

Total No. of Questions : 6]

SEAT No. :

P2560

[Total No. of Pages : 4

[4974] - 101

M.B.S. (Semester - I)

101 : INTERNATIONAL BUSINESS MANAGEMENT

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates :-

- 1) Q No. 6 (case study) is compulsory.*
- 2) Answer any three questions from remaining questions.*

Q1) Explain how does Ricardo's theory of comparative advantage differ from theory of absolute advantage? **[15]**

Q2) Explain the functions of WTO. Describe the process of dispute resolution of WTO. **[15]**

Q3) Explain the trade barrier. What are the different type of tarrif & non - tarrif barrier. **[15]**

Q4) Define a multinational Enterprise. What are the advantages to home country. **[15]**

Q5) Write short notes (any three) **[15]**

- a) Balance of payment
- b) TRIM, TRIP & GATT
- c) FDI
- d) Globalisation
- e) Method of entry in overseas market

P.T.O.

At the Receiving End

Closing Case 1

Spread over 121 countries with 30,000 restaurants, and serving 46 million customers each day with the help of more than 4,00,000 employees, the reach of McDonald's is amazing. It all started in 1948 when two brothers, Richard and Maurice 'Mac' McDonald, built several hamburger stands, with golden arches in southern California. One day a travelling salesman, Ray Kroc, came to sell milkshake mixers. The popularity of their \$0.15 hamburgers impressed him, so he bought the world franchise rights from them and spread the golden arches around the globe.

McDonald's depends on its overseas restaurants for revenue. In fact, 60 per cent of its revenues are generated outside of the United States. The key to the company's success is its ability to standardise the formula of quality, service, cleanliness and value, and apply it everywhere.

The company, well known for its golden arches, is not the world's largest company. Its systemwide sales are only about one-fifth of Exxon Mobil or Wal-Mart stores. However, it owns one of the world's best known brands, and the golden arches are familiar to more people than the Christian cross. This prominence, and its conquest of global markets, makes the company a focal point for inquiry and criticism.

McDonald's is a frequent target of criticism by anti-globalisation protesters. In France, a pipe - smoking sheep farmer named Jose Bove shot to fame by leading a campaign against the fast-food chain. McDonald's is a symbol of American trade hegemony and economic globalisation. Jose Bove organised fellow sheep farmers in France, and the group led by him drove tractors to the construction site of a new McDonald's restaurant and ransacked it. Bove was jailed for 20 days, and almost overnight an international anti-globalisation star was borne. Bove, who resembles the irrelevant French comic book hero Asterix, travelled to Seattle in 1999, as part of the French delegation to lead the protest against commercialisation of food crops promoted by the WTO. Food, according to him, is too vital a part of life to be trusted to the vagaries of the world trade. In Seattle, he led a demonstration in which some ski-masked protestors trashed at McDonald's. As Bove explained, his movement was for small farmers against industrial farming, brought about by globalisation. For them, McDonald's was a symbol of globalisation, implying the standardisation of food through industrial farming.

If this was allowed to go on, he said, there would no longer be need for farmers. "For us," he declared, "McDonald's is a symbol of what WTO and the big companies want to do with the world." Ironically, for all of Bove's fulminations against McDonald's, the fast food chain counts its French operations among its most profitable in 121 countries. As employer of about 35,000 workers, in 2006, McDonald's was also one of France's biggest foreign employers.

Bove's and his followers are not the only critics of McDonald's. Leftists, anarchists, nationalists, farmers, labour unions, environmentalists, consumer advocates, protectors of animal rights, religious orders and intellectuals are equally critical of the fast food chain. For these and others, McDonald's represents an evil America. Within hours after US bombers began to pound Afghanistan in 2001, angry Pakistanis damaged McDonald's restaurants in Islamabad and an Indonesian mob burned an American flag.

McDonald's entered India in the late 1990s. On its entry, the company encountered a unique situation. Majority of the Indians did not eat beef but the company's preparations contained cow's meat. Nor could the company use pork as Muslims were against eating it. This left chicken and mutton. McDonald's came out with 'Maharaja Mac', which is made from mutton and 'McAloo Tikki Burger' with chicken potato as the main input. Food items were segregated into vegetarian and non-vegetarian categories.

