTFOLIO MANAGEMENT

CBCS - (2013 Course) (Semester - II)

Time : 2 ½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question has an internal option.*
- 3) *Each question carries 10 marks.*
- 4) *Figures to the right indicate marks for that question/sub-question.*
- 5) *Your answers should be specific and to the point.*
- 6) *Support your answers with suitable live examples.*
- 7) *Draw neat diagrams and illustrations supportive to your answer.*
- 8) *Use of calculators is permitted.*

Q1) a) What is portfolio management? Describe the different phases in portfolio management. **[10]**

OR

b) Explain in detail the development of portfolio management. **[10]**

Q2) a) Explain Efficient Market Theory in detail. **[10]**

OR

b) How CAPM is used in determining securities prices? **[10]**

Q3) a) How the portfolio risk is reduced with the help of diversification? Explain. **[10]**

OR

b) What is portfolio risk? Illustrate the calculation of the portfolio risk with an example. **[10]**

P.T.O.

Q4) a) Why portfolio revision is require? On which constraint should a portfolio manager give attention while revising portfolio? **[10]**

OR

b) Explain in detail portfolio revision strategies. **[10]**

Q5) a) Write note on- **[10]**

i) Jensen ratio

ii) Fama's decomposition

OR

b) Explain in detail different risk adjusted return measures. **[10]**



Total No. of Questions : 5]

SEAT No. :

P4456

[4780] - 204

[Total No. of Pages :1

P.G.D.F.S.

204: RISK AND INSURANCE MANAGEMENT

(2013 Pattern) (Semester - II)

Time : 2 ½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *There are five questions each of 10 marks.*
- 2) *All questions are compulsory with internal choice*

Q1) What is General Insurance? Explain the various types of General Insurance. [10]

OR

What is Insurance? Explain the need of insurance. State the various types of Insurance. **[10]**

Q2) Explain the Insurance Regulatory Act 2000 (India). [10]

OR

Discuss different types of insurance contracts. **[10]**

Q3) What is insurance pricing? Explain the pricing objective of insurance. [10]

OR

Briefly explain the cost and benefits of insurance. What are the perils covered in a fire policy? **[10]**

Q4) What is risk management? Explain the objectives of risk management. [10]

OR

What are the various risk analysis techniques? Explain the barriers in the risk analysis process. **[10]**

Q5) Discuss the contexts of a proposal and Agent's Report in respect of a Life Insurance contract. [10]

OR

Explain the concept of Economic Theory of Supply and Demand in the Insurance market. **[10]**



Total No. of Questions : 7]

SEAT No. :

P4445

[4780]-21

[Total No. of Pages : 1

P.G. Diploma in Financial Services

202: FINANCIAL SERVICES - II

(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) The Random walk theory is a rejection of technical analysis. Elaborate.

Q2) Write a detailed note on forms & risks of investment.

Q3) How the investments are differ from gambling & speculations. Discuss with scope of investment.

Q4) Write about the concept of marketing mix in financial services sector with suitable examples.

Q5) Discuss the relevance of an internationally diversified portfolio in current scenario.

Q6) What are the various forms of portfolio investment and risk associated with them?

Q7) Write short notes (Any Two):

- a) Technical Analysis.
- b) Features of investment programme.
- c) Sharpes ideal index.
- d) Capital Asset pricing model.

EEE

Total No. of Questions : 7]

SEAT No. :

P4446

[4780] -22

[Total No. of Pages :1

P.G.D.F.S.

**203:INTERNATIONAL FINANCE
(2008 Course) (Semester - II)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Explain the following in detail:

- a) Fixed Exchange Rate
- b) Fluctuating Exchange Rate

Q2) State objectives and important provisions of FEMA 1999.

Q3) Define Balance of Payments and discuss its various components.

Q4) Discuss the role, function, objective & importance of International Monetary Fund.

Q5) Explain in detail the modes and mechanisms of spot and forward exchange contracts in foreign exchange market.

Q6) Write short notes on (Any Two)

- a) Purchasing power parity theory
- b) Asian Development Bank
- c) Non-Resident investments & Accounts

Q7) Elaborate in detail the Types of Credits, its important clauses and procedures adopted for establishing credits in Foreign Exchange Markets.



Total No. of Questions : 7]

SEAT No. :

P4447

[4780] - 23

[Total No. of Pages :1

P.G. Diploma in Financial Services
204: COMPANY LAW, SEBI, FEMA
(2008 Course) (Semester -II)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Write short notes on (Any 2). **[14]**

- a) Annual general meeting
- b) Buy back of shares
- c) Share capital

Q2) What are functions & power of SEBI? **[14]**

Q3) What are the provisions of companies act 1956 regarding Accounts & Audits? **[14]**

Q4) Explain the following terms of FEMA (Any 2). **[14]**

- a) Authorised person
- b) Capital Account transaction
- c) Acquisition of sales of immovable properties.

Q5) Explain the guidelines issued by SEBI regarding disclosure of companies for investor protection? **[14]**

Q6) Explain the “Memorandum of Association” in company law? **[14]**

Q7) Explain the appointment & Qualification required for Directors of company also explain powers & responsibilities of Directors? **[14]**



Total No. of Questions : 8]

SEAT No. :

P4448

[Total No. of Pages : 1

[4780] - 24

P.G.D.F.S. (Semester - II)

205 : FINANCIAL MARKETS

(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 financial system? Explain major financial intermediaries of financial systems.

Q2) What is Money Market? Discuss different money market instruments.

Q3) Explain in detail the formation of GIC and Nationalized Banks giving details about their advantages to Small Investors and the Development Outlook.

Q4) Explain importance and role of Development Banks towards mobilizing resources and assisting Agriculture Sector.

Q5) How commercial banks have evolved over a period of time (before and after Nationalization)?

Q6) What is the role of stock Exchanges like BSE & NSE in the growth of Indian Capital Market to present stage?

Q7) Explain Credit cards and how credit cards work?

Q8) Write short notes on (any two)

- a) Derivatives trading
- b) Unit trust of India
- c) Merchant Bankers



Total No. of Questions : 5]

SEAT No. :

P4656

[4782]-101

[Total No. of Pages : 2

P.G.D.B.M.

101: ORGANIZATIONAL BEHAVIOR

(2013 Pattern) (Semester - I)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

- 1) *All questions carry equal marks.*
- 2) *Each question has on internal choice/option.*
- 3) *Figures to the right indicates marks for that question.*

Q1) Explain various theoretical framework for understanding OB. **[10]**

OR

Study of OB relates to the expected behavior of an individual in the organization. Explain with examples.

Q2) Attitude represents beliefs feelings & action tendencies towards objects ideas or people; understanding this explain the importance of right attitude in organization. **[10]**

OR

Explain: Myer's Briggs type Indicator & Big five personality model.

Q3) Explain the five stage model of group behavior. **[10]**

OR

A work team is a collection of people whose individual efforts results in a level of performance which is greater than sum of their individual contributions explain with reference to team effectiveness.

P.T.O.

Q4) Explain meaning & definition of organizational culture . Also explain how positive organizational culture can be created. **[10]**

OR

Write a note on “Work place spirituality” - with reference to characteristics and reasons for growing interest of spirituality” .

Q5) Employee resistance is a symptom, not a problem in change process. Explain also discuss the methods of overcoming resistance to organizational change. **[10]**

OR

Explain the relevance of “learning organizations in today’s context. Also explain five learning disciplines.

EEE

Total No. of Questions : 5]

SEAT No. :

P4657

[4782] - 102

[Total No. of Pages :4

P.G.D.B.M.

102: ACCOUNTING FOR BUSINESS DECISIONS

(2013 Pattern) (Semester - I)

Time : 2 ½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All Questions are compulsory.*
- 2) *All questions carry equal marks.*
- 3) *Use of non-Programmable calculators is allowed.*

Q1) What is Financial Accounting? Discuss the role of financial accounting in business.

OR

Discuss in detail various 'Conventions of Financial Accounting'. Elaborate your answer with suitable examples.

Q2) What are financial statements of a firm? State & discuss the importance of financial statements for an organisation.

OR

Draw the standard format of Trading and P & L Account' and 'Balance Sheet'. Specify the items to be included in each of them.

Q3) Mrs. X furnishes the following data relating to the manufacture of a standard product during the month of April 2014.

Particulars	Rs.
Raw material consumed	60,000
Direct labour charges	36,000
Machines hours worked	3,600
Machine hour rate	Rs. 5

P.T.O.

Administrative overhead	20% on work cost
Selling overheads	Re. 1 per unit
Units produced	10,000
Unit sold	9,000 at Rs. 20 per unit

You are required to prepare a cost sheet from the above showing:

- Cost per unit
- Profit per unit sale and profit for the period.

OR

From the following particulars of a manufacturing firm, prepare a cost sheet

Stock of materials on 1 st January 2013	20,000
Purchase of raw materials in Jan 2013	5,50,000
Stock of finished goods on 1 st January 2013	25,000
Productive wages	2,50,000
Finished goods sold	12,00,000
Works overhead charges	75,000
Office and general expenses	50,000
Selling & Distribution Expenses	30,000
Stock of materials on 31 st January 2013	70,000
Stock of finished goods on 31 st January 2013	30,000

Q4) On 1st April 2013, the stock of component in the stores was 500 units @ Rs. 300 per 100 units. During the month the receipts and issues were as follows:

Purchased	
3 rd April	400 units @ Rs. 400 per hundred
13 th April	500 units @ Rs. 500 per hundred
24 th April	600 units @ Rs. 600 per hundred

Issued

12 th April	300 units
23 rd April	400 units
29 th April	500 units

When stock was taken on 30th April 2013, a discrepancy of 50 units was revealed. Prepare stores ledger card under FIFO method in the books of National Ltd, Mumbai.

OR

Sunil enterprises manufactures a specialized product 'X' whose following information is available for the year 2014:

- | | |
|----------------------------------|--------------------|
| a) Monthly demand for X | 1,500 Units |
| b) Cost of placing an order | Rs. 250 |
| c) Annual carrying cost per unit | Rs. 30 |
| d) Normal usage | 70 units per week |
| e) Minimum usage | 40 units per unit |
| f) Maximum usage | 120 units per unit |
| g) Re - order period | 4 to 6 weeks |

Compute from the above:

- i) EOQ
- ii) Re-order level
- iii) Minimum level
- iv) Maximum level
- v) Average stock level

Q5) The fixed costs are Rs. 2,50,000. The percentage of variable cost to Sales is 40%. The sales amount to Rs. 10,00,000 at 100% capacity.

Calculate

- a) Break-even point
- b) Margin of safety at 80% capacity

OR

ABC Co. wishes to arrange overdraft facilities with its bankers during the period July 2014 to Sept. 2014, when it will be manufacturing mostly for stock. Prepare a Cash Budget for the above period from the following data, indicating the extent of the bank facilities the company will require at the end of each month:

Months	Sales (Rs.)	Purchases (Rs.)	Wages (Rs.)
May	1,80,000	1,24,800	12,000
June	1,92,000	1,44,000	14,000
July	1,08,000	2,43,000	11,000
Aug	1,74,000	2,46,000	10,000
Sept.	1,26,000	2,68,000	15,000

60% of the credit sales are realized in the month following the sales and the remaining 40% in the second month following. Purchases are paid in the following month., Creditors are paid in the same month and Cash at bank on 1.7.2014 (estimated) Rs. 50,000.



Total No. of Questions : 5]

SEAT No. :

P4658

[4782] - 103

[Total No. of Pages :1

P.G.D.B.M.

**103: ECONOMIC ANALYSIS FOR BUSINESS DECISIONS
(2013 Pattern) (Semester - I)**

Time : 2½Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions carry equal marks.*
- 2) *Attempt any five questions.*
- 3) *Draw neat diagrams wherever necessary.*
- 4) *Figures to the right indicate full marks.*

Q1) Discuss the role of economic analysis in business decisions. **[10]**

OR

Define Profit. Distinguish between Accounting profit and Economic profit.

Q2) How price and output is determined by a firm under Monopoly in the longrun at equilibrium. **[10]**

OR

Explain law of demand and factors affecting demand.

Q3) Explain the concept of Breakeven point. **[10]**

OR

Discuss the concept of Decision Tree Analysis with suitable example.

Q4) What are the types of instruments used in Money Market in India? **[10]**

OR

Explain role and functions of R.B.I.

Q5) Explain concepts of GDP, GNP, PPP and Growth Rate in National Income accounting in India. **[10]**

OR

Describe functions of World Trade Organisation.



Total No. of Questions : 10]

SEAT No. :

P4659

[4782]-104

[Total No. of Pages : 2

P.G.D.B.M.

104 : BUSINESS RESEARCH METHODS (CBCS)

(2013 Pattern) (Semester-I)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions carry equal marks.*
- 2) *Use of simple calculator is allowed.*

Q1) What is a research problem? Describe fully the technique of defining a research problem.

OR

Q2) Write short notes on (Any Two):

- a) Pilot survey.
- b) Components of research problem.
- c) Characteristics of good research design.

Q3) What is the population or universe in research methodology? Explain sampling techniques.

OR

Q4) Are the following nominal, ordinal, interval or ratio data? Explain your answer.

- a) Temperature measured on celcius scale.
- b) Weight of a brick.

Q5) What is primary and secondary data? Explain the merits and demerits of primary data over secondary data.

OR

P.T.O.

Q6) What is questionnaire? What are the guiding considerations in the construction of questionnaire?

Q7) What is data analysis in research methods? Explain bivariate and multivariate analysis?

OR

Q8) Write short notes on (Any Two):

- a) Arithmetic analyse and its merits.
- b) Co-efficient of correlation.
- c) Regression equation of X on Y.

Q9) Write short notes on (Any Two):

- a) Null hypothesis and alternative hypothesis.
- b) One tailed test and two tailed test.
- c) Type I error and type II error.
- d) Simple hypothesis and composite hypothesis.

OR

Q10) What is $(\chi)^2$ chi-square test? Explain its significance in statistical analysis in research.



Total No. of Questions : 7]

SEAT No. :

P4636

[4782]-11

[Total No. of Pages : 1

P.G.D.B.M.

**101: PRINCIPLES & PRACTICES OF MANAGEMENT &
ORGANISATIONAL BEHAVIOUR
(2008 Pattern) (Semester - I)**

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

- 1) *Q. 1 is compulsory.*
- 2) *Solve any three out of the remaining.*
- 3) *Figures to the right indicate full marks.*

Q1) a) Elaborate the contribution given by F.W. Taylor. **[10]**

b) Explain the autocratic model of organisational behaviour. **[15]**

Q2) Evaluate F.Herzberg's theory of motivation, in detail. **[15]**

Q3) Define planning. What are the various steps involved in planning? **[15]**

Q4) Distinguish between constructive and destructive conflict, in detail. **[15]**

Q5) Explain the steps involved in staffing, in detail. **[15]**

Q6) Define 'Personality'. What are the factors responsible for development of personality? **[15]**

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

- a) Nature of controlling.
- b) Qualities of a leader.
- c) Scope of leading.
- d) Morale.
- e) MBO.

EEE

Total No. of Questions : 9]

SEAT No. :

P4637

[4782] - 12

[Total No. of Pages :4

P.G.D.B.M.

102: MANAGEMENT ACCOUNTING

(2008 Course) (Semester - I)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Q.No. 1 is compulsory.*
- 2) *Attempt any two Questions each from section -I and section-II.*
- 3) *Use of simple calculator is allowed.*

Q1) Explain any five accounting concepts?

[10]

SECTION - I

Q2) Draw the format of Journal, ledger and trial balance with one example.

[15]

Q3) Differentiate between cost Accounting and Financial Accounting?

[15]

Q4) Briefly explain the procedure of procurement, storing and issuing of materials?

[15]

Q5) Write Short Notes [Any 3]

[15]

- a) Labour Turnover.
- b) Elements of cost
- c) Computerized Accounting
- d) Time keeping & Time Booking
- e) Types of Accounts

P.T.O.

SECTION - II

Q6) Classify the following items of Trial balance into income, expenditure, assets and liabilities, with reasons. **[15]**

- | | |
|----------------------|---------------------|
| a) Closing Stock | b) Wages |
| c) Capital | d) Drawings |
| e) Debtors | f) Creditors |
| g) Cash at Bank | h) Bank overdraft |
| i) Prepaid Insurance | j) Carriage outward |
| k) Discount allowed | l) Depreciation |
| m) Rent Received | n) Goodwill |
| o) Bills payable | |

Q7) The sales and profits during the last two years of Ashoka Ltd were as follows: **[15]**

Year	Sales (Rs)	Profits (Rs)
2008-09	15,00,000	2,00,000
2009-10	17,00,000	2,50,000

Annual fixed cost is Rs. 1,75,000.

You are required to calculate,

- a) P/V Ratio
- b) BEP (Sales)
- c) Margin of safety for both periods
- d) The profits made when sales are Rs. 25,00,000.
- e) Sales required to earn a profit of Rs. 4,00,000.

Q8) Escorts machineries pvt Ltd, Chennai has five operating departments viz. 'A', 'B', 'C', 'D' and 'E'. The actual costs incurred for March, 2012 were as under:

Indirect Material & Labour	Rs.
Dept 'A'	980
Dept 'B'	540
Dept 'C'	770
Dept 'D'	730
Dept 'E'	580

The other costs were as follows:

Insurance of plant	10,500
Taxes on Buildings & Premises	12,500
Depreciation	7,000
Supervisor's salary	28,000
Insurance of stock	6,400
Employer's liability for Employees Insurance	3,000
Electric lighting	9,000

Following data is also available in respect of five departments.

Particulars	Operating Depts				
	'A'	'B'	'C'	'D'	'E'
Area	140	120	110	90	40
No. of Workers	25	20	10	10	5
Prime cost wages	1,00,000	80,000	50,000	50,000	20,000
Value of plant	2,00,000	1,80,000	1,60,000	1,00,000	60,000
Value of stock	1,50,000	1,00,000	50,000	20,000	-

You are required to prepare statement showing primary distribution of overhead costs for the month ended 31st March, 2012. **[15]**

Q9) From the following information relating to control Ltd, cochi, prepare a Flexible Budget, at 60% and 80% capacity **[15]**

Particulars	70% capacity
	Rs.
a) Variable overheads:	
Indirect Material	5,000
Indirect Labour	15,000
b) Semi Variable overheads.	
Electricity	50,000
Variable - 60%	
Fixed - 40%	
Repairs and Maintenance	5,000
Variable - 65%	
Fixed -35%	
c) Fixed overhead:	
Salaries to staff	10,000
Depreciation on machines	14,000
Insurance on Machines	6,000
Total	1,05,000



Total No. of Questions : 7]

SEAT No. :

P4638

[4782] - 13

[Total No. of Pages :1

P.G.D.B.M.

**103: MANAGERIAL ECONOMICS
(2008 Course) (Semester-I)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Explain Managerial Economics. Discuss its nature and scope.

Q2) State & explain 'Law of Demand'. Discuss types of elasticity of demand.

Q3) What do you mean by demand forecasting? Explain methods of demand forecasting.

Q4) Explain production function. State & explain 'Law of variable proportion'.

Q5) Explain features of Oligopoly. Discuss the kinked demand curve.

Q6) Write a detailed note on need for government intervention.

Q7) Write short notes on any two.

- a) Determinants of demand
- b) Law of supply
- c) Price support
- d) Price leadership.



Total No. of Questions : 5]

SEAT No. :

P4661

[4782]-201

[Total No. of Pages : 2

P.G.D.B.M.

