

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 <sup>st</sup> January 2013	20,000
Purchase of raw materials in Jan 2013	5,50,000
Stock of finished goods on 1 <sup>st</sup> 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 <sup>st</sup> January 2013	70,000
Stock of finished goods on 31 <sup>st</sup> January 2013	30,000

**Q4)** On 1<sup>st</sup> 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 <sup>rd</sup> April	400 units @ Rs. 400 per hundred
13 <sup>th</sup> April	500 units @ Rs. 500 per hundred
24 <sup>th</sup> April	600 units @ Rs. 600 per hundred

Issued

12 <sup>th</sup> April	300 units
23 <sup>rd</sup> April	400 units
29 <sup>th</sup> April	500 units

When stock was taken on 30<sup>th</sup> 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 : 5]

SEAT No. :

**P4660**

**[4782]- 105**

[Total No. of Pages :2

**P.G.D.B.M.**

**105: MANAGEMENT FUNDAMENTALS**

**( 2013 Pattern) (Semester-I)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Briefly explain the principles of scientific management.

OR

b) Explain various Functions of Management.

**Q2) a)** Define organisation. Give the principles of organisation.

OR

b) Define organisational culture? Write various types of culture.

**Q3) a)** Explain importance of planning as a beginning process of management & what are the planning types?

OR

b) What is management by objectives & explain the criteria for the same with example.

**P.T.O.**

**Q4)** a) Define controlling .Describe the process of controlling.

OR

b) Why is managerial control necessary in smooth working of any organisation.

**Q5)** a) What is organisation change? Describe the types of changes.

OR

b) Change is inevitable but there is resistance to change prepare a plan to overcome the resistance with the help of Kotter's eight step plan for implementing the change.



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) Privatization & 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 : 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 <sub>1</sub>	D <sub>2</sub>	D <sub>3</sub>	D <sub>4</sub>	Supply
O <sub>1</sub>	10	20	5	7	10
O <sub>2</sub>	13	9	12	8	20
O <sub>3</sub>	4	15	7	9	30
O <sub>4</sub>	14	7	1	0	40
O <sub>5</sub>	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 <sub>1</sub>	B <sub>2</sub>
A	A <sub>1</sub>	8	-7
	A <sub>2</sub>	-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, latest 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 : 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 21<sup>st</sup> 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 : 10]

SEAT No. :

**P4679**

**[4782] - 314**

[Total No. of Pages :1

**P.G .D.B.M.**

**305 : MARKETING 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)** Explain significance of 4 Ps of Marketing in competitive environment with an appropriate example of FMCG product. **[10]**

OR

**Q2)** What is product life cycle? How marketing mix changes along with different phases of product life cycle? **[10]**

**Q3)** State and explain factors of influencing pricing decisions with appropriate example. **[10]**

OR

**Q4)** Elaborate importance and role of distribution channels in marketing. **[10]**

**Q5)** “Promotion of a product for good sales turnover is imperative comment.[10]

OR

**Q6)** What is meant by branding of a product? Explain its importance for FMCG products. **[10]**

**Q7)** What are the various methods of promotion? Write a detailed note on them.[10]

OR

**Q8)** What are extended P’s of Marketing why they are required to be considered. **[10]**

**Q9)** Define Branding. Discuss its purpose and significance. **[10]**

OR

**Q10)**What do you mean by New product? Discuss the types of new products.[10]



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.

- What should be the optimum payout rate of the company?
- What should be the price of share at optimum payout ratio?
- 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 : 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 : 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 21<sup>st</sup> 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]**