Though it worked for sometime, this arrangement did not last long. In 2001, three Indian businessmen settled in Seattle sued McDonald's for fraudulently concealing the existence of beef in its French fries. The company admitted its guilt of mixing miniscule quantity of beef extract in the oil. The company settled the suit for \$10 million and tendered an apology too. Further, the company pledged to label the ingredients of its food items, and to find a substitute for the beef extract used in its oil.

McDonald's succeeded in spreading American culture in the East Asian countries. In Hong Kong and Taiwan, the company's clean restrooms and kitchens set a new standard that elevated expectations throughout those countries. In Hong Kong, children's birthdays had traditionally gone unrecognised, but McDonald's introduced the practice of birthday parties in its restaurants, and now such parties have become popular among the public. A journalist set forth a 'Golden Arches Theory of Conflict Prevention' based on the notion that countries with McDonald's restaurants do not go to war with each other. A British magazine, *The Economist*, prints an yearly 'Big Mac Index' that uses the price of a Big Mac in different foreign currencies to assess exchange rate distortions.

Questions

- a) What lessons can other MNCs learn from the experience of McDonald's?
- b) Aware of the food habits of Indians, Why did McDonald's err in mixing beef extract in the oil used for fries?
- c) How far has McDonald's succeeded in strategising and meeting local cultures and needs?



Total No. of Questions : 6]

SEAT No. :

P2561

[Total No. of Pages : 4

[4974] - 102

M.B.S. (Semester - I)

BUSINESS POLICY & STRATEGIC MANAGEMENT

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates :-

- 1) *Attempt any three questions from Q. 1 to Q. 5, They carry 16 marks each.*
- 2) *Question 6 is compulsory and it carries 22 marks.*

Q1) "Environmental appraisal and analysis of current business activities would be helpful to a business firm in business expansion decision making". Discuss with example.

Q2) Describe the process of strategic management with the help of a chart showing comprehensively the different elements in the strategic management process.

Q3) "The industry analysis is based on the Porter's Five forces that determine the intensity of industry competition and profitability" Do you agree? Justify your answer.

Q4) Why is strategic evaluation and control important to organizations?

Q5) Write short notes ANY TWO

- a) Corporate Politics and use of power
- b) Life cycle analysis
- c) McKinsey's 7s Framework
- d) Corporate level strategies

P.T.O.

Q6) Case study (Compulsory question)

Systematic analysis of the case and logical reasoning will carry more weightage.

BHARAT HEAVY ELECTRICALS LIMITED CONCENTRATES ON THE POWER EQUIPMENT INDUSTRY*

Bharat Heavy Electricals Limited (BHEL) is India's largest engineering and manufacturing enterprise, operating in the energy sector, employing more than 42000 people. Established in 1956, it has established its presence in the heavy electrical equipments industry nationally as well as globally. BHEL is one of the navaratnas (lit. nine gems) among the public sector enterprises in India. Its vision is to be 'a world class enterprise committed to enhancing stakeholder value'. Its mission statement is: 'to be an Indian multinational engineering enterprise providing total business solutions through quality products systems and services in the fields of energy , industry, transportation , infrastructure and other potential areas'.

BHEL is a huge organisation, manufacturing over 180 products categorised into 30 major product groups, catering to the core sectors of power generation and transmission, industry, transportation, telecommunications and renewable energy. It has 14 manufacturing divisions, four power sector regional centres, over 100 project sites, eight service centres and 18 regional offices. It acquires technology from abroad and develops its own technology at its research and development centres. The operations of BHEL are organised into three business sectors of power, industry and overseas business. Besides the business sector departments, there are the corporate functional departments of engineering and R&D, human resource development, finance and corporate planning and development.

BHEL's turnover hit an all-time high of Rs. 18,739 crore, registering a growth of 29 per cent, while net profit increasing by 44 per cent to touch Rs. 2,415 crore in 2006-07. The company has a comfortable order book position of Rs. 55,000 crore for 2007-08 and beyond. The company booked export orders worth Rs. 1,903 crore in 2006-07. It is looking forward to US\$10 billion. Exports by 2012 from the present US\$4 billion. The capital investment plan of BHEL for the 11th National Plan period envisages an investment of Rs 3,200 crore, mainly to enhance its manufacturing capacity from 10000 MW to 15000 MW.