**201: BASICS OF MARKETING
(CBCS 2013 Pattern) (Semester - II)**

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question has an internal option.*
- 3) *Each question carries 10 marks.*
- 4) *Figures to the right indicate full marks for that question/sub-question.*
- 5) *Your answers should be specific and to the point.*
- 6) *Support your answers with suitable live examples.*
- 7) *Draw neat diagrams and illustrations supportive to your answer.*

Q1) a) Explain the concept and importance of Holistic marketing orientation in detail. **[10]**

OR

b) What is the definition of market? Which are the different types of markets? **[10]**

Q2) a) Explain organizational buying behavior with suitable examples. **[10]**

OR

b) Which are the five steps studied in buyer decision process? **[10]**

Q3) a) Explain the concept of Environment. Explain the need for analyzing the marketing environment. **[10]**

OR

b) Explain the concept of Market Potential and market Share with suitable examples. **[10]**

P.T.O.

Q4) a) Explain Segmentation, Target Marketing with suitable examples. [10]

OR

b) Explain concept of Differentiation and positioning in detail. [10]

Q5) a) Explain classification of Industrial products with suitable examples. [10]

OR

b) What are the product levels studied in marketing? [10]

EEE

Total No. of Questions : 5]

SEAT No. :

P4662

[4782] - 202

[Total No. of Pages :4

P.G.D.B.M.

FINANCIAL MANAGEMENT

(2013 Course) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Explain in detail the role and functions of Financial Manager. **[10]**

OR

Write a detail note on concept of Financial Management and its scope.

Q2) What is mean by Over Capitalization, discuss its Merits and Demerits. **[10]**

OR

Write notes on

- a) Bonus Shares
- b) Dividend Policy

Q3) A company is considering an investment proposal to install a new machine. The project will cost Rs. 50,000 and will have a life of 5 years and no salvage value. The company's tax rate is 35% and no investment allowance is allowed. This firm uses straight line method of depreciation. The estimated net income before depreciation and tax from the proposed investment proposal are as follows: **[10]**

P.T.O.

Year	Net income before depreciation & Tax (Rs.)
1	10,000
2	11,000
3	14,000
4	15,000
5	25,000

Compute the following:

- Payback period
- Average Rate of Return
- Net present value at 10% discount rate

Following are the present value factors @ 10%

Year	PV Factors at 10%	Year	PV factors at 10%
1	0.909	4	0.683
2	0.826	5	0.751
3	0.621		

OR

A company is to start a new project which is having cost of Rs. 50,000 and life of 5 years. Salvage value is nil, tax rate for the company is 55% and it follows SLM method of depreciation. The cash flows before tax (CFBT) are as follows:

Year	1	2	3	4	5
CFBT-Rs.	10,000	11,000	20,000	30,000	35,000

Compute the following:

- Payback period
- Average rate of return
- Internal rate of return

Q4) a) Calculate stock turnover ratio from the following information: **[10]**

Opening stock 5 8,000

Purchases 4,84,000

Sales 6,40,000

Gross profit Rate - 25% on Sales.

b) Calculate the operating Ratio from the following figures.

Items (Rs. in Lakhs)

Sales 17874

Sales Returns 4

Other Incomes 53

Cost of Sales 15440

Administration and Selling Exp. 1843

Depreciation 63

Interest Expenses (Non-operating) 456

OR

Perfect Ltd. gives the following Balance Sheet. You are required to compute the following ratios.

a) Liquid Ratio

b) Solvency Ratio

c) Debt-Equity Ratio

d) Stock of Working Capital Ratio

Balance Sheet	Rs.		Rs.
Equity share capital	1,50,0000	Fixed Assets	14,00,000
Reserve fund	1,00,000	Stock	5,00,000
6% Debentures	3,00,000	Debtors	2,00,000
Overdraft	1,00,000	Cash	1,00,000
Creditors	2,00,000		
Total	<u>22,00,000</u>		<u>22,00,000</u>

Q5) P Ltd. sells goods at a gross profit of 25%. Depreciation is considered in cost of production. **[10]**

- a) Sales (2 months credit): Rs. 18,00,000.
- b) Material consumed (1 month credit): Rs. 4,50,000
- c) Wages paid (1 months delay): Rs. 3,60,000
- d) Administration Expenses (1 month lag): Rs. 1,20,000
- e) Sales promotion expenses paid quarterly in advance: Rs. 60,000
- f) Income tax payable in 4 equal installments of which one falls due in the next year : Rs. 1,50,000

The company also keeps one month's stock of each or raw material and finished goods. It also keeps cash of Rs. 1,00,000. Assuming 15% safety margin compute the working capital requirement on cash basis.

OR

Prepare an estimate of working capital requirements from the following trading concern.

- a) Projected annual sales 80,000 units
- b) Selling price Rs. 8 per unit
- c) Percentage net profit as sales 20
- d) Average credit period allowed to customers-10 weeks
- e) Average credit period allowed to suppliers - 8 weeks
- f) Average stock holding in terms of sales requirement - 10 weeks
- g) Allow 20% for contingencies.

Assume 52 weeks in a year.



Total No. of Questions :5]

SEAT No. :

P4663

[4782]-203

[Total No. of Pages : 2

P.G.D.B.M.

**203:LEGAL ASPECTS OF BUSINESS
(2013Pattern) (Semester-II)**

Time : 2.5 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each questions has an internal option.*
- 3) *Each question carries 10 marks.*
- 4) *Your answers should be specific and to the point.*
- 5) *Support your answer with suitable live examples.*

Q1) a) Describe the nature and classification of the contract act 1871. Also give the provisions relating to breach of contract and its remedies. **[10]**

OR

b) "All agreements are not contracts but all contracts are agreements". Comment. **[10]**

Q2) a) Discuss the rules for the delivery of goods under the sale of goods act 1930. **[10]**

OR

b) Elaborate the implied conditions in contract of sale. **[10]**

Q3) a) What is a negotiable instrument? Give its types and provisions for its Dishonor. **[10]**

OR

b) Explain the circumstances where 'dishonour' takes place & also explain the remedies. **[10]**

P.T.O.

Q4) a) Explain the difference between memorandum of association and articles of association. [10]

OR

b) Elaborate the stages of incorporation & Commencement of business under the companies Act,1956. [10]

Q5) a) What are the “Unfair trade practices” & “Restrictive trade practices” under the consumer protection Act 1986? Give suitable examples. [10]

OR

b) Explain the concept of ‘Patents’ ‘Copyrights’.& ‘trade marks’ & design. [10]



Total No. of Questions : 5]

SEAT No. :

P4664

[4782]- 204

[Total No. of Pages :2

P.G.D.B.M.

**204:BUSINESS COMMUNICATION
(CBCS-2013 Pattern) (Semester-II)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question has an internal option.*
- 3) *Each question carries 10 marks.*
- 4) *Figures to the right indicate marks for that question/sub-question.*
- 5) *Your answers should be specific and to the point.*
- 6) *Support your answers with suitable live examples.*
- 7) *Draw neat diagrams and illustrations supportive to your answer.*

Q1) a) Define Communication.Explain process and importance of Communication. **[2+8]**

OR

b) What is Listening? Explain the principles of good listening? **[2+8]**

Q2) a) Explain structure of a business letter. **[10]**

OR

b) Prepare a press release for launching a new jewelry brand outlet in Pune city. Make necessary assumptions. **[10]**

Q3) a) What are the principles of effective presentations? **[10]**

OR

b) Which are the principles governing the use of audiovisual media? **[10]**

P.T.O.

Q4) a) What are the steps in conducting an effective exit interview? [10]

OR

b) Write a detailed note on video conferencing. [10]

Q5) a) What is meant by report writing? What are the various types of reports? [2+8]

OR

b) Outline a format for an activity report to be given to your sales team to track their monthly activities. [10]



Total No. of Questions : 5]

SEAT No. :

P4665

[4782] - 205

[Total No. of Pages :2

P.G .D.B.M.

205 : BUSINESS GOVERNMENT & SOCIETY

(2013 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) With suitable example, describe the role of foreign direct investment on Business in India. **[10]**

OR

b) Discuss the role of Business & government towards the society. **[10]**

Q2) a) Finance is an integral part of Industrial development, discuss. **[10]**

OR

b) Privitization & regulation policy helps in economic development of the country. Comment. **[10]**

Q3) a) Explain the term Public Private Partnership with special emphasis on Build operate & transfer model (BOT). **[10]**

OR

b) Write a note on Public Private Partnership. **[10]**

Q4) a) What is Internationalization? What are the various challenges faced while coping with global competition? **[10]**

OR

b) Comment upon the experience of Privatisation on telecommunication & railway sector. **[10]**

P.T.O.

Q5) a) Apart from demography & technology are there any other factors that influence resistance to change? **[10]**

OR

b) Write a note on influence of technology & gender issues involved in changing workplace. **[10]**



Total No. of Questions : 7]

SEAT No. :

P4639

[4782]-21

[Total No. of Pages : 1

P.G.D.B.M.

201: MARKETING 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) What is product mix? How a three wheeler Auto Rickshaw manufacturer can manage their product mix?

Q2) Explain new trends in packaging. How these new trends help to expand market size? Give any one example of it.

Q3) What is pricing objectives for any organization? Which factors influence pricing decisions?

Q4) "Internet usage has revolutionised the distribution to a large extent." Do you agree with the statement?

Q5) Explain the various methods of promotions. Why promotion are required, elaborate?

Q6) What is extended P's of marketing? Elaborate the importance of extended P's?

Q7) Write short notes on (any two):

- a) Core concept of marketing.
- b) Impact of internet on promotion.
- c) Price and non-price competition.

EEE

Total No. of Questions : 7]

SEAT No. :

P4640

[4782]-22

[Total No. of Pages :3

P.G.D.B.M.

202: FINANCIAL 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.*
- 3) *Use of non programmable calculator allowed.*

Q1) Explain in detail the role and functions of finance manager of a globally diversified corporate entity.

Q2) What is working capital management? Explain the concept of operating cycle.

Q3) Explain the concept of capitalization. What do you mean by under capitalization and overcapitalization?

Q4) Write short notes on any three:

- i) Current Ratio
- ii) Cash budget.
- iii) Management of cash.
- iv) Corporate finance.
- v) Bouns share

P.T.O.

Q5) The firm's whose cost of capital is 10% is considering two mutually exclusive projects X&Y as per details:

Particulars	Year	Project X	Project Y
Cost	0	Rs.70,000	Rs.70,000
Cash Inflows	1	10,000	50,000
	2	20,000	40,000
	3	30,000	20,000
	4	45,000	10,000
	5	60,000	10,000

Compute the net present value at 10%, profitability index & discounted pay-back period for the two projects. (PV factors @10%=0.909,0.826, 0.751,0.683 & 0.621 for the years 1 to 5 respectively)

Q6) The Board of Directors of Nanak Engineering Company Pvt Ltd.requests you To prepare a statement showing the working capital requirements for a Level of activity at 156,000 units of production.

A proforma cost sheet of a company provides the following data:

Costs	Rs.(per unit)
Raw material	90.0
Direct labour	40.0
Overheads	75.0
Total cost(per unit)	205
Profit	60
Selling price	265

The following is the additional information available:

Average raw material in stock: one month; average materials in process: 2 weeks finished goods in stock, on average one month.

Credit allowed by suppliers- one month; credit allowed to debtors - 2 months.Time lag in payment of wages - 1.5 weeks; overheads - one month. 20% of sales are on cash basis. Cash balance is expected to be Rs. 60,000.

You may assume that production is carried on evenly throughout the year and wages and overheads accrue similarly.

Q7) EBIT of the company is Rs.20,00,000. It is planning to add Rs. 50,00,000 as additional funds through one of the following means of diversification. The present equity share capital (5,00,000 shares of Rs. 10 each) Rs.50,00,000. Following are the alternative sources:

- a) Issue of 12% debentures.
- b) Issue of 2,50,000 equity shares at par & the balance by 12% debentures.
- c) Issue of 10% preference shares of Rs 25,00,000 & balance by 15% term loan. Advise the company as to the selection of the best alternative by giving detailed reasoning therefore.



Total No. of Questions : 8]

SEAT No. :

P4641

[4782] - 23

[Total No. of Pages :2

P.G.D.B.M.

**203: 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) Explain scope, importance and functions of operations management.

Q2) Describe the characteristics of job production and mass production.

Q3) “Good plant layout not only optimizes the space utilization but reduces material handling cost”. Elaborate the statement explaining essentials of good plant layout.

Q4) “Production planning and control is the nerve centre of an organization”. Discuss.

Q5) Explain the meaning and importance of spare parts management and Maintenance planning.

Q6) Explain meaning of statistical Quality control. How do use of Statistical Quality control methods help in controlling quality? Describe with an example.

Q7) Explain with example how does application of Work study increases productivity?

P.T.O.

Q8) Write notes on any two.

- a) Scheduling
- b) KANBAN
- c) TOYOTA system
- d) Theory of Constraints.



Total No. of Questions : 5]

SEAT No. :

P4666

[4782]-301

[Total No. of Pages : 2

P.G.D.B.M.

301: HUMAN RESOURCE MANAGEMENT

(2013 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) What are the objectives and functions of Human resource management?

OR

Define SHRM. What are the different models of SHRM.

Q2) What is job analysis? Evaluate its significance in Human resource management.

OR

Explain the characteristics of a good job-description. How a job-description is prepared and by whom.

Q3) How will you identify the training needs of an organization?

OR

What is meant by management development? State the importance of management development.

P.T.O.

Q4) What do you mean by performance appraisal? Discuss the need for performance appraisal?

OR

Explain the linkage between compensation with performance.

Q5) a) Explain flexible work arrangements in modern organizations.

OR

b) Explain various organizational exits with their reasons.

EEE

Total No. of Questions : 5]

SEAT No. :

P4667

[4782] - 302

[Total No. of Pages :4

P.G.D.B.M.

**302: DECISION SCIENCE
(2013 Pattern) (Semester - III)**

Time : 2 ½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Neat diagrams must be drawn wherever necessary.*
- 3) *All questions carry equal marks.*
- 4) *Use of simple calculator is allowed.*

Q1) a) i) A manufacturing company makes 3 products, each of which require 3 operations as part of manufacturing process. The company can sell all of the product it can manufacture but its production capabilities are limited. Additional related data are as below.

Product	Manufacturing requirements (hours/unit)			Cost	Selling price
	Centre 1	Centre 2	Centre 3		
A	1	3	2	11	15
B	3	4	1	12	20
C	2	2	2	10	16
Available Hours	160	120	80		

Formulate the LPP.

[5]

- ii) Solve the following assignment problem for maximising the production output. The data refers to the production of an article for the given operators & machines.

[5]

		Machines			
		A	B	C	D
Operators	1	7	2	4	5
	2	8	1	6	7
	3	5	1	6	4
	4	4	2	3	1
	5	5	6	4	2

OR

P.T.O.

b) Solve the following transportation problem using

[10]

- i) NWCM.
- ii) LCM.
- iii) VAM.

	D ₁	D ₂	D ₃	D ₄	Supply
O ₁	10	20	5	7	10
O ₂	13	9	12	8	20
O ₃	4	15	7	9	30
O ₄	14	7	1	0	40
O ₅	3	12	5	19	50
Demand	60	60	20	10	

Q2) a) A TV repairman finds that the time spent on his jobs has an exponential distribution with mean 30 minutes. If he repairs sets in the order the sets arrive and the arrival of the sets is approximately poisson with an average of 10 per 8 hour day. What is the repairman's expected idle time each day? Find the average number of sets ahead of a new arrival of set. [10]

OR

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

Daily Demand (No. of units)	0	10	20	30	40	50
Probability	0.01	0.20	0.15	0.50	0.12	0.02

Following sequence of random numbers to simulate the demand for next 10 days. Also find the average demand per day.

Random numbers: 25, 39, 65, 76, 12, 05, 73, 89, 19, 49

[10]

Q3) a) i) Write a note on decision theory. [5]
ii) Pay-offs of three acts X, Y, Z and the state of nature of L, M, N are given below.

State of nature	Acts		
	X	Y	Z
L	-20	-50	200
M	200	-100	50
N	400	600	300

The probabilities of the states of nature are 0.3, 0.4 and 0.3 respectively. Calculate VPI for the above data. [5]

OR

b) i) Solve the following games for optimal strategy. [5]

		B	
		B ₁	B ₂
A	A ₁	8	-7
	A ₂	-6	4

ii) Explain the following: [5]

- 1) Saddle point.
- 2) Pure strategy.
- 3) Mixed strategy.

Q4) a)

Activity	Duration (Months)
1-2	1
2-3	4
2-7	2
2-4	2
3-8	2
4-5	3
4-6	3
5-6	2
6-7	1
7-8	3

- i) Draw Network Diagram.
- ii) Determine critical path and project duration.
- iii) Compute earliest start time, lastest start time for each activity. [10]

OR

b)

Activity	Optimistic time	Most likely time	Pessimistic time
1-2	1	2	3
1-3	2	2	8
2-4	6	7	8
2-5	1	2	3
3-4	1	4	7
4-6	1	5	9
4-5	1	2	3
5-7	1	2	3
6-7	1	2	9

- i) Draw network diagram & calculate expected time.
- ii) Calculate critical path and project duration.
- iii) Calculate slack for each activity. [10]

- Q5) a)**
- i) Explain the concept of probability. [5]
 - ii) There are three stocks items, each of which can be substituted for the other. Each has stockout probability of 0.03 and is independent of others. The materials manager wants to know the probability that-
 - 1) All items in the stock.
 - 2) No items in the stock. [5]

OR

- b)
- i) If on an average 8 ships out of 10, arrive safely at a port. Find the mean and standard deviation of the number of ships arriving safely out of a total of 1200 ships. [5]
 - ii) Write short note on (Any Two): [5]
 - 1) Probability distribution.
 - 2) Poisson distribution.
 - 3) Normal probability distribution.



Total No. of Questions : 5]

SEAT No. :

P4668

[4782] - 303

[Total No. of Pages :2

P.G.D.B.M.

**303: OPERATIONS AND SUPPLY CHAIN MANAGEMENT
(2013 Course) (Semester-III)**

Time : 2½Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each questions has an internal option.*
- 3) *Each question carries 10 marks.*
- 4) *Figures to the right indicate marks for that question/sub question.*
- 5) *Draw neat diagrams and illustrations supportive to your answer.*
- 6) *Use calculator is permitted (as applicable).*

Q1) a) What is supply chain Management? Explain scope, objective and Significance of supply chain Management. **[10]**

OR

b) Correlate variety-volume matrix with strategic choice of production process. **[10]**

Q2) a) i) Design of Service Systems. **[5]**

ii) Explain Design of service system. **[5]**

OR

b) Describe the characteristics of Job Production and Batch Production. **[10]**

Q3) a) State the basis of ABC, GOLF and FSN analysis. Explain with an illustrative example, how FSN analysis is carried out in an Organization and benefits from the analysis. **[10]**

OR

b) Discuss in detail Customer view and Manufacture's view. **[10]**

P.T.O.

Q4) a) What is Quality & Operations management? Describe Quality inspection process in detail. **[10]**

OR

b) Explain EOQ with quantity discounts also discuss single & multiple prices breaks. Explain various inventory control technique. **[10]**

Q5) a) Explain the elements of customer Service. Discuss Globalization and information technology in operation and supply chain management. **[10]**

OR

b) Discuss the objective & function of production, planning and control? Explain the input & output of CRP. **[10]**



Total No. of Questions : 5]

SEAT No. :

P4669

[4782]-304

[Total No. of Pages : 2

P.G.D.B.M.

CONTEMPORARY MARKETING RESEARCH

304-MKT : Marketing Management

(2013 Pattern) (Semester-III) (Specialization-I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) “Marketing research is undertaken to guide managers in the analysis of marketing problems” critically examine this statement?

OR

What is marketing research? What are the possible areas of marketing research?

Q2) What are the characteristics of good Questionnaire? Design a small questionnaire to test the fashion adoption characteristics of the behavior of college going girls.

OR

What is secondary data? What is their use in marketing research? Please indicate the sources for the following data:

- a) Production of tractors in India.
- b) Wholesale prices of cotton.

Q3) Define the following term: Population, Sampling Unit, Sampling Procedure in a particular marketing research study only?

OR

Distinguish between probability and non probability sampling methods.

P.T.O.

Q4) Explain Hypothesis. State Characteristics of good hypothesis? What are type 1 & Type 2 errors.

OR

The Kuality Ice Cream Pvt Ltd Co conducted a market survey of 60 children and were asked as to which ice cream flavor they like out of three flavor of Vanilla, Strawberry and Chocolate. The responses are as follows.

Sr. No.	Flavor	No. of Children
01	Vanilla	17
02	Strawberry	24
03	Chocolate	19

Find out whether children favor any particular flavor. (Alpha is 5% 5.991).

Q5) Explain how cluster analysis and discriminant analysis and differ from each other? Define the conjoint analysis.

OR

Explain multi dimensional scaling with suitable example.



Total No. of Questions : 5]

SEAT No. :

P4670

[4782]- 305

[Total No. of Pages :2

P.G.D.B.M.

FINANCIAL REGULATORY FRAMEWORK

304-FIN:Finance management

(2013 Pattern) (Semester-III) (Specialization-I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *There are five questions each of 10 marks.*
- 2) *All questions are compulsory with internal choice.*

- Q1)** a) What is the role of Small Industries Development Bank of India(SIDBI)?
b) Explain the role of NABARD **[10]**

OR

Explain the Global Financial crisis that India is facing. What is the response of Indian regulators? **[10]**

- Q2)** Distinguish between qualitative credit control and quantitative credit control of RBI. **[10]**

OR

discuss the functions of SEBI. What are the SEBI guidelines for issue of securities? **[10]**

- Q3)** Explain the provisions of The Companies Act,1956,regarding Accounts and Audit. **[10]**

OR

Explain under the Companies Act,1956 regarding restructuring and winding up of business. **[10]**

P.T.O.

Q4) Explain the following terms under FEMA **[10]**

- a) Current Account Transactions
- b) Authorized person
- c) Foreign Currency

OR

What is an American Depository Receipt? How is it different from a Global Depository Receipt? **[10]**

Q5) Explain the legal framework for Societies Registration Act.1860. **[10]**

OR

What are the Banking Regulation State Acts on mutually aided Cooperative Societies. **[10]**



Total No. of Questions : 5]

SEAT No. :

P4671

[4782]- 306

[Total No. of Pages :2

P.G.D.B.M.

304(IT): Information Technology Management

SOFTWARE ENGINEERING

(2013 Pattern) (Semester-III) (Specialization-I)

Time : 3 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Attempt the following questions (any ONE) [10]

- a) Explain various phases of SDLC.
- b) Design a GUI form for opening savings account in a bank.

Q2) Attempt the following questions (any ONE) [10]

- a) Draw activity diagram for National conference system with following.
 - i) Registration of participants
 - ii) Abstract uploading
 - iii) Display list of selected papers
 - iv) On-line fees payment
 - v) Schedule uploading for the conference.
- b) Explain waterfall model in detail

Q3) Attempt the following questions (any ONE) [10]

- a) Draw a use-case diagram for maintaining FD account in a bank.
- b) Explain Spiral model in detail.

P.T.O.

Q4) Attempt the following questions (any ONE)

[10]

- a) Explain RAD model.
- b) What is Requirement ? Explain different types of Requirements.

Q5) Write short notes on (any TWO)

[10]

- a) Prototyping
- b) Class Diagram
- c) JAD



Total No. of Questions : 5]

SEAT No. :

P4672

[4782]- 307

[Total No. of Pages :2

P.G.D.B.M.

304: OPERATIONS MANAGEMENT

Inventory Management

(2013 Course) (Semester-III) (Specialization-I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Answer all 5 questions.*
- 2) *All questions carry equal marks.*

Q1) a) Enumerate and explain the types of inventory with appropriate examples.

OR

b) Discuss the pressures for low inventory and pressures for high inventory.

Q2) a) Discuss the issues in P and Q systems of inventory control.

OR

b) Explain the ABC classification system.

Q3) a) Explain the following:

- i) Reorder point with variable demand.
- ii) Service level
- iii) Safety stocks

OR

b) Explain the basic EOQ model.

P.T.O.

Q4) a) Discuss the concept of Vendor Managed Inventory with the help of an example?

OR

b) What is JIT. Discuss the principles of JIT.

Q5) a) Discuss the following :

i) FSN analysis

ii) HML analysis

iii) XYZ analysis

OR

b) Explain the factors which influence make or Buy decisions.



Total No. of Questions :5]

SEAT No. :

P4673

[4782]-308

[Total No. of Pages :2

P.G.D.B.M.

PERFORMANCE MANAGEMENT

(304 HR):Human Resure Mannagement

(2013Pattern) (Semester-III)(CBCS)(Specialization-I)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question has an internal option.*
- 3) *Each questions carries 10 marks.*
- 4) *Figures to the right indicate full marks.*
- 5) *Your answers should be specific and to the point.*
- 6) *Support your answers with suitable live examples.*
- 7) *Draw neat diagrams and illustrations supportive to your answer.*

Q1) a) What do you mean by performance management? Explain the components of performance management. **[10]**

OR

b) Elaborate on the scope and pre-requisites of performance management. **[10]**

Q2) a) Explain in detail the organizational and individual performance plans. What are the components of manager's performance plan? **[10]**

OR

b) Write short notes on (any two). **[10]**

- i) Setting mutual expectations and performance criteria.
- ii) Individual performance plan.
- iii) Engendering trust.
- iv) Principles of the performance managing.

P.T.O.

Q3) a) Write down in detail the steps used for effective implementation of performance management. Explain the strategies used for effective implementation of performance management. **[10]**

OR

b) “Leadership based performance management strategy always helps in build strong performance oriented culture”. Do you agree? Justify. **[10]**

Q4) a) “Money cannot motivate all people under all circumstances”. Elaborate this statement with due consideration to the reward system used for performance management. **[10]**

OR

b) What is reward system? Discuss the factors that should be taken in to consideration while formulating an effective reward system in the organization. **[10]**

Q5) a) Explain the approaches that are followed by the MNCs while taking decisions on ethical issues in the global context. **[10]**

OR

b) What do you understand by the term ethical performance management? Explain the objectives and significance of ethics in performance management. **[10]**



Total No. of Questions :[5]

SEAT No. :

P4674

[4782]-309

[Total No. of Pages :2

P.G.D.B.M.

(304 1B):Indian Economy & Trade Dependencies

INTERNATIONAL BUSINESS MANAGEMENT

SPECIALISATION-I

(2013Course) (Semester-III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Explain the new Industrial policy 1991.Also state the recent changes in the trade policy. **[10]**

OR

b) What are the public sector reforms.Explain the difference between privatisation and disinvestment. **[10]**

Q2) a) What do you mean by reduction of peverty?Explain the measures to remove regional disparities. **[10]**

OR

b) What do you mean human capital state & explain the sources of human capital in our country. **[10]**

Q3) a) “Discuss the Industrial policy 1991 has an impact on the Industrial growth in india”. **[10]**

OR

P.T.O.

b) Discuss- 'Small sector industrial policy'. [10]

Q4) a) What is the structure of foreign Trade in india? Explain the composition of indian foreign trade since 1991. [10]

OR

b) Write short notes(any two). [2×5=10]

- a) Balance of payment
- b) Foreign capital.
- c) Special economic zone.

Q5) a) Explain WTO. Also state & explain the mechanism of WTO. [10]

OR

b) What do you mean by global trade? explain the various globalisation strategies. [10]



Total No. of Questions : 7]

SEAT No. :

P4642

[4782]-31

[Total No. of Pages : 1

P.G.D.B.M.

301: HUMAN RESOURCE MANAGEMENT

(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.*
- 3) *Figures to the right indicate full marks.*

Q1) Explain concept of Human Resource Management. Differentiate between Personnel Management and Human Resource Management. **[14]**

Q2) Define Manpower planning. Explain various steps involved in manpower planning. **[14]**

Q3) Differentiate between Training and Development. Explain various methods of Training. **[14]**

Q4) Define “Collective Bargaining”. Explain causes of Collective Bargaining. **[14]**

Q5) Elaborate concept of performance appraisal with it’s modern methods. **[14]**

Q6) Explain concept of “Organizational Exit”. Discuss the various forms of organizational exit. **[14]**

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

- a) Succession planning.
- b) Rating Errors.
- c) Job Evaluation.
- d) Quality Circle.

EEE

Total No. of Questions : 5]

SEAT No. :

P4675

[4782]-310

[Total No. of Pages : 2

P.G.D.B.M.

304-SCM : ESSENTIALS OF SUPPLY CHAIN MANAGEMENT

SUPPLY CHAIN MANAGEMENT

(2013 Pattern) (Semester-III) (Specialization-I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) How 21st century supply chains different than traditional supply chain?

OR

Explain the term Supply chain, Physical Distribution, Logistics and supply chain.

Q2) Draw a typical structure of Supply Chain for a two wheeler company to covering Indian Market.

OR

What is Pull Strategy of Supply Chain? Explain with advantages and disadvantages.

Q3) What are the reasons for fundamental shift from linear supply chain to collaborative network?

OR

Most supply chains cover several countries. What particular problems are there with international logistics?

P.T.O.

Q4) What are the benefits of the Inventory Management?

OR

“The essence of demand management is to enhance the ability of firms throughout the supply chain” - Elaborate.

Q5) What are “value added services”? Give suitable examples.

OR

What is meant by “customer success”? How it is different from “customer satisfaction”?



Total No. of Questions : 5]

SEAT No. :

P4676

[4782]-311

[Total No. of Pages : 2

P.G.D.B.M.

AGRICULTURE AND INDIAN ECONOMY
304-RABM : Rural & Agri Business Management
(2013 Pattern) (Semester-III) (Specialization-I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *There are five questions each of 10 marks.*
- 2) *All questions are compulsory with internal choice.*

Q1) Discuss the role of agriculture in economic development.

[10]

OR

What do you understand by cropping pattern? Explain the factors which affect crop pattern in India.

Q2) What is public distribution system? What are its chief constituents in India?

[10]

OR

What is Food Security Act? Explain the salient features and implications of Food Security Act.

Q3) Bring out the significance of livestock and dairy development in our country.

[10]

OR

What is role of private sector in irrigation and other agricultural inputs?

P.T.O.

Q4) What is cooperative farming? Describe the sub division and fragmentation of land holdings. **[10]**

OR

Discuss the need and scope for land reforms in a developing economy.

Q5) Explain the unorganized sector of agriculture labour and Informalisation of the Indian Economy. **[10]**

OR

What are the recommendations of National Commissions on Rural Labour (NCRL)?



Total No. of Questions : 5]

SEAT No. :

P4677

[4782]-312

[Total No. of Pages : 2

P.G.D.B.M.

ESSENTIALS OF FAMILY BUSINESS MANAGEMENT-I

304-FBM : Family Business Management

(2013 Pattern) (Semester-III) (Specialization)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *There are five questions each of 10 marks.*
- 2) *All questions are compulsory with internal choice.*

Q1) What makes a family business unique? Explain the nature and importance of family business. **[10]**

OR

What are the competitive challenges faced by family businesses? Explain the competitive advantages.

Q2) Define family business dynamics. How family systems are different to business systems. **[10]**

OR

Describe Family Business Life Cycle. How the business becomes complex with new generations?

Q3) Describe the family employment policy, Ownership and family policy making. **[10]**

OR

Explain the benefits of family meetings for establishing communication in family business.

P.T.O.

Q4) How does the outside experience of a family member help to boost self esteem and confidence? **[10]**

OR

How to successfully transfer a Family Business to the next generation? Explain the creative versus destructive conflict in building family teamwork.

Q5) How does hiring a Non-Family member help in the success of the family business? **[10]**

OR

Explain the role of professional advisers and consultants in family business.



Total No. of Questions : 5]

SEAT No. :

P4678

[4782]-313

[Total No. of Pages : 2

P.G.D.B.M.

304 : TECHNOLOGY MANAGEMENT

Technology Competition and Strategy

(2013 Pattern) (Semester-III) (Specialization-I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) What do you mean by “competitive domain”? How do competitive domains evolve due to technological change? **[10]**

OR

Which are the major trends in the technological environment that are shaping the competitive domains? How?

Q2) How do we gather and analyse technological intelligence? How do we incorporate the intelligence into decision making? **[10]**

OR

Distinguish between external and internal technology intelligence. Explain the role of organisational arrangements for gathering data.

Q3) What is meant by strategy? Explain the business strategy and technology strategy. How do organisations become more competitive by linking technology strategies with business strategies? **[10]**

OR

Explain SWOT matrix and four types of strategies which can be formulated after SWOT analysis.

P.T.O.

Q4) What are different stages for formulating technology strategy for a firm. [10]

OR

What are the key principles underlying the formulation of technology strategy.

Q5) What are the different risks of collaborative activity for the firms involved in technology collaborative mode? [10]

OR

What is collaborative management? What are different reasons for collaborative arrangements as technology strategy?



Total No. of Questions : 6]

SEAT No. :

P4643

[4782] - 32

[Total No. of Pages :1

P.G.D.B.M.

**302: MANAGEMENT INFORMATION SYSTEM
(2008 Course) (Semester-III)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Question No. 6 is compulsory.*
- 2) *Attempt any four questions from remaining.*
- 3) *Figures to the right indicate full marks.*

Q1) Explain “Role of MIS in Decision making during crises”. **[15]**

Q2) Explain Herbert Simon model with steps in detail. **[15]**

Q3) What is Data Warehousing? Explain Advantages and disadvantages of Data ware housing. **[15]**

Q4) Define DSS. Differentiate between DSS and EIS. **[15]**

Q5) Define Information. Explain attributes and advantages of quality Information. **[15]**

Q6) Write a short notes on (any two). **[5×2 = 10]**

- a) Network Topologies
- b) SDLC
- c) Quality Assurance
- d) Types & System.



Total No. of Questions : 7]

SEAT No. :

P4644

[4782] - 33

[Total No. of Pages :1

P.G.D.B.M.

**303: LEGAL ASPECT OF BUSINESS
(2008 Course) (Semester-III)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Answer any five questions from the following.*
- 2) *Each question carry equal marks.*
- 3) *Your answer should be specific and to the point.*

Q1) Define Offer & Acceptance. What are the provisions related to discharge of a contract under The Contract Act 1871? **[14]**

Q2) Define Agency under Contract Act 1872. Give the duties and liabilities of Agency. **[14]**

Q3) Elaborate the essentials and formalities of contract of sale under The sale of goods act 1930. **[14]**

Q4) What is a negotiable instrument? Give its types and provisions for its Dishonor. **[14]**

Q5) Define company. Give the various types of company meetings and its features under the companies act 1956. **[14]**

Q6) Define the following under consumer protection act 1986. **[14]**

- Restrictive trade practices
- Consumer protection council
- Consumer dispute redressal agency

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

- a) Electronic record and governance
- b) Digital signature
- c) Contract of guarantee
- d) Auction sale



Total No. of Questions : 5]

SEAT No. :

P4680

[4782]-401

[Total No. of Pages : 2

P.G.D.B.M.

401: GEOPOLITICS & THE WORLD ECONOMIC SYSTEM

(2013 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) a) Is there need to have Governance of global economy? [10]

OR

b) Understanding of international economy should be based on political economics & economics itself? [10]

Q2) a) What is social market capitalism? Give example & explain. [10]

OR

b) How market oriented capitalism is different from social market capitalism? [10]

Q3) a) What are the benefits & drawbacks of free trade initiated by WTO and GATT? [10]

OR

b) Free trade will lead to efficient trade patterns 'Discuss'. [10]

P.T.O.

Q4) a) What are the highlights of reforms of International monetary affairs?[10]

OR

b) Write your views

i) World Bank [5]

ii) International monetary fund [5]

Q5) a) Discuss role of MNCs in world economy v/s their home economies.[10]

OR

b) Regionalisation of services & manufacturing is one of the recent trends in world economy. Comment. [10]

EEE

Total No. of Questions : 5]

SEAT No. :

P4681

[4782] - 402

[Total No. of Pages :2

P.G.D.B.M.

INTEGRATED MARKETING COMMUNICATION

403 MKT: Specialization -II

(2013 Course) (Semester-IV)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Define IMC. What are the components of IMC, explain with suitable examples.

OR

Discuss the impact of Information Technology on IMC.

Q2) What is Advertise Management? Describe the process of Advertising Planning and Research.

OR

You are the Advertising Manager of Baby food products company. Decide the target audience and message theme.

Q3) Being a promotion Manager of OPPO smart phones, what promotions would you offer?

OR

Define personal selling. How can you co-ordinate between sales promotion and Advertising?

P.T.O.

- Q4)** a) What is the role of internet in PR?
b) How can you prevent image damaging?

OR

How can you correlate between public relations, publicity and corporate advertising?

- Q5)** a) Explain testing process in detail.
b) Describe how to conduct research to measure advertising effectiveness?

OR

- a) How can you measure the effectiveness of promotional program?
b) Establish the program for measuring advertising effect.



Total No. of Questions : 5]

SEAT No. :

P4682

[4782] - 403

[Total No. of Pages :2

P.G.D.B.M.

403 (FIN): CORPORATE FINANCE

Finance Specialisation - II

(New 2013 Pattern) (Semester-IV)

Time : 2½Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions carry equal marks.*
- 2) *Use of simple calculator is allowed.*

Q1) Which types of analysis required at the time of financial decisions?

OR

Are you agree with this statement 'judicious mixising of own capital and borrowed capital will reduced the weighted average cost of capital and increase the overall valuation of the organisation.

Q2) What is EVA? Give the proforma of EVA calculation.

OR

Are you agreeing that EVA will give the perfect picture of the organisation?

Q3) Short notes on.

- a) Corporate Governance
- b) Value based management

OR

Write the models of corporate governance.

Q4) The earning per share of a company are Rs. 10. The Equity Capitalisation rate is 10% internal rate of return on retained earning is 20%. Using Walter's formula.

- a) What should be the optimum payout rate of the company?
- b) What should be the price of share at optimum payout ratio?
- c) How shall this price be affected if different payout (say 80%) were employed?

OR

P.T.O.

The earning per share of a company are Rs. 10. The Equity Capitalisation rate is 10% internal rate of return on retained earning is 10%. Using Gordon's formula.

- a) What should be the optimum payout rate of the company?
- b) What should be the price of share at optimum payout ratio?
- c) How shall this price be affected if different payout (say 80%) were employed?

Q5) a) Normal P/E Ratio = 15/1

EPS Rs. 1.20 Normal Dividend Payout = 50%

Dividend Per Share = Rs. 0.60

Find the Intrinsic Value

If the normal dividend pay-out is changed to 60% and the dividend per share is Rs. 0.72 the intrinsic value will change.

b) Current Normal P/E = 15/1

Current EPS =Rs. 1.20

Find out Intrinsic Value

OR

Following is the condensed income statement of a firm for the current year

Particulars	Amount in Lakhs
Sales revenue	330
- Operating cost	300
- Interest cost	12
Earning Before Taxes	18
- Taxes 0.40	7.2
Earning After Tax	10.8

The firm's existing capital consists of Rs. 150 Lakh equity funds, having 15% cost and of Rs. 100 Lakh 12% debt determine the EVA during the year.