BHEL has formulated a five-year strategic plan with the aim of achieving a sustainable profitable growth, targeting at a turnover of Rs. 45,000 crore by 2012. The strategy is driven by a combination of organic and inorganic growth. Organic growth is planned through capacity and capability enhancement, designed to leverage the company's core areas of power, supported by the industry, transmission, exports and spares and services businesses. For the purpose of inorganic growth, BHEL plans to pursue mergers and acquisition and joint ventures and grow operations both in domestic and export markets.

BHEL is involved in several strategic business initiatives at present for internationalisation. These include targeting the export markets, positioning itself as a reputed engineering, procurement and construction (EPC) contractor globally and looking for opportunities for overseas joint ventures.

An example of a concentration strategy of BHEL in the power sector is the joint venture with another public enterprise, National Thermal. Power Corporation to perform EPC activities in the power sector. It is to be noted that NTPC as a power generation utility and BHEL as an EPC contractor have worked together on several domestic projects earlier , but without a formal partnership. BHEL also has joint ventures with GE of the US and Siemens AG of Germany. Other strategic initiatives include management contract for Bharat Pumps and Compressors Ltd. and a proposed takeover of Bharat Heavy Plates and Vessels, both being sister public sector enterprises.

Despite its impressive performance, BHEL is unable to fulfill the requirements for power equipment in the country. The demand for power has been exceeding the growth and availability. There are serious concerns about energy shortages owing to inadequate generation and transmission, as well as inefficiencies in the power sector. Since this sector is a major part of the national infrastructure problems in the power sector affect the overall economic growth of the country as well as its attractiveness as a destination for foreign investments. BHEL also faces stiff competition from international players in the power equipment sector, mainly of Korean and Chinese origin. There seems to be an undercurrent of conflict between the two governmental ministries of power and heavy industries. BHEL operates administratively under the Ministry of Heavy Industries, but supplies mainly to the power sector that is under the Ministry of Power. There has been talk of establishing another power equipment company as a part of the NTPC for some time, with the purpose of lessening the burden on BHEL.²³

Questions :

- a) BHEL is mainly formulating and implementing concentration strategies nationally as well as globally, in the power equipment sector. Do you think it should broaden the scope of its strategies to include integration or diversification? Why?
- b) Suppose BHEL plans to diversify its business. What areas should it diversify into? Give reasons to justify your choice.



Total No. of Questions : 7]

SEAT No. :

P2562

[Total No. of Pages : 2

[4974] - 103

M.B.S. (Semester - I)

103 - A : SERVICES MARKETING AND BRAND MANAGEMENT

Marketing - Specialisation

(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 service quality? Explain Service Quality Models Parsuraman-Zeithaml-Berry (PZB) Gaps Model.

Q2) "Marketing of services is more challenging than product" Do you agree? Justify your answer with suitable examples.

Q3) Do you agree that India is changing from an agricultural economy to industrial economy? Compare this change with movement from industrial economy to service economy.

Q4) Discuss services marketing with special reference to 7ps of Services Marketing Mix.

Q5) What do you understand by the term - 'Brand'? Explain the process of brand building.

Q6) What is brand equity? Explain methods which are used to determine brand equity of a particular brand.

P.T.O.

Q7) Write short notes on (any 2) :

- a) Service life cycle
- b) e-services
- c) Brand tracking
- d) Celebrity endorsement



Total No. of Questions : 6]

SEAT No. :

P2563

[Total No. of Pages : 1

[4974] - 104

M.B.S. (Semester - I)

**103 - B : MERCHANT BANKING AND FINANCIAL SERVICES
(2008 Pattern)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates :-

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

Q1) Explain the role of 'Financial Intermediaries' in Indian financial System.

Q2) What do you mean by capital market? Explain the role of SEBI in the growth and development of Indian capital market.

Q3) Describe the functions of stock holding corporation of India.