Total No. of Questions : 6]

SEAT No. :

P4683

[4782] - 404

[Total No. of Pages :1

P.G.D.B.M.

403: IT MANAGEMENT

Specialization - II (Computer Management)

(2013 Pattern) (Semester - IV)

Time : 2 ½Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Q.No. 6 is compulsory. Attempt any four from remaining.*
- 2) *All questions carry equal marks.*

Q1) What is output device? Explain any two Output Devices.

Q2) Define Network and explain LAN, WAN and MAN.

Q3) Define software. Explain various types of software with example.

Q4) Explain the use of different types of computer with their functional areas.

Q5) Explain the role and responsibilities of DBA.

Q6) Write short notes on Any Two.

- a) Data Warehouse
- b) Recruitment process
- c) Cyber law
- d) E-Commerce



Total No. of Questions : 5]

SEAT No. :

P4684

[4782] - 405

[Total No. of Pages :2

P.G.D.B.M.

OPERATIONS MANAGEMENT (Specialisation - II)

403-OPE: Planning & Control of Operations

(2013 Pattern) (Semester - IV)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Explain need & functions of planning & control of operations. **[10]**

OR

b) Explain the importance of planning and control of operation in the light of **[10]**

- i) Routing
- ii) Scheduling
- iii) Shop loading & dispatch
- iv) Follow up

Q2) a) Why do companies undertake an activity of demand forecasting? What is significance & impact of demand forecast for short term & long term planning. **[10]**

OR

b) Explain various techniques used in companies for demand forecasting. **[10]**

Q3) a) Define & explain Master Production schedule (MPS) in detail along with its application. **[10]**

OR

b) Explain various planning hierarchies in operations management. **[10]**

P.T.O.

Q4) a) What do you understand by 'Resource Planning'. State its significance. **[10]**

OR

b) Explain following with reference to material requirement **[10]**

i) Independent & Dependent Demand

ii) Level by level explosion

Q5) a) Discuss role & importance of production scheduling & control in batch manufacturing & mass manufacturing. **[10]**

OR

b) What is Gantt chart? Discuss its use & importance in scheduling with reference to project manufacturing. **[10]**



Total No. of Questions : 5]

SEAT No. :

P4685

[4782] - 406

[Total No. of Pages :2

P.G.D.B.M.

403: LABOUR LAWS (HRM Spealisation)

(2013 Pattern) (CBCS) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Explain Briefly on evolution of labour laws and Need for change in labour laws.

OR

b) “Implementing of labour legislations is the Major problem in India”. Explain.

Q2) a) “The wages of an employed person shall be paid to him without deduction of any kind except those authorized by or under the payment of wages Act 1936”. Comment.

OR

b) Explain the following with reference to the payment of bonus Act 1965.

- i) Payment of minimum and Maximum Bonus.
- ii) Set on and set off of allocable surplus.

Q3) a) Discuss the provisions relating to employment of Young persons under the factories Act 1948.

OR

b) Define “factory” and enumerate the Provisions of factories Act regarding welfare of workers under the factories Act 1948.

P.T.O.

Q4) a) Discuss the Provisions regarding the employee's family pension Scheme, 1971 and employee deposit-linked insurance scheme 1976 under the employee provident fund and Miscellaneous provisions Act 1956.

OR

b) Explain the Provisions made in the payment of gratuity Act 1972 with regards to determination of the amount of gratuity and its payment?

Q5) a) State briefly with your comment and short notes about the constitution of the standing committee and the medical benefit councils and there power as provided in the employee's state Insurance Act 1948.

OR

b) What is employer's liability. For the compensation under the workmen's compensation Act 1923?



Total No. of Questions : 5]

SEAT No. :

P4686

[4782] - 407

[Total No. of Pages :2

P.G .D.B.M.

**(403 - IB) : INTERNATIONAL BUSINESS ECONOMICS
(2013 Pattern) (Semester - IV) (Specialization - II)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) What are the items listed in current and Capital Accounts? **[10]**

OR

b) What do you mean by Globalization and what are the pros and cons of Globalization? **[10]**

Q2) a) Why does international Trade take place? How is it beneficial? Explain with an example. **[10]**

OR

b) Explain the law of comparative advantage in international trade. **[10]**

Q3) a) What do you mean by Tarriff and Quota? Discuss their impact on the Economy. **[10]**

OR

b) Define foreign Exchange Market. Explain various participate in foreign exchange market. **[10]**

P.T.O.

Q4) a) What are MNCS? Discuss the challenges faced by them. [10]

OR

b) How does FDI impact economy of a country? Discuss with reference to India with an example. [10]

Q5) a) i) Eurocurrency Market. [5]

ii) International Monetary Fund. [5]

OR

b) Distinguish between Gold standard and special Drawing Rights? [10]



Total No. of Questions : 5]

SEAT No. :

P4687

[4782] - 408

[Total No. of Pages :2

P.G .D.B.M.

**(403 - SCM) INVENTORY MANAGEMENT
(2013 Pattern) (Semester - IV) (Specialization - II)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Write a note on MRP-I and MRP-II. [10]

OR

b) Explain in brief mixed production strategy and chase production strategy. [10]

Q2) a) Inventory Investment - Asset or Liability? Give your opinion and justify it. [10]

OR

b) Explain simple EOQ model for modal choice decision. [10]

Q3) a) Write a note on supply chain planning system w.r.t. manufacturing industry. [10]

OR

b) What is demand pull approach to manage inventory in industry. [10]

P.T.O.

Q4) a) Write a note on storage safety. [10]

OR

b) Explain environmental aspects of inventory management. [10]

Q5) a) Write a short note on: [10]

i) JIT Purchasing

ii) JIT transportation

OR

b) Explain Advantages & disadvantages of vendor managed inventory. [10]



Total No. of Questions : 5]

SEAT No. :

P4688

[4782] - 409

[Total No. of Pages :2

P.G .D.B.M.

403 (RABM) : RURAL & AGRI BUSINESS MGT.

Rural Marketing - I

(2013 Pattern) (Semester - IV) (Specialization - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All Questions are compulsory.*
- 2) *Each Question carries 10 marks.*

Q1) a) Write a note on Marketing Environment. What are implications of elements of marketing environment on rural marketers?

OR

- b) i) What is “Bottom of Pyramid Approach”?
- ii) How does rural marketing differ from urban marketing?

Q2) a) Write a critical note on project e-choupal.

OR

- b) How did HUL enter into rural market? Explain the concept of “Project Shakti”.

Q3) a) “To be successful in rural markets-marketers must understand behaviour of rural consumers”. Comment.

OR

- b) Explain in detail, the process of buying decision.

P.T.O.

Q4) a) What are the major steps involved in Marketing Research Process. Elaborate your answer suitably?

OR

b) What is the difference between rural and urban marketing research?

Q5) a) What do you understand by the term 'positioning'? Why do marketers head to position their products?

OR

b) What is 'market segmentation'? Why do marketers go for segmenting markets for selling their products?



Total No. of Questions : 7]

SEAT No. :

P4645

[4782]-41

[Total No. of Pages : 2

P.G.D.B.M.

401: MANAGEMENT CONTROL SYSTEMS

(2008 Pattern) (Semester - IV)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Distinguish between strategic planning, management control & operational control.

Q2) Discuss 'Budgetary control as effective management control system tool' Elaborate your answer with suitable examples.

Q3) Management control in service sector differs from manufacturing industry? Comment.

Q4) What is balanced score card? Discuss the importance of 'Balanced score card' in measuring organisational performance.

Q5) What is 'Responsibility centre'? Explain the role of 'Responsibility centre' in measuring & improving organisational performance?

Q6) Write short notes on (any two):

- a) Goal congruence.
- b) Activity based costing.
- c) Management Audit.

Q7) Supplying division of a company has a 100% production capacity of 60000 units of a component and can sell 45000 units to the external market. The following particulars at 75% capacity utilisation of supplying division are available.

P.T.O.

Fixed cost Rs. 450000

Variable cost Rs. 40 per unit

Assets employed Rs. 1200000/-

External selling prices are determined to get a return of 20% on assets employed. Receiving div. of the company can process 15000 units and are willing to accept 15000 units from supplying division at Rs. 50 only, whereas supplying division want to supply at Rs. 55 per unit.

If supplying division produces 60000 units, additional fixed cost of Rs.150000 is required and employed assets increases 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.

EEE

Total No. of Questions : 5]

SEAT No. :

P4689

[4782] - 410

[Total No. of Pages :2

P.G .D.B.M.

**(403 - FBM) : MANAGING INNOVATION - I
(2013 Pattern) (Semester - IV) (Specialization - II)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Answer Five questions.*
- 2) *All questions carry equal marks (10).*

Q1) a) Why Innovation is required in the changing world of business. Explain it.

OR

b) Write on:

- i) 'Invention' and 'innovation'
- ii) 'Innovative for Growth' and 'Innovative for survival'.

Q2) a) Explain incremental versus Radical innovation.

OR

b) What is the concept of 'Innovation value'? Explain 'Dynamic Moduls'.

Q3) a) Give the idea about 'Profit Chain'. Explain the value configurations in innovation idea.

OR

b) What is the concept of competencies and assets? Explain the relationship between competencies and assets.

P.T.O.

Q4) a) Explain the innovation portfolios for established organisation.

OR

b) Discuss on the identifying feelings and needs in innovation.

Q5) a) Write short notes on (any two):

i) Customers and complimentary innovators.

ii) International sources for innovation.

iii) Planned firm activities.

iv) Creative Destruction.

OR

b) What is the concept of sources of innovation? Explain functional sources of innovation.



Total No. of Questions : 5]

SEAT No. :

P4690

[4782] - 411

[Total No. of Pages :2

P.G .D.B.M.

Specialization : Technology Management

(403-TM):FUNDAMENTALS OF MANAGEMENT OF TECHNOLOGY

(2013 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question has an internal option.*
- 3) *Each question carries 10 marks.*
- 4) *Figures to the right indicate marks for that question/sub-question.*
- 5) *Your answers should be specific and to the point.*
- 6) *Support your answers with suitable live examples.*
- 7) *Draw neat diagrams and illustrations supportive to your answer.*

Q1) a) Define Technology. Explain characteristics of technology and levels of technology. **[10]**

OR

b) How do business organizations use technology as a tool for value creation? How does managing technology become imperative for gaining competitive advantage for a firm? **[10]**

Q2) a) Explain the role of Technology in wealth creation with appropriate examples. **[10]**

OR

b) Write Short notes on:

i) The evolution of production technology **[5]**

ii) The evolution of product technology **[5]**

Q3) a) Define Creativity, Invention and Innovation. Explain the various types of Innovation. **[10]**

OR

b) How do organizations bring innovation to market? Give examples. How does a company with innovation command price for its technology? **[10]**

P.T.O.

Q4) a) Elaborate new technology trends in industry which making impact on resources and business environment. Support your answer with appropriate examples. **[10]**

OR

b) What are the MOT guiding principles for management of modern enterprises? **[10]**

Q5) a) Define competitiveness. Discuss the indicators of competitiveness of a nation at macro level. **[10]**

OR

b) Compare the Competitiveness of India with China. Is there any relationship between corporate and national competitiveness? **[10]**



Total No. of Questions : 5]

SEAT No. :

P4691

[4782]-412

[Total No. of Pages : 1

P.G.D.B.M.

**404 (MKT) : CONSUMER BEHAVIOUR
(2013 Pattern) (Semester-IV) (Specialization-III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Explain what is the relevance of culture in buying decisions.

OR

Define Consumer Behaviour. Explain its importance & the roles played by consumers.

Q2) Define motivation. Discuss its types.

OR

Explain the influence of personality on purchase decisions.

Q3) Discuss the buying process which a consumer will go through while buying a laptop for college use.

OR

What are the possible reasons for complaints made by consumers?

Q4) Discuss the Howard-seth model in detail.

OR

Discuss the Engel Blackwell Miniard Model in detail.

Q5) Discuss the characteristics of bottom of the pyramid consumers.

OR

Explain the demographic & socio economic profile of Indian consumers.



Total No. of Questions : 5]

SEAT No. :

P4692

[4782]-413

[Total No. of Pages : 2

P.G.D.B.M.

**404-FIN : MERCHANT BANKING & FINANCIAL SERVICES
(2013 Pattern) (Semester-IV) (Specialization-III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) What is concept of Merchant Banking? Explain the operational guidelines given by SEBI for merchant bankers?

OR

How money market is strengthening Indian banking industry? Which important instruments are used in money market?

- Q2)** a) “Marketing of New Issues is a challenge for underwriter” explain the statement with example.
- b) Explain the following methods of marketing of New Issues.
- i) Book Building process.
 - ii) Private placement method.

OR

Discuss the following concepts (Any Two):

- a) R.H.P.
- b) Letter of offer.
- c) Underwriting.
- d) Post Issue Activities.

P.T.O.

Q3) What do you mean by hostile merger? Discuss the strategies adopted to avoid hostile merger with example?

OR

Explain the SEBI guidelines for Buy Back of shares & delisting of shares.

Q4) How leasing is different from hire purchase - Justify your answer with suitable examples.

OR

Explain in detail the following concepts-

- a) Role of consumer Finance in Indian Economy.
- b) Housing Finance - Scenario in India.

Q5) Discuss the role of Credit Rating Agencies in financial system. What are the SEBI guidelines for credit rating?

OR

Do you think Mutual Fund Industry is growing tremendously in India - Justify your answers with current scenario.



Total No. of Questions : 5]

SEAT No. :

P4693

[4782]- 414

[Total No. of Pages :2

P.G.D.B.M.

(COMPUTER SPECIALIZATION-III)

(404-IT) E-BUSINESS

(2013 Course) (Semester-IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Prepare e-business architecture as a blue print to help in smooth running of business. **[10]**

OR

b) What is the information publishing technology is being used in e-business. **[10]**

Q2) a) What role e-SCM plays in e-business model? **[10]**

OR

b) Explain e-marketing and how it is beneficial for e-business. **[10]**

Q3) a) What are challenges for e-CRM in e-business? **[10]**

OR

b) Differentiate between CRM and e-CRM. **[10]**

Q4) a) What do you mean by Online Community building related to e-business? **[10]**

OR

b) Explain e-Commerce and payment process for purchasing the products. **[10]**

Q5) a) What is e-procurement in e-business? **[10]**

OR

b) What do you mean by mobile commerce? List and explain the infrastructure needed for mobile commerce. **[10]**



P.T.O.

Total No. of Questions : 5]

SEAT No. :

P4694

[4782]-415

[Total No. of Pages : 1

P.G.D.B.M.

404-(OPE) : MRP-I & MRP-II

(2013 Pattern) (Semester-IV) (Specialization-III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) If you are appointed as Production head in an automobile company, explain all the functions of MPS you need to perform.

OR

Explain the impact of various time horizons of demand on MPS process with example.

Q2) Explain BOM in brief. Develop BOM for

- a) Table,
- b) Chair.

OR

What is role of MRP-I in Industry? Explain with example.

Q3) Explain the term capacity. Explain CRP process for a fast-food chain.

OR

Explain the backward and forward scheduling strategies with example.

Q4) Explain the MRP-II framework.

OR

Explain the MRP-II functions with example.

Q5) Explain the problems and benefits of MRP-II.

OR

Compare MRP-I & MRP-II on their roles, functions, benefits and limitations.



Total No. of Questions : 5]

SEAT No. :

P4734

[Total No. of Pages : 2

[4782] - 416

P. G . D. B. M

404 : HR INDUSTRIAL RELATIONS

(2013 Pattern)

Time : 2.5 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) What do you understand by the term 'Industrial Relations'? Explain its importance in Industrial Growth in our country. **[10]**

OR

b) Discuss the various approaches to industrial relations.

Q2) a) Which are the authorities created under I.D. Act, 1947 for resolving Industrial Dispute? Explain the role of each one in brief. **[10]**

OR

b) What are the duties of labour courts tribunals & National Tribunals?**[10]**

Q3) a) Discuss the provisions contained in the Trade Union Act 1926 regarding political fund. Discuss how it has been used. **[10]**

OR

b) Define trade Union. Explain the provisions for illegal strikes and lockouts under trade union Act. **[10]**

Q4) a) Define grievance. Why do grievances arise? **[10]**

OR

b) Explain the provisions for welfare & Health of contract labour Act-1970. **[10]**

P.T.O.

Q5) a) Define collective bargaining. State the various alternatives to collective bargaining. **[10]**

OR

b) Explain as to how workers' participation in management helps in maintaining harmonious Industrial Relations.



Total No. of Questions : 5]

SEAT No. :

P4695

[4782]-417

[Total No. of Pages : 2

P.G.D.B.M.

404(IB) : EXPORT AND IMPORT PROCEDURES

(2013 Pattern) (Semester-IV) (Specialization-III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions carry equal marks (10).*
- 2) *Answer five questions.*

Q1) What is International Trade? Explain the significance of procedures and documentation of it.

OR

Write short notes on (Any Two):

- a) WTO.
- b) ADS.
- c) ITC (HS)
- d) Role of ICC.

Q2) Give the concept of Export order processing. Explain Export contract and Export Price Quotations.

OR

Explain cargo insurance and claim procedure.

Q3) Describe the methods of payment in International Trade.

OR

Explain the Role of EXIM Bank and ECGC in India.

P.T.O.

Q4) Explain the major export promotion schemes in India with illustrations (example).

OR

Discuss the role of export promotion councils and Commodity Board.

Q5) Explain Major Laws governing India's 'Export Import' Trade.

OR

What is Foreign Exchange. Explain the main provisions of Foreign Exchange Management Act, 2000.



Total No. of Questions : 5]

SEAT No. :

P4696

[4782]-418

[Total No. of Pages : 2

P.G.D.B.M.

(Supply Chain Management)

**404 (SCM) : LOGISTICS MANAGEMENT
(2013 Pattern) (Semester-IV) (Specialization-III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) What is Logistic Management? Discuss the scope & importance of logistic management. **[10]**

OR

b) Define logistic & explain the various activities involved in logistic management. **[10]**

Q2) a) Discuss the interface of logistic management with other functions of an organization. **[10]**

OR

b) What is the meaning of fragmented logistics & discuss the problems related with fragmented logistics. **[10]**

Q3) a) What is meant by logistic outsourcing? Explain with example. **[10]**

OR

b) Explain the integrated logistic system. And explain the benefits of integrated logistic system against fragmented logistic system. **[10]**

P.T.O.

Q4) a) What is the meaning of Logistic Relationship? Explain the types of logistic Relationship with example. **[10]**

OR

b) Explain the various approaches to analysing logistic system. **[10]**

Q5) Write short note on (Any Two): **[2 x 5 = 10]**

- a) Nodes Vs links.
- b) Value added role of logistic management.
- c) Distinguish between 3 PL & 4 PL.
- d) Global service issues.



Total No. of Questions : 5]

SEAT No. :

P4697

[4782]-419

[Total No. of Pages : 1

P.G.D.B.M.

**404(RABM) : RURAL CREDIT AND FINANCE
(2013 Pattern) (Semester-IV) (Specialization-III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *All questions carry equal 10 marks each.*
- 3) *Each question has an internal option within them.*

Q1) Emphasize on the importance of agricultural credit in India.

OR

‘Agriculture is said to be a primary sector in India’. Comment.

Q2) Explain the institutional and non-institutional sources of agriculture finance in India.

OR

The present agriculture credit delivery mechanism is not able to satisfy the need of agriculture. Why?

Q3) How co-operative banking system is significant for credit delivery in India?

OR

Emphasize on the role played by NABARD in rural development.

Q4) Highlight the issue of demand and supply gap in agriculture finance.

OR

What do you understand by crop loan? Highlight the measures taken with respect to crop loan.

Q5) Discuss in detail the microfinance approach of rural credit.

OR

Write in detail about rural finance in India.



Total No. of Questions : 7]

SEAT No. :

P4646

[4782]-42

[Total No. of Pages : 1

P.G.D.B.M.

**402(A) :Marketing Management Specialization-I
INTEGRATED MARKETING COMMUNICATION
(2008Pattern) (Semester-IV)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Attempt any five questions*
- 2) *All questions carry equal marks i.e.14 each.*

Q1) Explain concept of Integrated marketing communication.Explain different elements of IMC with suitable examples.

Q2) You are the promotion manager of a new footwear brand that would compete with existing footwear brands.what promotion(s) would you need to offer to get your product in retail outlets?

Q3) Explain the term publicity with relationship between advertising and publicity.

Q4) Explain personal selling process in detail.

Q5) How important is AIDA model in creating creative Ad's

Q6) Define sales promotions what are the types of sales promotions?

Q7) Write short notes on (any two):

- a) Public relations.
- b) Personal selling.
- c) Social responsibility in IMC Campaigns.



Total No. of Questions : 5]

SEAT No. :

P4698

[4782]-420

[Total No. of Pages : 2

P.G.D.B.M.

**404-FBM : ESSENTIALS OF FAMILY BUSINESS MANAGEMENT-II
(2013 Pattern) (Semester-IV) (Specialization-III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) How effective governance of shareholders can be managed in family business?

OR

- b) Write a short notes on:
- i) The rubber stamp board.
 - ii) Two tier boards.

Q2) a) Discuss the various complexities faced by cousin companies in family business.

OR

- b) Write short note on:
- i) Structuring family governance.
 - ii) The family assembly.

Q3) a) Discuss the different factors which may acts as resistance to succession planning in family business.

OR

- b) Explain the next generation attributes, interests and abilities in family business.

P.T.O.

Q4) a) Elaborate the statement “The CEO as architect of governance and succession.

OR

b) Write short notes on:

- i) Life insurance.
- ii) Estate planning principals.

Q5) a) Discuss the three states of evolution in family.

OR

b) Explain the concept of changing the culture and raw material of a new culture.



Total No. of Questions : 5]

SEAT No. :

P4699

[4782]-421

[Total No. of Pages : 2

P.G.D.B.M.

404-TM : TECHNOLOGY FORECASTING

**(Elective Core) (Technology Management Specialization-III)
(2013 Pattern) (Semester-IV)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question has an internal option.*
- 3) *Each question carries 10 marks.*
- 4) *Figures to the right indicate marks for that question/sub question.*
- 5) *Draw neat diagrams and illustrations supportive to your answer.*
- 6) *Your answer should be specific and to the point.*

Q1) a) What is Forecasting Technology Method? Explain Patent Analysis? **[10]**

OR

b) Explain in brief Precursor and Long Wave analysis.

Q2) a) i) Write note on Scenario Management. **[5]**

ii) Write note on Science Fiction Analysis. **[5]**

OR

b) What is FAR? Explain in detail Field Anomaly Relaxation method. **[10]**

Q3) a) What is simulation and modeling? Explain in brief agent modeling system. **[10]**

OR

b) State the system simulation. Explain scope of technology forecasting method.

P.T.O.

Q4) a) Explain in brief Economic base modeling. **[10]**

OR

b) i) Discuss Cost-benefit analysis. **[5]**

ii) Write note on Decision analysis. **[5]**

Q5) a) What is checklist for Impact identification? Explain forecasting methods. **[10]**

OR

b) State the analysis. Explain Morphology Analysis and Organizational Analysis.



Total No. of Questions : 5]

SEAT No. :

P4700

[4782] -422

[Total No. of Pages :2

P.G.D.B.M.

402: MANAGEMENT INFORMATION SYSTEM

(2013 Course) (Semester - IV)

Time : 2 ½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Use of information and knowledge is a support system for company to make decision in competitive environment. Comment the statement. **[10]**

OR

b) Explain with suitable example, how MIS will contribute to success or failure of many organisation. **[10]**

Q2) a) What is the role of Database management for a HR consultancy for managing. "Data as a Business Resource". **[10]**

OR

b) Explain how prototyping helps in a development of business applications with suitable example. **[10]**

Q3) a) What are various most important applications of Artificial intelligence in business. **[10]**

OR

b) Explain how an Expert system acts as a consultant to the manager. **[10]**

Q4) a) How mobile computing is gaining popularity in 21st century? **[10]**

OR

b) Suggest the suitable e-business model for organisation which is selling individual property. **[10]**

P.T.O.

Q5) a) As a marketing is one of the core function of business organisation. It involves the analysis of data and decision making with respective to pricing of product or services. Sales person productivity, profitability analysis , and many more etc. Being MIS executive describe the requirements for above. **[10]**

OR

b) Being MIS executive, gives details of requirements to develop MIS system for hospital management. **[10]**



Total No. of Questions : 7]

P4647

SEAT No. :

[Total No. of Pages :2

[4782] - 43

P.G.D.B.M.

FINANCE SPECIALIZATION

(402-B) Direct Taxation

(2008 Pattern) (Semester- IV)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Question No.1 is compulsory .Attempt any four from the remaining.*
- 2) *All questions carry equal marks.*
- 3) *Assessment year 2015-2016*
- 4) *Use of calculator (as applicable) is permitted.*

Q1) Write short notes on any two

[2×5=10]

- a) Double Taxation Avoidance Treaty
- b) Tax Deduction certificates
- c) Types of Assessment
- d) Forms of Return
- e) Filing of Returns

Q2) Explain provisions regarding Agricultural Income

[15]

Q3) a) Enumerate any seven incomes exempted from Tax

[7]

b) Explain how residential status of an individual is decided as per the provisions of Income Tax Act

[8]

Q4) What are the provisions regarding Tax to be deducted at source (TDS) under Income Tax Act 1961?

[15]

P.T.O.

- Q5) a)** Discuss in detail the calculation of Income from House property [10]
- b) Calculate Income from House Property from the following information:[5]
- Gross Annual value Rs.72,000/-
- Municipal Taxes paid. Rs. 10,000/-
- Rent received per month Rs.6,000/-
- Q6) a)** Explain the terms ‘Long Term Capital Gain’ and ‘Short Term Capital Gain’. [8]
- b) Mr.XYZ purchased a residential house for Rs.3,50,000/- on 15 th June 2011.Expenses incurred for purchase Rs.10,000/-.He sold the house on 1st August 2013 for Rs.4,13,000.Expenses incurred on sale Rs.7,000/- He made an expenditure of RS.15,000/- on 7th June 2012 for constructing an additional bathroom. Compute the capital Gain [7]
- Q7)** Give atleast 10 examples (Ten examples)of Income chargeable to tax under the head ‘Income from other sources. [15]



Total No. of Questions : 5]

SEAT No. :

P4648

[4782] - 44

[Total No. of Pages :2

P.G.D.B.M.

COMPUTER SPECIALIZATION - I(C)

402-C: DBMS with Oracle

(2008 Course) (Semester - IV)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Q.1 and Q.5 are compulsory.*
- 2) *Solve any two Questions from the remaining.*
- 3) *Draw neat labeled diagram wherever necessary.*

Q1) Consider following table structure to write SQL Queries.

Professor (SSn, Pname, status, salary)

Course (code, Cname, credits)

Taught (code, semester, SSn)

Assumptions:

- a) Each course has only one instructor in each semester;
- b) All professors have different name and salary;
- c) All courses have different names;
- d) Status can take values from “full”, “Associate”, and “Assistant”.
 - i) Create above tables with suitable constraints as required in assumptions. [5]
 - ii) Add atleast two records in each table. [5]
 - iii) Solve the following Queries (Any Five): [5×2 = 10]
 - I) Name the professor who is teaching DBMS
 - II) Name the professor who is getting highest salary.

P.T.O.

- III) Display the name of professors who have not taught a course yet.
- IV) Count the number of courses in each semester.
- V) Display those professors who have taught both 101 and 202.
- VI) Display the name of Assistant professors whose name starts with letter "s".

Q2) a) Explain 3-tier Architecture of DBMS. [10]

b) Write and Explain Codd's rules. [10]

Q3) a) Write a procedure which will accept a Number and display it in reverse order. [10]

b) Explain DML statements with example. [10]

Q4) a) Explain Date, String and conversion Functions with examples. [10]

b) What is Relational Algebra? Explain any three Relational operators with example. [10]

Q5) Write a short note (Any two). [10]

a) Characteristics of DBMS.

b) Data Types in Oracle

c) Data Models.



Total No. of Questions : 7]

P4649

SEAT No. :

[Total No. of Pages :1

[4782] - 45

P.G.D.B.M.

PRODUCTION & MATERIALS SPECIALIZATION
(402-D)Inventory Management & Material Requirement Planning
(2008 Pattern) (Semester-IV)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) What is inventory? What are various types of inventory? Explain with suitable examples.

Q2) Explain importance of inventory management function in reference to profitability and customer satisfaction.

Q3) ABC analysis & EOQ are complementary to each other.Discuss the statement.

Q4) What are inputs to MRP system?Explain BOM with suitable example.

Q5) Explain in detail Fixed order versus Fixed interval system of inventory Management.

Q6) Explain in detail various criteria for Evaluation of performance of materials function

Q7) Short note any two

- a) JIT
- b) Outsourcing
- c) Dependent and independent Demand.



Total No. of Questions : 7]

SEAT No. :

P4650

[4782] -46

[Total No. of Pages :1

P.G.D.B.M.

402 E: Human Resource Management Specialization - I

LABOUR LAWS

(2008 Pattern) (Semester - IV)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Attempt any five questions from the following.*
- 2) Each question carries equal marks.*

Q1) Explain the procedure of obtaining approval, licencing & Registration under Factories Act 1948. **[14]**

Q2) What are the central Advisory Board & state advisory board “under contract labour Act 1970? **[14]**

Q3) Explain the procedure of recognition & re-recognition of trade union under MRTU & PULP Act 1971. **[14]**

Q4) Explain in detail all the provisions for Theatres or other Public Amusement under the Bombay shops & Establishments Act, 1948. **[14]**

Q5) Explain various principles of natural Justice. **[14]**

Q6) Enumerate the unfair labour practices on the part of Trade unions under MRTU Act 1971. **[14]**

Q7) Write short notes (any two). **[14]**

- a) Lay off & lockouts
- b) Inspector under factories act
- c) Labour court under MRTU Act.
- d) Retrenchment & closure



Total No. of Questions : 7]

SEAT No. :

P4651

[4782] - 48

[Total No. of Pages :1

P.G.D.B.M.

MARKETING MANAGEMENT SPECIALIZATION - II

403(A): International Marketing

(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) Work out a plan to identify opportunities in International Markets for Basmati Rice from India.

Q2) Explain various steps involved in 'Exporting' process. Briefly describe the Export Documents required.

Q3) State and explain the quality, packaging and labelling requirements for marketing fresh mangoes in Japan.

Q4) Explain in detail how the Exporter arrange Pre-shipment and Post Shipment Finance.

Q5) Critically evaluate the factors influencing International Pricing Decisions.

Q6) Discuss how Government of India and Banks (RBI and EXIM Bank) enhance exports by providing incentives and foreign exchange facilities?

Q7) Write short notes on any two of the following.

- a) Underlying forces of International Marketing
- b) Market by Market pricing
- c) Registration of Exporters
- d) Understanding foreign exchange rates and protection against their adverse movement.



Total No. of Questions : 8]

SEAT No. :

P4652

[4782] - 49

[Total No. of Pages :4

P.G.D.B.M.

**403-B: ADVANCED FINANCIAL MANAGEMENT
(2008 Pattern) (Semester -IV) (Specialization - II) (Finance)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Question No. 1 is compulsory and carries 10 marks.*
- 2) Attempt any two questions each from Section I and Section II and each question carries 15 marks.*
- 3) Use of simple calculator is allowed.*

Q1) Briefly explain the SEBI Guidelines for Mergers & Acquisitions.

SECTION - I

Q2) Describe the term 'Accounting Standard' in detail. Explain the Accounting Standards in respect of 'Valuation of Inventory and 'Accounting for Fixed Assets'.

Q3) What do you mean by Cash Flow Statement? State its Merits and Demerits.

Q4) Explain the term 'Working Capital'. State the factors which affect the Working Capital requirement in detail.

Q5) Short Notes (any three)

- a) Cash Budget
- b) Accounting Standard Board
- c) Valuation of Equity Shares
- d) Profit Planning
- e) Human Resource Accounting

P.T.O.

SECTION - II

Q6) The Balance Sheet of Superior Industries Ltd., as on 13st March, 2014 was as under:

Balance Sheet			
Liabilities	Amount (Rs.)	Assets	Amount (Rs.)
2,000 Equity Shares of Rs. 100 each	2,00,000	Land & Building	1,25,000
General Reserve	50,000	Machinery	75,000
Profit & Loss A/c	25,000	Investment	45,000
Creditors	45,000	(Market Value Rs. 37,500)	
Provision for Taxation	20,000	Debtors	50,000
Provident Fund	17,500	Stock	37,500
		Cash at Bank	25,000
	3,57,500		3,57,500

Additional Information:

- a) Land and Building and Machinery are valued at Rs. 1,37,500 and Rs. 55,000 respectively.
- b) Out of total Debtors Rs 2,500 are bad.
- c) Goodwill is to be taken at Rs. 25,000.
- d) The normal rate of dividend, declared by such type of companies is 15% on paid-up capital.
- e) The average rate of dividend, declared and paid by this company is 18% on its paid-up capital.
- f) Calculate the fair value of the equity share of Superior Industries Ltd.

Q7) Reliance Pvt. Ltd. wishes to arrange overdraft facilities with its bankers during the period April to June 2015 when it will be manufacturing mostly for stock. Prepare a Cash Budget for the above period from the following data, indicating the extend of the bank facility the company will require at the end of each month.

(Amount in Rs.)

Month	Sales	Purchases	Wages
February	1,80,000	1,24,800	12,000
March	1,92,000	1,44,000	14,000
April	1,08,000	2,43,000	11,000
May	1,74,000	2,46,000	10,000
June	1,26,000	2,68,000	15,000

Additional Information:

- a) All sales are credit sales, 50% of credit sales are realized in the month following the sales and the remaining 50% in the second month following.
- b) Creditors are paid in the month following the month of purchases.
- c) Cash at Bank on 1st April, 2015 (Estimated) Rs. 25,000.

Q8) Modi & Co. is considering two mutually exclusive investment proposals. Their expected cash flow streams are given as follows:

Year	Proposal-A	Proposal-B
0	(5,00,000)	(7,00,000)
1	1,45,000	1,00,000
2	1,45,000	1,10,000
3	1,45,000	1,30,000
4	1,45,000	1,50,000
5	1,45,000	1,60,000
6	1,45,000	1,50,000
7		1,20,000
8		1,20,000
9		1,10,000
10		1,00,000

The company employs the risk-adjusted method of evaluating risky projects and selects the appropriate required rate of return as follows:

Project Pay Back	Required rate of return
Less than 1 year	8%
1 to 5 years	10%
5 to 10 years	12%
Over 10 years	15%

Which proposal should be accepted by the company?

Year	Present Value of Rs. 1			
	8%	10%	12%	15%
1	0.926	0.909	0.893	0.870
2	0.857	0.826	0.797	0.756
3	0.794	0.751	0.712	0.658
4	0.735	0.683	0.636	0.572
5	0.681	0.621	0.567	0.497
6	0.630	0.564	0.507	0.432
7	0.583	0.513	0.452	0.376
8	0.540	0.467	0.404	0.327
9	0.500	0.424	0.361	0.294
10	0.463	0.386	0.322	0.247

PV Factor (Annuity)	PV Factor			
	8%	10%	12%	15%
6 year	4.622	4.355	4.11	3.785



Total No. of Questions : 7]

SEAT No. :

P4653

[4782] - 50

[Total No. of Pages :2

P.G.D.B.M.

403(C): COMPUTER SPECIALIZATION- II

“C” Programming

(2008 Course) (Semester-IV)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Q.1 is compulsory.*
- 2) *Solve any five from remaining.*

Q1) a) Write a program to print following pattern **[5]**

```
1
2 3
4 5 6
7 8 9 10
```

b) Write a shrot notes on (Any 3). **[15]**

- i) Storage classes
- ii) Array
- iii) Logical operators
- iv) Preprocessor Directive

Q2) Write a ‘C’ program to accept the string and file name from the user by using command line argument, display the no. of occurrences in a given file for a given string. **[10]**

Q3) Write recursive function to calculate X raise to Y(X^Y). **[10]**

Q4) Write a ‘C’ program to swap the values of two variables without using third variable. **[10]**

P.T.O.

Q5) Accept information about Employee as Emp_ID, Emp_name, Emp_designation, Emp_salary with proper data type for 10 employee. Print name of Employee with highest salary, employee name and designation. **[10]**

Q6) Write a program to check given string is palindrome or not. **[10]**

Q7) Write a program to copy the text one file into another file in lower case. **[10]**



Total No. of Questions : 7]

P4654

SEAT No. :

[Total No. of Pages :1

[4782] - 51

P.G.D.B.M.

403(D): Production & materials Specialization-II
SUPPLY CHAIN AND LOGISTIC 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) Define the term “Supply chain” and “Supply chain management”.Explain different opportunities in SCM to enhance value.

Q2) Explain in brief Logistic value proposition and Logistic operating arrangement.

Q3) Explain significance of procurement,Manufacturing,and Logistic interfaces from a quality perspective

Q4) Explain balancing flow of information and flow of materials/ goods in SCM.

Q5) The design of supply chain influences costs,customer satisfaction and flexibility.Comment.

Q6) How do material handling and warehousing affect Network Distribution planning?

Q7) Explain in brief E-commerce advantages and disadvantages for SCM.



Total No. of Questions : 7]

P4655

SEAT No. :

[Total No. of Pages :1

[4782] - 52

P.G.D.B.M.

403 E:INDUSTRIAL RELATIONS
Human Resource Management (Specialization)
(2008 Pattern)(Semester-IV)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) What is mean by Industrial Relations? Explain Approaches of Industrial Relations **[14]**

Q2) Explain Machineries to solve Industrial Disputes under Industrial Disputes Act,1947. **[14]**

Q3) Define Trade Union. Explain Role of Trade Union in productivity. **[14]**

Q4) Elaborate concept of collective Bargaining with it's process. **[14]**

Q5) Discuss the impact of globalization on Industrial Relations. **[14]**

Q6) Enumerate pre-requisites of Workers participation in Management with it's benefits. **[14]**

Q7) Write short note (any two) **[14]**

- a) Salient Features of Standing Order Act 1946.
- b) Causes of Industrial Disputes.
- c) Role of Judiciary in Industrial Relations.
- d) Changing Role of Management and Union in IR.



Total No. of Questions : 5]

SEAT No. :

P4432

[4783] - 101

[Total No. of Pages :2

P.G.D.M.M.

**101 : MARKETING MANAGEMENT
(2013 Pattern) (Semester - I)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Discuss in detail selling, marketing & holistic marketing concepts. **[10]**

OR

b) Differentiate services from goods. Also discuss the services offered by **[10]**

- i) Hotel industry or ii) Management Consultancy

Q2) a) Plan the marketing mix for a **[10]**

Company offering tooth paste.