Q4) Explain in detail nature of money market in India. Explain any two money market instruments.

Q5) What do you mean by credit rating? Explain the need of credit rating.

Q6) Write short note on (any 2) :

- a) Difference between leasing and hire purchase
- b) ADR and GDR
- c) Treasury Bills
- d) SEBI Guidelines for buy back of shares.



Total No. of Questions : 6]

SEAT No. :

P2564

[Total No. of Pages : 2

[4974] - 105

M.B.S.

103 (C) : SOFTWARE ENGINEERING

Computer Specialization

(2008 Pattern) (Semester - I)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates :-

- 1) *Q. No. 1 and 6 are compulsory.*
- 2) *Solve any two from remaining.*
- 3) *Figures to right indicate full marks.*

Q1) Draw context level and first level data flow diagram for payroll system and Design screen layout for input. **[20]**

Q2) What is the role of System Analyst? What are the different skills required by a System analyst. **[15]**

Q3) Explain user interface design. Also explain various validations to be done while inputting the data. **[15]**

Q4) What is decision table? Draw decision table for following.
To allow discount on cash bill the following procedure is followed 10% discount on sales greater than or equal to 10,000, 5% discount on sales greater than or equal to 5000, 2% discount on sales greater than or equal to 1000 and no discount otherwise. **[15]**

Q5) What are different types of documentations? Explain the role of documentation in maintenance phase. **[15]**

P.T.O.

Q6) Write short notes on any four :

[20]

- a) Waterfall model
- b) Data Dictionary
- c) Fact Finding techniques
- d) Validation checks required for input design
- e) CASE Tool
- f) Agile process



Total No. of Questions : 8]

SEAT No. :

P2565

[Total No. of Pages : 2

[4974] - 106

M.B.S. (Semester - I)

103 - D : QUALITY MANAGEMENT

Production and Materials Specialisation

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates :-

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

Q1) Define Quality. Discuss how the following aspects influence quality.

- a) Management Policy
- b) Leadership

Q2) Explain Dr. Deming's Philosophy in the field of Quality Management.

Q3) Explain the concept of House of Quality with diagram.

Q4) What do you understand by the term "Acceptance Sampling"? Explain in detail.

Q5) Describe the types of control chart? Explain various uses of control chart.

Q6) Explain concept and application with an example of any two of following:

- a) Pareto Analysis
- b) Quality Circle
- c) Poka Yoke

P.T.O.

Q7) Explain the need of Quality Policy and Quality Objective for Manufacturing unit.

Q8) Discuss the term internal audit and it's significance.



Total No. of Questions : 7]

SEAT No. :

P2566

[Total No. of Pages : 2

[4974] - 107

M.B.S. (Semester - I)

103 - E : ORGANIZATIONAL DEVELOPMENT

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates :-

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

- Q1)** a) Explain the various steps involved in Action Research model in OD. [10]
b) Define OD & enlist its important characteristics and need for OD. [4]
- Q2)** a) Explain the process of organizational Diagnosis using appropriate model. [10]
b) Define the term interventions. What are the types of interventions? [4]
- Q3)** a) Explain the characteristics and process of Quality Circles. What are the benefits of Quality Circles? [10]
b) Explain the OD process. [4]
- Q4)** a) What are the factors considered in planning and implementing OD interventions? [7]
b) Explain Walton's approach to third party peace making Interventions. [7]
- Q5)** a) What are the characteristics of effective teams? Explain any three techniques used in Team Building exercise. [10]
b) Define structural Interventions. [4]

P.T.O.

Q6) a) What is the role of OD consultant? Discuss the Ethical issues in OD consulting. [10]

b) Elaborate the socio - technical system in OD. [4]

Q7) Write Short Note (any two) [14]

a) Role Analysis Technique

b) Work Redesign

c) Force Field Analysis

d) System Theory

e) Reengineering



Total No. of Questions : 7]

SEAT No. :

P2567

[Total No. of Pages : 2

[4974] - 201

M.B.S. (Semester - II)

**201 : ENTREPRENEURSHIP DEVELOPMENT & PROJECT
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) Trace the evolution of concept of entrepreneurship. Explain in detail, difference between entrepreneur and intrapreneur.

Q2) Explain, in detail, the process of venture capital funding.

Q3) Discuss objectives and functions of NIESBUD.

Q4) Explain the business plan as an Entrepreneur tool.

Q5) Explain the term Women Entrepreneurship. What are the challenges faced by women Entrepreneur?

Q6) Explain the theory of David McClell and regarding need for achievement of the goal.

P.T.O.

Q7) Write Short Notes on : (Any Two)

- a) Entrepreneurial Traits
- b) Manager Vs Entrepreneur
- c) EDII
- d) Anu Aga as successful Entrepreneur
- e) Market Analysis



Total No. of Questions : 7]

SEAT No. :

P2568

[Total No. of Pages : 2

[4974] - 202

M.B.S. (Semester - II)

MARKETING SPECIALIZATION

202 - A : Retail and Distribution 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) Discuss the impact of high real estate costs and the general unavailability of large sites in metropolitan areas, on the retail industry in India.

Q2) Explain the role and functions of marketing channels. Which marketing channels are commonly used by:

- a) Textile Industry
- b) Pharmaceutical Industry
- c) Personal Computers
- d) Agriculture commodities producers

Q3) How important is the support of appropriate IT systems to the success of the retail business?

Q4) Write short notes on (Any Two):

- a) Supply Chain Management
- b) Channel Conflicts and its resolution
- c) Visual Merchandising
- d) Functions of Wholesaler

P.T.O.

Q5) What are the five rights of merchandising? What is the significance of merchandising for a retailer?

Q6) Explain significance and importance of Franchisee in Channel Decision. Explain in detail advantages in Franchisee system.

Q7) Explain the changing face of Retailing in India covering :

- a) Modern Store Techniques
- b) Productivity & Profitability
- c) Retail Operation & Margins



Total No. of Questions : 7]

SEAT No. :

P2569

[Total No. of Pages : 2

[4974] - 203

M.B.S. (Semester - II)

FINANCIAL MANAGEMENT SPECIALIZATION

202 - B : International Finance

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates :-

- 1) *Questions No. 1 is compulsory and carries 14 marks.*
- 2) *Attempt any four Questions from remaining and carries 14 marks each.*

Q1) Answer any two questions. Each Carry 7 marks.

- a) The following quotes are seen on the screen :

USD/CHF spot : 1.6225/30 182 day forward 35/20

- i) What is the outright USD/CHF 182 day rate? Is the CHF at discount or Premium?
- ii) How much is the annualized premium or discount on USD?

- b) A New York bank is quoting :

GBP/USD: 1.7540/45 and

USD/CHF: 1.5700/05

The GBP/CHF quote is given by a London bank is 2.7385/90.

Can you make arbitrage gains? How?

- c) USD/INR Spot: 48.75/80 2 month forward: 12/20

USD/JPY Spot: 125.50/126.10 2 Month forward 20/15

Find INR/JPY 2 Month Outright

- d) Mid Rate 7.2597 INR/ZAR, Spread 0.2670 INR. Compute Bid ask rate.

Q2) What is the role of IMF and IBRD in the changing global environment?

P.T.O.

Q3) Write note on Capital Account Convertibility. What will be impact of full capital account convertibility on Indian Economy?

Q4) Write note on both:

- a) Federal Reserve System, USA
- b) European Central Bank

Q5) Explain the reasons for exchange rate volatility and suggestions for curbing the same.

Q6) Answer any one:

- a) Write note on IAS 21
- b) What are the factors responsible behind ever fluctuating exchange rates?

Q7) Write note on any two:

- a) Global Depository Receipts (GDR)
- b) External Commercial Borrowings (ECB)
- c) Foreign Currency Convertible Bonds (FCCB)



Total No. of Questions : 7]

SEAT No. :

P2570

[Total No. of Pages : 2

[4974] - 204

M.B.S.