OR

b) Discuss the changing marketing environment with PEST analysis. **[10]**

Q3) a) Discuss the benefits of market segmentation & also the various bases for market segmentation. **[10]**

OR

b) You are a marketing manager of ABC online selling portal (like snapdeal, flipcart). According to you which are the factors that influence consumer behaviour in this digital era. **[10]**

P.T.O.

Q4) a) Discuss various marketing mix at different stages of product life cycle with respect to **[10]**

Two wheeler.

OR

b) i) Discuss the advantages & disadvantages of branding. **[5]**

ii) Discuss in detail the functions of packaging. **[5]**

Q5) a) Design promotion mix for **[10]**

New year diaries.

OR

b) What is personal selling. Discuss the process of personal selling with suitable examples. **[10]**



Total No. of Questions : 5]

SEAT No. :

P4433

[4783]-102

[Total No. of Pages : 2

P.G.D.M.M.

102: MARKETING RESEARCH

(2013 Pattern) (Semester - I)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

- 1) *There are five questions each of 10 marks.*
- 2) *All questions are compulsory with internal choice.*

Q1) What is marketing Research explain types of marketing research.

OR

Marketing research is not just Consumer Survey. Discuss in the light of scope of marketing research.

Q2) “The internet is a potential source for collecting secondary data”. discuss this statement in the light of the advantages and disadvantages of web based marketing research.

OR

How marketing Research helps to do marketing audit?

Q3) Write short note (any two):

- a) Cool hunting.
- b) Viral marketing research.
- c) Mystery shopping.

OR

P.T.O.

Explain the following Sampling techniques:

- a) Stratified Sampling.
- b) Cluster Sampling

Q4) How are different variables measured? Explain tests of Sound Measurement.

OR

Draw a pie diagram to represent the following data:

Cause of Accidents	Fire	Traffic	Falls	Cut and Burns	Falling Objects	Miscellaneous
No. of Accidents	10	15	20	15	35	05

Q5) A company wants to develop study Material and Audio-visual Teaching Aids in various subjects for Management Institutes. Assist the company in designing Market Research Project to check the feasibility.

OR

Discuss steps in research Process. Also enlist various problems faced by Researchers.

EEE

Total No. of Questions : 5]

SEAT No. :

P4434

[4783] -103

[Total No. of Pages :2

P.G.D.M.M.

**103: CONSUMER BEHAVIOUR
(2013 Course) (Semester - I)**

Time : 2 ½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question has an internal option.*
- 3) *Each question carries 10 marks.*
- 4) *Figures to the right indicates for that question/subquestion.*
- 5) *Your answers should be specific and to the point.*
- 6) *Support your answers with suitable live examples.*
- 7) *Draw neat diagrams and illustrations wherever necessary.*

Q1) a) Explain the different stages of family life cycle.

OR

b) Explain the concept of consumerism & Demarketing.

Q2) a) What are the different types of motives?

OR

b) Explain the different strategies for changing attitude.

Q3) a) What do you understand from the concept “consumer decision making process”? Explain various types of problem recognition situations.

OR

b) Why do people shop? Comment on it.

P.T.O.

Q4) a) Explain the Engel Blackwell model of consumer behaviour.

OR

b) Discuss the influence of personality on purchasing decisions of consumers.

Q5) a) What is consumer buying behaviour? Explain types of buying behaviour.

OR

b) What is the impact of digital technology on consumer buying behaviour?



Total No. of Questions : 5]

SEAT No. :

P4435

[4783] -104

[Total No. of Pages :1

P.G.D.M.M.

**104: INTEGRATED MARKETING COMMUNICATION
(2013 Course) (Semester - I)**

Time : 2 ½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory with internal choice.*
- 2) There are five questions each of 10 marks.*

Q1) Describe various promotional tools used in IMC.

OR

“Ethical Integrated Marketing Communication Practices are required in India where awareness about product is low” Justify the statement.

Q2) Describe various criteria used for selecting the advertising agency for the agricultural tool like Tractor, cultivator of Harvester.

OR

Design print media advertisement for new improved two wheeler for Women.

Q3) What is Database Marketing? How we can use this type of marketing in Higher Education sector.

OR

How Direct marketing is preferred by consumer over Conventional marketing in these days?

Q4) Explain event management & its significances with suitable example.

OR

Explain the term Ambush Advertisement and Surrogate Advertising.

Q5) Why there is need of evaluating overall IMC Program?

OR

Give in detail about the ethics & social responsibilities in IMC campaign.



Total No. of Questions : 7]

SEAT No. :

[Total No. of Pages :1

P4426

[4783] - 11

P.G.D.M.M.

**101: BASICS 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) Distinguish between Marketing and selling. Discuss Holistic Marketing and Production Concept. **[14]**

Q2) Discuss the five steps in the Buyer Decision process for a car ranging from Rs. 5 lakhs to Rs. 12 lakhs. **[14]**

Q3) Why is Marketing control important? Discuss Marketing Audit in detail. **[14]**

Q4) Design the 7p's for a nationalised bank. **[14]**

Q5) Elaborate with diagrammatic representation on the following types of organizations. **[14]**

- a) Functional
- b) Geographic
- c) Customer based

Q6) Explain the importance of Marketing Environment analysis. Discuss Economic and Technological environment and its impact on an organisation. **[14]**

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

- a) Customer satisfaction.
- b) Concept of positioning and differentiation
- c) Target Marketing.



Total No. of Questions : 7]

SEAT No. :

P4427

[4783]-12

[Total No. of Pages : 1

P.G.D.M.M.

102: SALES MANAGEMENT

(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 the position of sales management and personal selling in the entire marketing mix? Explain.

Q2) “Success of sales Activity is largely dependent upon good salesman but they are not born as good salesman”. Discuss in the context of sales Training.

Q3) What is sales planning? and what are the steps involved in sales planning?

Q4) “Many persons want to become successful salesmen these days”. Discuss qualities of effective salesmanship.

Q5) Why establish sales Territories? What are the steps in determining sales territories for a firm?

Q6) “Sales control help a lot in improving performance of sales Department in to-day’s competitive environment”. Explain by taking example any financial services.

Q7) Write short notes (any two):

- a) Sales forecasting.
- b) Prospecting.
- c) Value added selling.

EEE

Total No. of Questions : 7]

SEAT No. :

P4428

[4783] - 13

[Total No. of Pages :1

P.G.D.M.M.

**103: LAWS RELATING TO MARKETING
(2008attern) (Semester -I)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Explain how consumer is protected by Law?

Q2) Define contract. What are conditions for a free consent under The Indian contract Act, 1872.

Q3) Explain 'The contract of agency'. Elaborate duties and responsibilities of an agent.

Q4) Briefly explain conditions and warranties implied by law in a contract for sale of Goods.

Q5) Explain the concept of electronic signature and electronic signature certificate as per the information Technology Act 2000.

Q6) What is a cheque? How does it differ from a bill of exchange?

Q7) Write Notes: (Any Two).

- a) Caveat emptor
- b) District forum
- c) Food Adulteration.



Total No. of Questions : 5]

SEAT No. :

P4436

[4783] - 201

[Total No. of Pages :2

P.G.D.M.M.

**201 : SERVICES MARKETING
(2013 Pattern)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question has an internal option.*
- 3) *Each question carries 10 marks.*
- 4) *Figures to the right indicate marks for that question / sub-question.*
- 5) *Your answers should be specific and to the point.*
- 6) *Support your answers with suitable live examples.*
- 7) *Draw neat diagrams and illustrations supportive to your answer.*

Q1) a) What are the unique characteristics of Services? **[10]**

OR

b) Write a commentary on 'Global and Indian Scenario in service sector' **[10]**

Q2) a) Explain Service lifecycle with suitable examples. **[10]**

OR

b) What are the factors involved in pricing a service product? **[10]**

Q3) a) What is the importance of people and processes for effective marketing of services in a quick service restaurant business like 'Pizza Hut'? **[10]**

OR

b) What are the various strategies for managing inconsistency? **[10]**

P.T.O.

Q4) a) Define customer satisfaction. How is customer satisfaction monitored and measured? **[10]**

OR

b) What are the various ways of handling complaints effectively? **[10]**

Q5) a) What are the different ways of applying technology to service settings?[**10]**

OR

b) Explain Parsuraman - Zeithamal - Bitner (PZB) model in detail. **[10]**



Total No. of Questions : 5]

SEAT No. :

P4437

[4783]-202

[Total No. of Pages : 2

P.G.D.M.M.

202: SALES AND DISTRIBUTION MANAGEMENT

(2013 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) a) Define and explain personal selling. Differentiate between Transactional and relationship selling.

OR

b) Discuss how the sales training programmes should be developed and conducted.

Q2) a) Explain the role of manager in designing and managing sales territories.

OR

b) Explain the following:

- i) Marketing audit.
- ii) Sales force audit.

Q3) a) Discuss the need and scope of physical distribution.

OR

b) Describe the integrated marketing channels.

P.T.O.

Q4) a) Describe and explain the importance of supply chain management.

OR

b) “Inventory management is crucial for success of any business”. Explain. Also describe reverse logistics.

Q5) a) Describe the use of IT in sale and distribution management.

OR

b) Discuss the concept and importance of channel information system.

EEE

Total No. of Questions : 5]

SEAT No. :

P4438

[4783] - 203

[Total No. of Pages :1

P.G.D.M.M.

**203: CUSTOMER RALATIONSHIP MANAGEMENT
(2013 Pattern) (Semester -II)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Explain the concept and evolution of Relationship marketing.

OR

b) Discuss: Types of CRM; Process of CRM.

Q2) a) Discuss the following:-

- i) Customer defections
- ii) Customer loyalty
- iii) Service competition

OR

b) Explain how customer relationships can be managed through customer life cycle?

Q3) a) Discuss the planning for CRM?

OR

b) Discuss the implementation of CRM.

Q4) a) Discuss the types and approaches for customer metrics.

OR

b) Explain the meaning, dimensions and measurements of customer life time value.

Q5) a) Explain in detail the ethical issues in using IT in relationship management.

OR

b) Explain the following:-

- i) Data Mining
- ii) Data warehousing



Total No. of Questions : 5]

SEAT No. :

P4439

[4783] -204

[Total No. of Pages :1

P.G.D.M.M.

**204: STRATEGIC BRAND MANAGEMENT
(2013 Course) (Semester - II)**

Time : 2 ½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory with internal choices within the questions.*
- 2) *Figures to the right indicate full marks.*

Q1) What is brand? Explain the concept of branding in detail. **[10]**

OR

Explain the challenges faced by Indian companies in branding.

Q2) Explain in details the brand value and brand pyramid. **[10]**

OR

What is brand positioning? Also explain 3c's of positioning.

Q3) Discuss the concept of brand elements and brand association. **[10]**

OR

Explain the concept of co-branding and Ingredient branding.

Q4) Discuss any two Model's of brand equity. **[10]**

OR

Explain Kevin Keller approach in detail.

Q5) What is brand crises management? Explain the concept of brand revitalization. **[10]**

[10]

OR

What is brand extension? Explain with relavant examples.



Total No. of Questions : 7]

SEAT No. :

P4429

[4783]-21

[Total No. of Pages : 1

P. G. D. M.M

**(201)RETAILAND DISTRIBUTION MANAGEMENT
(2008Pattern) (Semester-II)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Answer any five questions.*
- 2) *All questions carry equal marks.*
- 3) *Give suitable and appropriate examples wherever necessary.*

Q1) What is the need for “Marketing Channels”? Discuss Intensive, Selective Distribution Strategies with relevant examples. **[14]**

Q2) Discuss functions of wholesalers and trends in wholesaling with examples.**[14]**

Q3) What is Retailing? Give Importance and functions of retailing, what are the challenges of Indian retailers? Justify your answer. **[14]**

Q4) Discuss different types of Unconventional channels with relevant examples. **[14]**

Q5) Explain various types of store layouts and give factors affecting store layout in detail. **[14]**

Q6) What is category management? Discuss process of category management.**[14]**

Q7) Write notes on any two of the following: **[2×7=14]**

- a) Factors affecting retail location decision.
- b) Planning in retail communication.
- c) Components of Supply chain management.



Total No. of Questions : 7]

SEAT No. :

P4430

[4783]-22

[Total No. of Pages : 1

P.G.D.M.M.

202: INTEGRATED MARKETING COMMUNICATIONS

(2008 Pattern) (Semester - II)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Solve any five questions.*
- 2) *All questions carry equal marks.*
- 3) *Figure to right indicate marks.*

Q1) Explain the concept & elements of IMC. **[14]**

Q2) Enumerate different suppliers in IMC. Discuss their roles and functions in detail. **[14]**

Q3) Formulate an advertising strategy for a newly launched shampoo in India. Make suitable assumptions. **[14]**

Q4) Explain role of personal selling and direct marketing with suitable examples. **[14]**

Q5) State & explain with proper examples the importance of following. **[14]**

- a) Government Relations.
- b) Employee Relations.

Q6) Discuss various sales promotion activities **[14]**

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

- a) E - marketing.
- b) CPM.
- c) Client agency relationship.
- d) Publicity.

EEE

Total No. of Questions : 7]

SEAT No. :

[Total No. of Pages :1

P4431

[4783] -23

P.G.D.M.M.

**203: SERVICES MARKETING
(2008 Course) (Semester - II)**

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) Describe services marketing? Explain characteristics in detail. **[14]**

Q2) Explain Four I's of services in detail with suitable example. **[14]**

Q3) How will you formulate services Marketing strategies for Hospitality Industry?
Explain. **[14]**

Q4) Describe service delivery process with example. **[14]**

Q5) What are the 7P's of service Marketing. **[14]**

Q6) Explain self service Technology in details. **[14]**

Q7) Write short note on any two. **[14]**

- a) Service Blue Print
- b) e-services
- c) Service Failure and Recovery



Total No. of Questions : 5]

SEAT No. :

P4463

[4784] - 101

[Total No. of Pages :1

P.G.D.C.M.

**101 : ELEMENTS OF INFORMATION TECHNOLOGY &
OFFICE AUTOMATION
(2013 Pattern)**

Time : 3Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer the following (Any one) **[10]**

- a) Define GUI. Explain any five functions of MS Window.
- b) Explain characteristic, history & generation of computer with its neat diagram.

Q2) Answer the following (Any one): **[10]**

- a) Explain basic functions of MS-Excel with its uses & example.
- b) What are the output devices. Explain work of floppy disk & HDD in detail.

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

- a) What is binary system & why it require? Explain 1's & 2's complement with example.
- b) What is programming language. Explain types of software in detail.

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

- a) What is MS Word. Explain any five functions of MS Word.
- b) What is multimedia. What is barcode scanner how it is used in real time.

Q5) Write short note (Any Two): **[10]**

- a) Binary arithmetic.
- b) OS.
- c) Multiple Spreadsheet.



Total No. of Questions : 5]

SEAT No. :

P4464

[4784]-102

[Total No. of Pages : 2

P.G.D.C.M.

102: PROGRAMMING USING VISUAL BASIC

(2013 Pattern) (Semester - I)

Time : 3 Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) Answer the following (Any One):

[10]

- a) Explain variables, scope of variables and constants.
- b) Explain Frames and Dialog box.

Q2) Explain (Any One):

[10]

- a) Event driven programming with example.
- b) Any 2 MS windows common controls.

Q3) Write section code for any 2 of the following:

[10]

- a) Take 3 text boxes, accept 3 numbers between range (50 - 150). Find the maximum among three numbers, when MAX button is clicked.
- b) To arrange five names in dictionary order.
- c) Take a text box, display whether number accepted in text box is divisible by 5 or not.

P.T.O.

Q4) Answer the following (any one):

[10]

- a) Explain Input & dialog boxes with example.
- b) Explain event driven programming with example.

Q5) Short notes (any two):

[10]

- a) Check box.
- b) Date function.
- c) Branching statements.

EEE

Total No. of Questions : 4]

SEAT No. :

P4465

[4784] - 103

[Total No. of Pages :1

P.G.D.C.M.

INTRODUCTION TO C AND C++ LANGUAGE

(2013 Pattern) (Semester -I)

Time : 3 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Question No. 1 is compulsory.*
- 2) *Attempt any TWO from Q.Nos. 2 to 4.*

Q1) Write short notes on any FOUR:

- a) Command line argument in C [5]
- b) Method overriding [5]
- c) Hierarchical inheritance [5]
- d) Looping statement do..... while [5]
- e) Polymorphism in C++ [5]

Q2) Write a program in C to generate the following pattern: [15]

```
9 7 5 3 1
9 7 5 3
9 7 5
9 7
9
```

Q3) Write a program in C to create a file having following fields: int network _
provider _no, char product _nm, float charges. [15]

Q4) Write a program in C++ to accept person's age. If age is above 18 years, the
program should display "Eligible to Vote" else "Not eligible to Vote". [15]



Total No. of Questions : 6]

P4457

SEAT No. :

[Total No. of Pages :2

[4784] - 11

P.G.D.C.M

101:ELEMENTS OF INFORMATION TECHNOLOGY AND OFFICE AUTOMATION

**(Window Operating System and M.S Office)
(2008 Course) (Semester- I)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Q. 1 is compulsory.*
- 2) *Solve any four questions from the remaining.*
- 3) *Figure to the right indicates full marks.*

SECTION-I

- Q1) a) Convert [4]**
- i) $(156)_{10} = (?)_2$
 - ii) $(632)_8 = (?)_{10}$
- b) Explain types of data processing. [5]
- c) Explain generations of computer. [5]
- Q2) a) What is computer? Explain with block diagram. [7]**
- b) Explain mail merge procedure in MS Word with example. [7]
- Q3) a) Define booting.Explain booting process of computer. [7]**
- b) Differentiate between compiler and interpreter. [7]
- Q4) a) Explain statistical and mathematical functions used in excel. [7]**
- b) Explain MS-outlook features & Functions. [7]

P.T.O.

Q5) Define operating system & list the Functions of Operating systems.

Explain the difference between Microsoft window & DOS.

[14]

Q6) Write notes any two

[14]

- a) Virus
- b) Secondary storage devices
- c) Generations of computer



Total No. of Questions : 4]

SEAT No. :

P4458

[4784]-12

[Total No. of Pages : 2

P.G.D.C.M.

**102 : PROGRAMMING USING VISUAL BASIC
(2008 Pattern) (Semester-I)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Give output for following section of code and explain (Any Five): **[20]**

- a) Dim i as Integer
i = 2.67
Print Round(i)
- b) dim check As Integer
check = StrComp("aB", "a", vbBinaryCompare)
print check
print(cbool(check))
- c) Const PI As Single = 3.14
Print PI + 3
Print PI
- d) MsgBox "Hi.. I am doing post Graduation"
- e) Dim a, b as Integer
a = 10
b = 20
msgbox "Division =" & a/b
Print a\b
- f) nm = "Atul"
If(nm>"Arjun") then
Print nm
else
Print "Ashok"

P.T.O.

Q2) Explain the following properties (Any Five): **[10]**

- a) Columns property of listBox.
- b) Style property of CommandButton.
- c) Stretch property of Image.
- d) Locked property of ComboBox.
- e) Wordwrap property of Label.
- f) DataSource property of TextBox.

Q3) Write a sectional code for the following (Any Four): **[20]**

- a) Write a code to check whether give number prime or not.
- b) Write a user defined function which accepts a string and check whether it's palindrome or not.
- c) Write a code which accepts names of 4 cities and add it in comboBox. After the user select a city from comboBox remove it from comboBox.
- d) Write a code which will create a menubar having options circle, rectangle and will give area of selected menu option.
- e) Write a code to accept birth date and display his/her age.