COMPUTER SPECIALIZATION

202 - C : Business Application

(2008 Pattern) (Semester - II)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates :-

- 1) Q.1 & Q.7 are compulsory.*
- 2) Attempt any four from Q.2 to Q.6.*
- 3) Draw neat diagrams wherever necessary.*

Q1) What is balance sheet? Explain the process of preparation of balance sheet. **[15]**

Q2) Draw a layout of payslip and explain various heads under Earnings & Deductions. **[10]**

Q3) What is supply chain Management? Explain. **[10]**

Q4) Discuss bill of material in detail. **[10]**

Q5) What is ERP? Explain need of ERP. **[10]**

Q6) Explain demand forecasting in detail. **[10]**

P.T.O.

Q7) Write notes on (Any three)

[15]

- a) Trial balance
- b) LIFO & FIFO
- c) DEMAT
- d) Financial systems



Total No. of Questions : 8]

SEAT No. :

P2571

[Total No. of Pages : 2

[4974] - 205

M.B.S. (Semester - II)

**PRODUCTION AND MATERIALS MANAGEMENT
SPECIALIZATION**

**202 - D : Operation Strategy
(2008 Pattern)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates :-

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

Q1) Explain importance of strategic fit? Give the framework of operation strategy in service industry.

Q2) Explore the concept of value chain with respect to core competence & distinctive capabilities considering manufacturing industry.

Q3) What are the order winners & order qualifiers attributes? Give the characteristics & examples of it.

Q4) Explain the impact of following factors on process choice decisions :

- a) Product life cycle
- b) Level of customization
- c) Demand

Q5) Discuss importance of technology strategy in new product development.

P.T.O.

Q6) Explain importance and use of IT in investment decisions.

Q7) Discuss the organizational issues involved in improving delivery system.

Q8) Write a short note on any two.

- a) Capacity Decisions
- b) CAD/CAM/CIM
- c) PQCDSM
- d) Make or Buy



Total No. of Questions : 5]

SEAT No. :

P2572

[Total No. of Pages : 1

[4974] - 206

M.B.S. (Semester - II)

HRM (Specialization)

202 - E : Training and Development
(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates :-

- 1) *Q. No. 1 is compulsory.*
- 2) *Answer any THREE from the remaining.*

Q1) a) Define Training and Development and Explain the need and Importance of Training. [10]

b) Explain in detail different methods of Training. [15]

Q2) Design a Training programme for newly Joined marketing Executives in a manufacturing Industry. [15]

Q3) Explain KIRK PATRIK model for Evaluation of Training Programme.[15]

Q4) What is learning? Explain the Principles of learning. [15]

Q5) Write short notes on any Two of the following. [15]

- a) E - learning
- b) ROI of Training
- c) Distance learning
- d) Resistance to training



Total No. of Questions : 7]

SEAT No. :

P2573

[Total No. of Pages : 2

[4974] - 207

M.B.S. (Semester - II)

**203 - A : MARKETING STRATEGY AND RELATIONSHIP MARKETING
(2008 Pattern)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates :-

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

Q1) "In the current dynamic environment Launching new products at smaller intervals is a key strategy" do you agree? Why? Give stages involved in the new product development process.

Q2) Define customer satisfaction? How will you measure customer satisfaction for a Restaurant.

Q3) What do you understand by offensive and defensive Competitive Marketing strategy? Why and when they should be adopted?

Q4) Discuss the paradigm shift from transactional marketing approach to relationship marketing philosophy.

Q5) Elaborate concept of 'Lifetime Customer Value' (LCV) along with customer lifecycle.

Q6) Explain various bases of segmentation for customer goods.

P.T.O.

Q7) Write short notes on (Any Two) :

- a) Difference between customer retention and customer acquisition.
- b) R.F.M. Model
- c) IT in CRM
- d) Impact of e-marketing on marketing strategy.



Total No. of Questions : 7]

SEAT No. :

P2574

[Total No. of Pages : 2

[4974] - 208

M.B.S. (Semester - II)

FINANCE SPECIALIZATION

203 - B : Legal Procedural Aspects of Finance

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates :-

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

Q1) Explain the objectives and scope of FEMA (Foreign Exchange Management Act).

Q2) Discuss the provisions regarding responsibilities of the Director under Companies Act 1956.

Q3) Explain in detail Inter Corporate Deposits and Inter Corporate Loans.