Q4) Write short notes on (Any Four): **[20]**

- a) Events.
- b) Mathematical Functions.
- c) Toolbars.
- d) Control Statements.
- e) Control Array.



Total No. of Questions : 5]

SEAT No. :

P4459

[4784] -13

[Total No. of Pages :3

P.G.D.C.M.

103: INTRODUCTION TO C AND C++ LANGUAGE

(2008 Course) (Semester - I)

Time : 2 ½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Find and explain output of the following programs.

[2×5 = 10]

```
a) # include <stdio.h>

# include < conio.h>

void main ( )

{

int i,j;

clrscr ( );

for (i = 1; i <=3 ; i++)

{

for (j = i; j <= 5; j++)

printf("%d", j);

printf ("\n");

}

getch ( );

}
```

P.T.O.

```

b) # include < iostream.h >

# include < conio.h>

void main ( )
{
clrscr ( );
char s [ ] = "OBJECT";
int i;
for (i = 0; s[i]; i++)
cout << "\n"<<s[i++] <<* (s+i++) <<* (i+s) <<i[s];
getch ( );
}

```

Q2) Attempt the following Questions (Any Two). [2×5 = 10]

- a) Explain arrays in C.
- b) Differentiate Break and continue statement with example.
- c) Explain Constructors & destructors of C++ with an example.

Q3) Attempt the following Questions (Any Two). [2×5 = 10]

- a) Write C code to display following pattern:

```

      *
     * *
    * * *
   * * * *
  * * * * *
 * * * * *

```

- b) Write a program in C to accept radius of circle and to display its diameter, perimeter & area.

Hint: Diameter is twice of radius

Perimeter is 6.28 times radius &

Area is 3.14 times square if radius.

c) Write a program in C++ to display Fibonacci series:

0 1 1 2 3 5 8 13 21 34

Hint: Sum of previous two terms make the next term.

Q4) Attempt the following Questions (Any Two).

[2×5 =10]

- a) Differentiate between local & global variables.
- b) Explain any five manipulators with suitable example.
- c) Write a program in C++ to accept a digit and to display it in words.
E.g. 3 THREE.

Q5) Write Short Note On (Any Two).

[2×5 =10]

- a) exit statement in C
- b) Function Overloading
- c) Friend function and Friend Class
- d) Encapsulation



Total No. of Questions : 5]

SEAT No. :

P4466

[4784] - 201

[Total No. of Pages :1

P.G.D.C.M.

**201 : WEB TECHNOLOGY INCLUDING E-COMMERCE, HTML
& BASIC JAVA**

(2013 Pattern) (Semester - II)

Time : 3Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Q. No. 1 is compulsory.*
- 2) *All Questions carry equal marks.*

Q1) What is E-Commerce? Explain working of E-Commerce in detail. **[10]**

Q2) Attempt the following (Any one): **[10]**

- a) Define Web hosting. Explain e-transaction process in detail.
- b) What is cyber Crash? Explain benefits of e-commerce

Q3) Attempt the following (Any one): **[10]**

- a) What is HTML? Explain block structure of HTML in detail.
- b) What is Java Script? Explain Advantages of Java-Script.

Q4) Attempt the following (Any one): **[10]**

- a) Define the term package. Explain the concept of package with java program.
- b) Explain types of layouts in Java.

Q5) Write short note on (Any two): **[2 × 5 = 10]**

- a) Applet Life Cycle.
- b) JDK Environment.
- c) Digital Certificate.



Total No. of Questions : 5]

SEAT No. :

P4467

[4784]-202

[Total No. of Pages : 2

P.G.D.C.M.

202: SOFTWARE ENGINEERING

(2013 Pattern) (Semester - II)

Time : 3 Hours]

[Max. Marks :50

Instructions to the candidates:

1) Figures to the right indicate full marks.

Q1) Attempt the following questions (Any One):

[10]

- a) Design following reports to be generated from payroll system.
 - i) Pay slip
 - ii) Income Tax statement to be submitted to State government.
- b) Draw context level diagram for Bank Fixed Deposit system and design format of Fixed Deposit Receipt.

Q2) Attempt the following questions (Any One):

[10]

- a) Compare SDLC Vs prototyping.
- b) Explain Decision tree decision table with proper examples.

Q3) Attempt the following questions (Any One):

[10]

- a) Design a GUI form for providing student feedback for teaching faculty and infrastructure facilities of institute.
- b) Define the term normalization. Explain normalization in detail.

P.T.O.

Q4) Attempt the following questions (Any One):

[10]

- a) For library management system, draw.
 - i) E-R diagram
 - ii) Database Design
- b) Explain Role of system analyst in detail.

Q5) Write short notes on (Any Two):

[2x5=10]

- a) 4GL
- b) Feasibility study.
- c) Types of Requirements.

EEE

Total No. of Questions : 5]

SEAT No. :

P4468

[4784] -203

[Total No. of Pages :2

P.G.D.C.M.

**203: DATABASE MANAGEMENT SYSTEM & ORACLE
(2013 Course) (Semester - II)**

Time : 3 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer the following. (any one). **[10]**

- a) What is Normalization? Explain 1NF, 2NF and 3NF with example.
- b) Explain Codd's 12 rules.

Q2) Answer the following. (any one). **[10]**

- a) Explain HDB and NDB in detail.
- b) What are different types of anomalies? Explain with example.

Q3) Explain (any one). **[10]**

- a) ER model with example
- b) Relating data through Join concept.

Q4) Consider following tables. **[10]**

- a) Customer (customer_id(pk), cust_name, address, Date_of_Birth, City (PUNE,MUMBAI, NASHIK, SOLAPUR), gender (M/F), Loan_status (Y/N)).
- b) Loan (Loan_no (PK), Customer_id(FK), amount, no_of_years, Interest_rate, Loan_type (HOME, PERSONAL, CAR)).

P.T.O.

Query i is compulsory. Solve any 2 from ii to v.

- i) Create the above tables with proper constraints
- ii) Add column EMI in loan table
- iii) Display customers having city PUNE
- iv) Calculate EMI for all loans
- v) Display total numbers of can loan customers.

Q5) Consider above Table and answer following. (any 4)

[10]

- a) Display customers having names starting with letter 'A'.
- b) Display load details of customers staying in MUMBAI city.
- c) Display total number of women customers.
- d) Display records of customers having loan amount greater than 5,00,000.
- e) Display name of customers from NASHIK and having Home loan.



Total No. of Questions : 7]

SEAT No. :

P4460

[4784]-21

[Total No. of Pages : 1

P. G. D. C. M.(WEB TECHNOLOGY)
(201)INCLUDING E-COMMERCE,HTMLAND BASIC JAVA
(2008Pattern) (Semester-II)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Question No.7 is compulsory.*
- 2) *Solve any five from Q. Nos. 1 to 6.*
- 3) *Wirte your assumptions if any.*

Q1) What is WWW? What is HTML? Explain the following tags. **[10]**

- a)
 b) <th> c) <body> d) <hr>

Q2) What is E-Commerce? How it works? Explain its advantages and disadvantages **[10]**

Q3) What is Java script? What are the different types of scripting languages?**[10]**

Q4) What is web hosting? Describe steps of web hosting. **[10]**

Q5) Explain various uses of HTML and XML. **[10]**

Q6) Write java code for displaying amount of simple interest. Accept principle, interest rate and duration in years from user. **[10]**

Q7) Write short notes on(any four): **[20]**

- a) Access Modifiers.
- b) Wrapper Classes.
- c) AWT Components.
- d) XML.
- e) WWW.



Total No. of Questions : 6]

SEAT No. :

P4461

[4784]-22

[Total No. of Pages : 1

P.G.D.C.M. (Management)
202 : SOFTWARE ENGINEERING
(2008 Pattern) (Semester-II)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Question No. 1 and 6 are compulsory.*
- 2) *Attempt any three from remaining.*

Q1) A college wants to computerize its Library. Members of library give their information and get library card. Books are purchased from various book suppliers. Various transactions like book issue, book return, fine collection, claim for a particular book are carried out by the system. Various reports are generated and given to management.

- a) Draw context level DFD. [7]
- b) Draw ERD. [7]
- c) Design Normalized File Layouts. [6]

Q2) Design a Pay-slip format given to employees of an organization with various earnings and deduction details. [10]

Q3) Explain various Fact-Finding techniques in detail. [10]

Q4) Explain System Development life cycle in detail. [10]

Q5) Explain various skills required by System Analyst. [10]

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

- a) Data Dictionary.
- b) Input Design.
- c) Decision Tree.
- d) Normalization.
- e) 4GL.



Total No. of Questions : 6]

SEAT No. :

P4462

[4784] -23

[Total No. of Pages :2

P.G.D.C.M.

**203: DBMS AND ORACLE
(2008 Course) (Semester - II)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Using the following tables, write SQL statements.(Write any 5). **[15]**

Emp (empno, ename, address, ph, dob, salary, comm, hiredate, mgrno, deptno)

Dept (deptno, dname, locno)

Location (locno, ldesc)

- a) Display the details of employees from SALES department.
- b) Display the employee name, salary and total annual compensation.
- c) Display the details of employees who do not receive commission.
- d) Display the employee name along with his managers name.
- e) Delete the employee details from the OPERATIONS department.
- f) Display the details of employees residing out of PUNE.

Q2) Define Data Model. Explain ER model in detail. **[10]**

OR

State and explain Dr. E.F. Codd's any 8 Rules.

P.T.O.

Q3) Define DBMS. Explain DBMS architecture in detail with diagram. [10]

Q4) Discuss features of Hierarchical Network and Relational Database Model. [10]

Q5) Explain DDL commands with syntax and example. [10]

OR

Explain SQL Joins with syntax and example.

Q6) Answer any 3. [15]

- a) Mapping Cardinalities
- b) SQL Group Functions
- c) Static Vs Dynamic Cursor
- d) SQL Character Functions
- e) Group by Having.



Total No. of Questions : 5]

SEAT No. :

P4475

[4788]-101

[Total No. of Pages : 3

P.G.D.I.E.M

101-INDIAN ECONOMY & TRADE DEPENDENCIES

(2013Pattern) (Semester-I)

Time : 2.5 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each questions has an internal option.*
- 3) *Each question carries 10 marks.*
- 4) *Your answers should be specific and to the point.*
- 5) *Support your answers with suitable live examples.*

Q1) a) Evaluate the progress of Human Development in India. **[10]**

OR

b) Privatization & Disinvestment positively affected progress of Human Development in India-Comment with examples. **[10]**

Q2) a) Explain various Economic reforms initiated by Government of India in the past for the reduction of Poverty in India. **[10]**

OR

b) Critically explain the role of Foreign aid from Indian Business perspective. **[10]**

Q3) a) Discuss the small sector Industrial Policy in brief. **[10]**

OR

b) Discuss the impact of Outsourcing on I.T. industries in India. **[10]**

P.T.O.

Q4) a) Elaborate on the role of Foreign Investment Inflow in boosting economic growth of India. **[10]**

OR

b) Discuss the role of SEZ in foreign trade of India **[10]**

Q5) a) Explain the impact of Liberalization in Indian Economy. **[10]**

OR

b) Write a detail note on WTO. **[10]**



Total No. of Questions : 5]

SEAT No. :

P4476

[4788]-102

[Total No. of Pages : 2

P.G.D.I.E.M.

102 : EXPORT & IMPORT PROCEDURES

(2013 Pattern) (Semester-I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question has an internal option.*
- 3) *Each question carries 10 marks.*
- 4) *Your answers should be specific and to the point.*
- 5) *Support your answers with suitable live examples.*

Q1) a) Briefly discuss about different Categories of the Exporters. **[10]**

OR

b) What are special economic zones? Highlight their role in improving exports. **[10]**

Q2) a) What are the various clearances obtained before export? Explain the procedures of getting various clearances. **[10]**

OR

b) What is duty drawback? How can a company doing exports avail this option? **[10]**

Q3) a) What is procurement planning? Explain importance of procurement planning. **[10]**

OR

b) Explain in detail purchase contract. **[10]**

P.T.O.

Q4) a) Write a note on Valuation rules. **[10]**

OR

b) Explain in detail role of a customs House Agent. **[10]**

Q5) a) Explain Sea Shipments procedure in detail. **[10]**

OR

b) Explain Air Shipments procedure in detail. **[10]**



Total No. of Questions : 5]

SEAT No. :

P4477

[4788] -103

[Total No. of Pages :2

P.G.D.I.E.M.

103: INTERNATIONAL MARKETING

(2013 Course) (Semester - I)

Time : 2 ½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Discuss the objectives of International Marketing in the light of current business Environment.

OR

b) Explain the rationale of 'Think Global, Act Local' with regards to International Marketing.

Q2) a) What socio-cultural elements would be studied by an International Marketer? Justify.

OR

b) Describe the significance of country risk analysis with reference to International Market.

Q3) a) Effective International Marketing Research is crucial to prevent marketing failures. Justify the statement with suitable examples.

OR

b) Assume you are Marketing Manager of a company dealing in pharmaceutical products. Now you intend to expand overseas market by appointing distribution channel members. What criteria should be used for selecting distributors?

P.T.O.

Q4) a) What factors should be considered by firms while taking international packaging decisions?

OR

b) Critically evaluate the factors influencing international pricing decisions.

Q5) a) As an advertising Manager draft a promotion plan for selling Indian Handloom garments in the European Market.

OR

b) Explain the steps to be considered for successful participation in international trade exhibition by firms.



Total No. of Questions : 5]

SEAT No. :

P4478

[4788] -104

[Total No. of Pages :1

P.G.D.I.E.M.

104: GLOBAL LOGISTICS & SUPPLY CHAINS

(2013 Course) (Semester - I)

Time : 2 ½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Attempt all the questions.*
- 2) *Each Questions has internal options.*
- 3) *Each Question carries 10 marks.*

Q1) What are 7R's and 5P's of logistic management.

OR

Describe the recent development in International logistics. How has International trade flourished due to logistics.

Q2) State the various provision relating to the carriage of goods by Land.

OR

Briefly state the freight calculations for various modes of Transportation.

Q3) What is the function & importance of custom broker, forwarder & consolidator, shipping Agents.

OR

Describe the different forms of shipping services.

Q4) Describe the important sea routes and the trade happening on this route. Mention some major ports of India & world.

OR

Describe the recent trends, development and Initiatives taken by Indian Government in respect of shipping Industry.

Q5) Explain the concept & process of containerization.

OR

Describe different types and advantages of containerisation along with the precautions to be exercised at the time of their use.



Total No. of Questions : 7]

SEAT No. :

P4469

[4788] - 11

[Total No. of Pages :1

P.G.D.I.E.M

101:MANAGERIAL ECONOMICS

(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) *Draw suitable diagram whenever necessary.*

Q1) Write the Salient features of Micro Economics and Macro Economics and explain with examples.

Q2) Explain law of demand and its characteristics.

Q3) Elaborate different types of production functions.

Q4) What is cost and what are the determinants of price.

Q5) Define investment and explain advantages and disadvantages of long term investment and short term investment.

Q6) Define business policies. Explain the determinants of business policies?

Q7) Write short notes (any two)

- a) Game theory
- b) Dumping
- c) Demand forecasting techniques
- d) Managerial decisions tools



Total No. of Questions : 7]

SEAT No. :

[Total No. of Pages : 1

P4470

[4788]-12

P.G.D.I.E.M.

**102 : EXIM POLICY, EXPORT PROCEDURE AND
DOCUMENTATION
(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 do you mean by SEZ? Explain it's significance and issues in setting up SEZ in India.

Q2) Explain Pre-shipment and Post-shipment documents in sea borne trade.

Q3) Describe the procedure for registration of exporter and sending sample overseas.

Q4) Describe types of export houses and benefits provided by the government.

Q5) Explain the procedure for export clearance.

Q6) Describe shipping Bill and Bill of lading. Distinguish them clearly.

Q7) Write short notes (Any Two):

- a) RCMC.
- b) ITC - HS.
- c) GSP rules of origin.
- d) FIEO.



Total No. of Questions : 7]

SEAT No. :

[Total No. of Pages :1

P4471

[4788] - 13

P.G.D.I.E.M.

**103: MARKETING MANAGEMENT
(2008 Course) (Semester-I)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Explain the concept of Marketing Management? Elaborate its scope and importance. **[14]**

Q2) Explain product life cycle with suitable example. **[14]**

Q3) Explain any two sales forecasting techniques with suitable examples. **[14]**

Q4) Explain any two pricing strategies in detail. **[14]**

Q5) “Advertising plays important role in promoting and increasing sales of any product/service”. Explain. **[14]**

Q6) What is E-commerce? Explain its importance. **[14]**

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

- a) Marketing Mix
- b) Packaging
- c) Role of International Exhibition
- d) Branding



Total No. of Questions : 5]

SEAT No. :

P4479

[4788] - 201

[Total No. of Pages :2

P.G.D.I.E.M.

**201 : INTERNATIONAL BUSINESS ENVIRONMENT
(2013 Pattern) (Semester - II)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Explain tariff and non-tariff barriers to trade.

OR

b) Explain how domestic, foreign and global environments have impact on international business decisions.

Q2) a) Explain how movements in foreign exchange and interest rates have impact on trade and investment flows.

OR

b) Discuss the pattern and structure of foreign investments in India. Also explain its effects.

Q3) a) Explain the following:

- i) WTO
- ii) IMF
- iii) UNCTAD

OR

b) Explain the following:

- i) GSP
- ii) GSTP

P.T.O.

Q4) a) Discuss the issues in Foreign investments.

OR

b) Explain the issues in international technology transfer.

Q5) a) Explain the following:

i) Multilateralism

ii) Regionalism

Discuss regionalism Vs Multilateralism with the help of Major trading blocks in the world economy.

OR

b) Give the structure & functioning of:

i) EC

ii) NAFTA



Total No. of Questions : 5]

SEAT No. :

P4480

[4788]-202

[Total No. of Pages : 1

P.G.D.I.E.M.

**202 : INTERNATIONAL FINANCIAL MANAGEMENT
(2013 Pattern) (Semester-II)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *There are five questions each of 10 marks.*
- 2) *All questions are compulsory with internal choice.*

Q1) What is International Financial Institution? Explain the functions of Asian Development Bank. **[10]**

OR

Differentiate between balance of payment & Balance of Trade.

Q2) Differentiate between Foreign exchange and foreign exchange market. **[10]**

OR

Explain the Management of Foreign Currency exposure.

Q3) How do international capital investment decisions differ from domestic capital investment decisions? **[10]**

OR

Explain the concept of cost of capital and capital structure of a Multinational Firm.

Q4) Explain the Indian perspective of foreign trade policy and rupee convertibility with respect to International finance. **[10]**

OR

Explain regulations of Reserve Bank of India in respect to International Finance.

Q5) Write detailed note on 'Buyers Credit' and 'Suppliers Credit'. **[10]**

OR

Define ECB and FDI. How do they help in International Scenario?



Total No. of Questions : 5]

SEAT No. :

P4481

[4788] -203

[Total No. of Pages :2

P.G.D.I.E.M.

203: INTERNATIONAL MARKETING RESEARCH

(2013 Pattern) (Semester - II)

Time : 2 ½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) How International Marketing Research is more complex than Domestic Marketing Research. **[10]**

OR

Explain in detail 'International Marketing Information System'.

Q2) What are the challenges and issues in International Marketing Research Data Collection? **[10]**

OR

Explain various sources of data collection at international level.

Q3) What is Non Sampling Error? Explain with example. **[10]**

OR

Explain various probability and Non probability sampling techniques.

Q4) "Data interpretation is very crucial stage in any research". Comment. **[10]**

OR

How multivariate and univariate data analysis techniques used in multy country data Analysis.