Q4) Explain the provisions relating to 'Mergers and Acquisitions' under the Companies Act 1956.

Q5) What is Minimum and Maximum Bonus under the 'Payment of Bonus Act'?

Q6) Explain provisions regarding appointment of auditors of a company.

P.T.O.

Q7) Write Short Notes on: (Any two)

- a) Employees Provident Fund Act
- b) What do you mean by corporate governance?
- c) Liability of employer about payment of gratuity.
- d) Provisions of company's Act regarding Oppression and mismanagement.



Total No. of Questions : 8]

SEAT No. :

P2575

[Total No. of Pages : 2

[4974]-209

M.B.S. (Semester - II)

COMPUTER SPECIALIZATION
ODD CONCEPTS & BASIC JAVA
(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Question 1 and 8 are compulsory.*
- 2) *Figures to the right indicate marks.*
- 3) *Solve any five from remaining.*

Q1) Answer in short:

[10]

- a) What is Package in Java.
- b) What is the use of super keyword in Java.
- c) Differentiate between overriding and overloading.
- d) What is grid layout.
- e) What are exceptions in Java.

Q2) Design GUI for medical shopee. Accept product details. Display the accepted contents after clicking “Show” button (product code, product description, quantity, rate, amount are given). **[10]**

Q3) Explain thread life cycle with proper example.

[10]

Q4) Explain concept of inheritance in Java with proper example.

[10]

P.T.O.

Q5) Write an Java application to read vowels in file and store it in another file.[10]

Q6) Explain the event delegation model in Java. [10]

Q7) Explain with example object oriented features of Java. [10]

Q8) Write short notes on:(any two) [10]

- a) Access modifiers.
- b) Garbage collection.
- c) Reader writer classes.
- d) Abstract classes.



Total No. of Questions : 8]

SEAT No. :

P2576

[Total No. of Pages : 2

[4974]-210

M.B.S. (Semester - II)

**PRODUCTION AND MATERIALS MANAGEMENT
SPECIALIZATION**

**Modeling Techniques And IT For Operations Management
(2008 Pattern)**

Time : 3 Hour]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Discuss the how application of quantitative models in operations can help organizations in increasing delivery performance and profitability.

Q2) Solve the following linear programming problem using Simplex method.

$$\text{Minimize } Z = 25 X + 30 Y$$

Subject to the constraints

$$4X + 3Y \geq 60$$

$$2X + 3Y \geq 36$$

$$X, Y \geq 0$$

Q3) Explain the concept of Decision Trees. State the steps involved in application of decision tree for decision making in detail.

Q4) Three jobs A,B and C are to be assigned to three machines M1, M2 and M3. The processing costs (Rupees) are as given in the matrix shown below. Find the allocation which will minimize the overall processing cost.

	Machines		
Jobs ↓	M1	M2	M3
A	19	28	31
B	11	17	16
C	12	15	13

P.T.O.

Q5) Explain the concept of dynamic programming. How does it differ from Linear Programming?

Q6) Explain the concept of Simulation with suitable example. How it helps in Operations Management?

Q7) Explain ERP implementation process in detail.

Q8) Write notes on any two of the following:

- a) Objectives of ERP.
- b) Role of IT in Supply Chain Management.
- c) Importance of IT in Operations.



Total No. of Questions : 5]

SEAT No. :

P2577

[Total No. of Pages : 1

[4974]-211

M.B.S. (Semester - II)

PERFORMANCE MANAGEMENT SYSTEMS

203 E - HRM : Specialisation

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Q. No. 1 is compulsory.*
- 2) *Answer any three from the remaining.*

Q1) a) Define Performance Management system and Explain the objectives of Performance Appraisal. **[15]**

b) Why Performance Appraisal fails in certain circumstances? Explain. **[10]**

Q2) Define counselling and explain the importance of counselling for better performance. **[15]**

Q3) Explain 360° performance Appraisal in detail. **[15]**

Q4) How Technology can be used in performance Appraisal systems? Explain. **[15]**

Q5) Write short notes on any two of the following: **[15]**

- a) Goal setting procedure in performance appraisal.
- b) HALO Effect.
- c) MBO.
- d) Career Planning.