P.T.O.

Q5) Explain any two scaling Techniques. Give appropriate example.

[10]

OR

Explain the following.

- a) Nominal & ordinal scale
- b) Rating & Ranking scale.



Total No. of Questions : 5]

SEAT No. :

P4482

[4788] -204

[Total No. of Pages :1

P.G.D.I.E.M.

**204: WTO AND INTELLECTUAL PROPERTY RIGHTS
(2013 Course) (Semester - II)**

Time : 2 ½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Describe formation of GATT with its objectives in detail.

OR

What are major milestone of GATT & Reforms of the nineties.

Q2) Brief structure of WTO & its basic principles in detail.

OR

WTO & Export. Comment.

Q3) Describe Dispute settlement mechanism in WTO.

OR

What is Dispute settlement understanding & covered agreement & legal relationship among covered agreement.

Q4) Explain IPR under WTO. Also explain components of IPRs copyrights & related rights.

OR

Describe an agreement related to undisclosed information protection of trade secrets in India.

Q5) Write short notes (any two)

- a) Protectionism
- b) Multifibre Agreement
- c) Uruguay round agreement act 1994
- d) Trademarks



Total No. of Questions : 7]

SEAT No. :

P4472

[4788]-21

[Total No. of Pages : 1

P. G. D. I. E. M

**201- INTERNATIONAL ECONOMICS
(2008Pattern) (Semester-II)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Attempt any five questions.*
- 2) *All questions carry equal marks.*
- 3) *Your answers should be specific and to the point.*
- 4) *Support your answers with suitable live examples.*

Q1) Explain distinctive features of International Trade. Classify the International trade based on theory. **[14]**

Q2) What is International Financial Institution? Explain the functions of Asian Development Bank. **[14]**

Q3) How does foreign trade affect national economy in the context of factor mobility, employment and nature of competition. **[14]**

Q4) What is objective and success of GATT? Explain the future of GATT. **[14]**

Q5) Discuss Cost-Benefit theory and state its relevance in the present international trade scenario. **[14]**

Q6) Describe the structure and components of Balance of Payments. what is the nature of balance of payment of a developed and developing country.

Q7) Short notes(any two): **[2×7=14]**

- a) Merits and demerits of free trade.
- b) Optimum currency area.
- c) European Union.
- d) WTO and India.



Total No. of Questions : 7]

SEAT No. :

P4473

[4788] - 22

[Total No. of Pages :1

P.G.D.I.E.M.

**203: INTERNATIONAL MARKET RESEARCH
(2008 Course) (Semester-II)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Explain Nature and scope of International Market Research. **[14]**

Q2) “International Market Research is more complex than Domestic Marketing Research”. Comment. **[14]**

Q3) Explain various sources of Data collection at international level. **[14]**

Q4) Explain any two scaling Techniques with appropriate examples. **[14]**

Q5) How multivariate and Univariate data Analysis techniques used in multicountry data analysis? **[14]**

Q6) Explain the concept of International Market opportunity Analysis. **[14]**

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

- a) Sampling Error
- b) Research Design
- c) Primary & Secondary Data.



Total No. of Questions : 7]

SEAT No. :

P4474

[4788] - 23

[Total No. of Pages :1

P.G.D.I.E.M.

**204: EXPORT MANAGEMENT & IMPORT 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 i.e. 14 each.*

Q1) Explain following terminologies in Export & Import.

- a) CFR
- b) FAS
- c) CIF

Q2) Elucidate provisions and restrictions for import and export in India.

Q3) Explain provisions regarding export of fruits and vegetables.

Q4) Explain Air and Sea Shipments procedure in detail.

Q5) Explain role of EXIM Bank in Export & Import promotion.

Q6) Discuss the need and importance of recently updated export and import policy.

Q7) Write short notes on any two:

- a) Bill of Entry
- b) Customs Act
- c) Recoveries of Customers
- d) Cargo claim



Total No. of Questions : 5]

SEAT No. :

P4488

[4789] - 101

[Total No. of Pages :3

P.G.D.M.L.M

101:MANAGEMENT FUNDAMENTALS

(CBCS- 2013 Pattern) (Semester- I)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory*
- 2) *Each question has an internal option*
- 3) *Each question carries 10 marks*
- 4) *Figures to the right indicate full marks for that question/sub-question.*
- 5) *Your answers should be specific and to the point.*
- 6) *Support your answers with suitable live examples.*
- 7) *Draw neat diagrams and illustrations supportive to your answer.*

Q1) a) Define the term 'Management'. Explain need and importance of Management. **[10]**

OR

b) Discuss the key issues of F.W. Taylor's Scientific Management School. Also State its limitations. **[10]**

Q2) a) i) Define the term 'Delegation of Authority' and state its characteristics. **[6]**

ii) What is meant by Decentralization? **[4]**

OR

b) Define planning. Elaborate different steps of process of planning **[10]**

Q3) a) "Decision making is the primary task of the management." Discuss the statement. Explain Decision Making process in detail. **[10]**

OR

b) Managers have to take variety of decisions. What are the different types of decisions? **[10]**

P.T.O.

Q4) a) “Information technology is the backbone or facilitator of changes happening in business”.Comment. **[10]**

OR

b) “Globalization promotes freedom to operate competitively”.Comment. **[10]**

Q5) a) For the three months, tension has been building between two employee, Baldev and Ranga, who happen to be under the supervision and direction of the same supervisor. Apparently, Baldev is quite resentful about Ranga’s promotion into a position which later feels he deserves.

On two occasions, there were confrontations between the two in front of other employees.After the second confrontation. The supervisor informs both of them that unless they resolve the problem between them, there will be serious consequences. Two weeks later Ranga comes to the supervisor demanding that he do something about the situation. During the course of the conversation, ranga begins to blame the supervisor for his lack of leadership skills in intervening in the conflict.Ranga feels that it is the supervisor’s responsibility to assist employees in difficult situations; he demands some action immidiatly, or he will go to the higher levels. **[10]**

Questions:

How would you react as a supervisor?

OR

b) A garment manufacturing company was originally buying cloth to manufacture garments.It exports 100% of their production to the UK, USA France and italy. The company received a number of complaints from the customers regarding smoothness of the cloth. This was threat to their highly competitive Business. The management discussed this problem and they provided following alternatives to the managing director;

- Outsourcing the production of cloth.
- Production of the cloth by the company itself by establishing a new production plant.

The managing director studied these two alternatives under the circumstances of economic liberalization regarding establishing a plant and global competition.The objective in taking a decision was to get high

quality of cloth at relatively low price. He analysed these two alternatives as indicated below:

Alternative I: Company can reduce its work but quality can not be guaranteed

Alternatives II: Company has to take responsibility of procuring quality raw material and maintenance of quality in production in accordance with predetermined standards and also minimizes cost through cost control. Company can acquire competitive advantage by producing quality products which is the basis for its survival and development in the global market. **[10]**

Question : If you are a managing director which alternative you will select. Support your decision with proper justification.



Total No. of Questions : 5]

SEAT No. :

P4489

[4789]-102

[Total No. of Pages : 2

P.G.D.M.L.M.

**102 : ESSENTIALS OF SUPPLY CHAIN MANAGEMENT
(2013 Pattern) (Semester-I)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question has an internal option.*
- 3) *Each question carries 10 marks.*
- 4) *Your answers should be specific and to the point.*
- 5) *Support your answers with suitable live examples.*

Q1) How can postponement of product differentiation be used to improve supply chain profitability?

OR

Discuss how an expensive supplier with short lead times who is used as a backup for a low---cost supplier with long lead times can result in higher profits than using only the low-cost supplier.

Q2) Wal---Mart designs its networks so that a DC supports several large retail stores. Explain how the company Can use such a network to reduce transportation costs while replenishing inventories frequently.

OR

Compare the transportation costs for an e---business such as Amazon.com and a retailer such As Home Depot when selling home---improvement materials.

Q3) For a manufacturer that sells To many retailers, why does a quantity flexibility contract result in less information distortion than a buyback contract?

OR

How can design collaboration with suppliers help a PC manufacturer improve performance?

P.T.O.

Q4) Explain the use of outlet stores by retailers such as Saks Fifth Avenue in the context of revenue management.

How does the presence of outlet stores help Saks? How does it help its more valuable customer, who is willing to pay full price?

OR

What are the key advantages that best---of---breed software companies provide?

Q5) What are the key that large software companies, such as the ERP players, provide?

OR

What types of industries would be most likely to choose a best---of---breed approach to their IT systems?

What types would be more likely to choose a single large integrated solution?



Total No. of Questions : 5]

SEAT No. :

P4490

[4789] -103

[Total No. of Pages :2

P.G.D.M.L.M.

103: LOGISTICS MANAGEMENT

(2013 Course) (Semester - I)

Time : 2 ½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Define the concept of logistics management. Explain its objectives and importance.

OR

Explain the Integrated logistics and evolution of 4PL.

Q2) What is difference between SCM and logistics management? Explain the scope of logistics management.

OR

Explain the types and functions of warehouses.

Q3) Explain the role of packaging and package design.

OR

Discuss the principles and importances of materials Handling equipments.

Q4) Explain the Transportation Economics and transportation services.

OR

Discuss the transport management system and Transport documentation.

P.T.O.

Q5) Write short notes on (Any two):-

- a) Customer Relationship management
- b) Supplier Relationship management
- c) Supply chain IT Framework

OR

What is the concept of IT in logistics management? Explain the role of IT in logistics.



Total No. of Questions : 5]

SEAT No. :

P4491

[4789] -104

[Total No. of Pages :1

P.G.D.M.L.M.

**104: PURCHASING & SUPPLIER RELATIONSHIP MANAGEMENT
(2013 Course) (Theory) (Semester - I)**

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory carries 10 marks.*
- 2) *Figures to the right indicate full marks.*
- 3) *Each Question internally having OR question within choice.*

Q1) What is purchasing? Explain purchasing process in detail.

OR

What functions are generally assigned to the purchase department of the company.

Q2) What do you understand from the 5R's of buying? Discuss briefly.

OR

Write detailed note on:

- a) Advantages of TQM
- b) Objectives of purchasing

Q3) Discuss which criterion should follow a buyer to pick best supplier to maintain relationship.

OR

Explain the concept of outsourcing? Also what are the different ways of outsourcing.

Q4) "Purchase Manager purchasing any commodity by efficient manner" explain with suitable example.

OR

"Buyer -supplier relationship must be close, mutual unstandable and co-operative". Discuss.

Q5) Elaborate the key principles of TQM. Explain the Quality Management is important in purchasing decision.

OR

State & explain role of supplier in maintaing the total Quality Management.



Total No. of Questions : 7]

SEAT No. :

P4483

[4789] - 11

[Total No. of Pages :1

P.G.D.M.L.M.

101:PRINCIPLES AND PRACTICES OF MANAGEMENT

(2008 Course) (Semester-I)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Question No 1 is compulsory.*
- 2) *Solve any three questions.*

Q1) a) Define the term 'Management'.

b) Explain in brief, the following approaches to Management Scientific Approach, Systems Approach, and Contingency Approach

[25]

Q2) Define the term 'planning'. Describe various steps in planning.

[15]

Q3) What do we mean by the terms 'Formal and Informal' organizational structures? Compare and contrast line, staff and functional authority.

[15]

Q4) What are the important steps undertaken for training employees? Elaborate with suitable examples.

[15]

Q5) Discuss various models of Decision- making.

[15]

Q6) Define control. What are the tools and techniques of control?

[15]

Q7) What do we mean by 'coordination?' Explain principles of coordination in the organization.

[15]



Total No. of Questions : 7]

SEAT No. :

P4484

[4789]-12

[Total No. of Pages : 1

P.G.D.M.L.M.

**102 : MATERIALS MANAGEMENT
(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 purchase cycle? Explain with the help of well labelled diagram. Give relevant examples. **[14]**

Q2) Explain the objectives material management. Describe how profits can be minimized through effective materials management? **[14]**

Q3) What is MRP and describe its input and their relationship. **[14]**

Q4) Explain ABC analysis? Explain the steps for making ABC inventory analysis giving examples. **[14]**

Q5) Describe in brief basis and application of ABC, GOLF and HML analysis. **[14]**

Q6) Explain EOQ model and its limitations. **[14]**

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

- a) Stock out cost.
- b) Bills of Material.
- c) Inventory turn over ratio.
- d) Safety stock.



Total No. of Questions : 8]

SEAT No. :

P4485

[4789] -13

[Total No. of Pages :1

P.G.D.M.L.M.

**103: LOGISTICS MANAGEMENT
(2008 Course) (Semester -I)**

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 Integrated logistics. How are today's organisations using it for their benefits.

Q2) Explain the process of Physical Distribution. What is the role of Information Technology in it.

Q3) Logistics is the most important function of an organisation when it comes to "cost". Comment.

Q4) The role of logistics in International Trade is very prime. Explain with examples.

Q5) How can logistics function enhance customer service.

Q6) Detail out the third party logistics function.

Q7) What are the different modes of transportation. How does material packaging support the Transportation system.

Q8) Explain the significance of logistics in Business.



Total No. of Questions : 5]

SEAT No. :

P4492

[4789] - 201

[Total No. of Pages :1

P.G.D.M.L.M.

**201 : STRATEGIC SUPPLY CHAIN MANAGEMENT
(2013 Pattern) (Semester - II)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Explain the designing of the distribution network and role of distribution.

OR

b) Explain network design in supply chain and role of network.

Q2) a) What is benchmarking? Explain its process.

OR

b) Explain the mapping of supply chain process with examples.

Q3) a) Explain Bullwhip effect and lack of supply chain coordination.

OR

b) What is vendor managed inventories? Explain forecasting & replenishment.

Q4) a) Write a note on supply chain performance measurement.

OR

b) What are the dimensions of performance measures.

Q5) a) What is strategic planning for logistics and supply chain management.

OR

b) Write a note on Technology based strategies and relationship based strategies.



Total No. of Questions : 5]

SEAT No. :

P4493

[4789]-202

[Total No. of Pages : 2

P.G.D.M.L.M.

**202 : GLOBAL LOGISTICS
(2013 Pattern) (Semester-II)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question has an internal option.*
- 3) *Each question carries 10 marks.*
- 4) *Figures to the right indicate marks for that question/sub question.*
- 5) *Draw neat diagrams and illustrations supportive to your answer.*

Q1) a) Explain in detail Global Logistics & Global supply chain with suitable examples. **[10]**

OR

b) Discuss International logistics in Global economy.

Q2) a) Explain in detail role of Performance measurement and evaluation in Global Logistics. **[10]**

OR

b) i) Write short note on 3PL service providers. **[5]**

ii) Write short note on Supply chain Security. **[5]**

Q3) a) Explain in Outsourcing and Logistics Service Providers. **[10]**

OR

b) Explain the Planning the Global Logistics & network design for global logistics Management.

Q4) a) Briefly explain in Procedure for Stages of international development. **[10]**

OR

P.T.O.

- b) i) Write short note on managing the International Logistics. [5]
ii) Write short note on Global Sourcing. [5]

Q5) a) Explain in detail role in Global logistics & Discuss types of services. [10]

OR

- b) Explain the concept and need of outsourcing in global supply chain management.



Total No. of Questions : 5]

SEAT No. :

P4494

[4789] -203

[Total No. of Pages :2

P.G.D.M.L.M.

**203: INVENTORY MANAGEMENT
(2013 Course) (Semester - II)**

Time : 2 ½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question has an internal option.*
- 3) *Each question carries 10 marks.*
- 4) *Figures to the right indicate marks for that question/sub question.*
- 5) *Draw neat diagrams and illustrations supportive to your answer.*

Q1) a) What is inventory? Explain the different types of inventory with suitable example. **[10]**

OR

b) Explain the importance & essentials of inventory management. What are the uses and issues in Inventory Management? **[10]**

Q2) a) Explain EOQ with quality discounts also discuss single & multiple price breaks. **[10]**

OR

b) Explain Fixed Order Quantity Model and Fixed Order Interval Model with suitable examples. **[10]**

Q3) a) “Material handling does not add value to the product but adds to the cost” Comment. **[10]**

OR

b) What are the different types of data required for MRP? Explain. **[10]**

P.T.O.

Q4) a) Item Master, BOM and MPS are the backbone of MRP. Explain. [10]

OR

b) i) Write short note on Evaluation of Materials Function. [5]

ii) Write short note on Vendor Managed Inventory. [5]

Q5) a) Explain signification of 'Standardisation' or Materials. What are the advantages and disadvantages of standardization? [10]

OR

b) i) Write short note on Make or Buy Decision. [5]

ii) Write short note on Logistics-aims and importance. [5]



Total No. of Questions : 5]

SEAT No. :

P4495

[4789] -204

[Total No. of Pages :1

P.G.D.M.L.M.

**204: SUPPLY CHAIN PRACTICES IN DIFFERENT INDUSTRIES
(2013 Course) (Semester - II)**

Time : 2 ½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each Question has internal option.*
- 3) *Each Question carries 10 marks.*
- 4) *Figures to the right indicate marks for that question/sub question.*
- 5) *Draw neat diagrams and illustrations supportive to your answer.*

Q1) a) What is supply chain Management? Explain nature of the automobile industry. **[10]**

OR

b) Describe the merchandise planning. Discuss reverse logistics. **[10]**

Q2) a) What is Customer relationship management? Explain in Detail about CRM. **[10]**

OR

b) i) Write short note on RFID. **[5]**

ii) Write short note on Stock replenishment. **[5]**

Q3) a) Discuss the role of Supplier Relationship management in detail. **[10]**

OR

b) Explain Supply chain practices in Food Industry. **[10]**

Q4) a) How network design for pharmaceutical supply chain management is efficient? Explain with suitable examples. **[10]**

OR

b) Explain nature of the food industry. Describe management of perishable goods. **[10]**

Q5) a) Explain importance of Supply Chain in consumer durable goods industry. **[10]**

OR

b) i) Write short note on Inventory management policy. **[5]**

ii) Write short note on Retail Technology. **[5]**



Total No. of Questions : 8]

SEAT No. :

P4486

[4789] - 21

[Total No. of Pages :1

P.G.D.M.L.M.

**201 : PHYSICAL DISTRIBUTION & SUPPLY CHAIN MGT.
(2008 Pattern) (Semester - II)**

Time : 3Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Attempt any five Questions.*
- 2) Each Question carries 14 marks.*

- Q1)* Discuss in brief the activities that are performed in physical distribution. How is each activity significant.
- Q2)* What are the purposes and forms of distribution channel?
- Q3)* Elucidate the various cost in physical distribution system.
- Q4)* What are the factor considered in choosing appropriate channel? Explain with a suitable example.
- Q5)* Discuss the role of SCOR modelling in supply chain management performance measurement.
- Q6)* Why is IT the key component of SCM system? Elaborate it with reference to Online shopping.
- Q7)* Benchmarking Supply Chain is a vital tool in maintaining world class status. "Comment".
- Q8)* Should middleman be eliminated in the physical distribution. Express your views.



Total No. of Questions : 7]

SEAT No. :

P4487

[4789]-22

[Total No. of Pages : 1

P.G.D.M.L.M.

**202 : INTERNATIONAL BUYING
(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) Discuss in detail role of international buying.

Q2) Write a short note on pros & cons of international purchasing practices.

Q3) Explain any two documents related to custom clearance/imports in international buying.

Q4) Explain in brief, with reference to international buying,

- a) Customs House Agent.
- b) Shipping companies.

Q5) Explain role of financial institutions in international buying

Q6) Briefly explain procedure for international buying of consumer goods.

Q7) Write a note on “composition of Indian Imports and its evolution post liberalization”.

