

Total No. of Questions : 5]

SEAT No. :

P4469

[Total No. of Pages :2

[4982] - 101

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

101 : ORGANISATIONAL BEHAVIOR

(2013 Pattern)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) a) Why it is important to study organizational behaviour. Discuss the relationship between OB and individual. **[10]**

OR

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

- i) Organization as a social system.
- ii) OB as an art or science.
- iii) Limitations of OB.

Q2) a) "The type of job an employee does moderate the relationship between personality and Job productivity". Do you agree or disagree with this statement. Discuss. **[10]**

OR

b) One day your born come in and he is nervous, edgy and argumentative. The next day he is calm and relaxed. Does the behaviour style. Suggest the personality traits are not consistent from day to day. **[10]**

Q3) a) You must have experienced group think in some situation-what did you learn from the experience? Was it good or bad for the team? Discuss.**[10]**

OR

b) Discuss the various styles of leadership with suitable example. **[10]**

P.T.O.

Q4) a) "A strong culture affects on organisation's effort to improve diversity".
Is this true? Discuss. **[10]**

OR

b) What do you mean by organizational culture? What are the factors
affecting organizational culture? **[10]**

Q5) a) "Current is the era of learning organization". Do you agree? Justify.**[10]**

OR

b) "It is not strongest the species that survives nor the most important one,
but the one most responsive to change". Elaborate this statement along
with the various methods of implementing change in the organisation.**[10]**

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Total No. of Questions : 5]

SEAT No. :

P4470

[Total No. of Pages :4

[4982] - 102

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

102 : ACCOUNTING FOR BUSINESS DECISIONS

(2013 Pattern)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

- 1) All questions are compulsory.*
- 2) All questions carry equal marks.*
- 3) Use of non-programmable calculator is allowed.*

Q1) Discuss the relationship between Financial Accounting & Management Accounting.

OR

Write Short Notes on (Any Two):

- i) Money measurement concept
- ii) Going concern concept
- iii) Convention of consistency
- iv) Convention of full disclosure

Q2) Discuss the importance of Trading and P & L A/c. Give the format of Trading & P & L A/c of sole proprietorship firm.

OR

Write Short Notes on (Any Two):

- i) Objectives of financial statements
- ii) Schedule VI of companies Act.
- iii) Limitations of financial statements

P.T.O.

Q3) From the following information of Kashyap Ltd. for the year 31st March 2015, prepare a cost sheet.

	Rs.
Direct materials	70,000
Indirect wages	10,000
Factory Rent & Rates	50,000
Depreciation on office Assets	100
Office salaries	4,500
Advertisements	2,000
Direct wages	75,000
Other direct expenses	15,000
Office Rent & Rates	500
Depreciation of machines	1,500
Salary to Managing Directors	12,000
Travelling Expenses	1,100
Sales	2,50,000

OR

From the following information of Philips Ltd. for the year 31st March 2013, prepare a cost sheet.

	Rs.
Stock of raw materials as on 1-03-2013	40,000
Raw material purchased	5,00,000
Wages paid	2,50,000
Factory overheads	80,000
Work in Progress (1-03-2013)	10,000
Work in Progress (31-03-2013)	20,000
Closing stock of raw materials (31-03-2013)	30,000
Opening stock of finished goods (1-03-2013)	80,000
Closing stock of finished goods (31-03-2013)	70,000
Selling & Distribution overheads	10,000
Administrative Overheads	25,000
Sales	10,00,000

Q4) From the following particulars of Lalit & Co. Prepare Stores & Ledger A/c for the month of Jan. 2014 on the basis of FIFO method.

Jan. 2014

- 1 Opening stock - 200 units @ Rs. 2.50
- 5 Purchased 150 units @ Rs. 3.00
- 7 Issued 300 units
- 13 Purchased 300 units @ Rs. 2.25
- 18 Issued 275 units
- 23 Purchased 500 units @ Rs. 2.40
- 28 Issued 450 units
- 30 Spoilage 25 units

OR

Mehta Enterprises manufactures a product 'ABC'. Following information is available for the year 2012.

- | | |
|----------------------------------|--------------------|
| 1. Monthly demand for ABC | 1,000 units |
| 2. Cost of placing an order | Rs. 250 |
| 3. Annual carrying cost per unit | Rs. 30 |
| 4. Normal usage | 50 units per week |
| 5. Minimum usage | 30 units per week |
| 6. Maximum usage | 100 units per week |
| 7. Re-order period | 4 to 6 weeks |

Calculate from the given information:

- | | |
|-------------------|------------------------|
| a) EOQ | d) Maximum level |
| b) Re-order level | e) Average stock level |
| c) Minimum level | |

Q5) A company expects to have 10,000 Rs. in bank on 1st May, 2013 & requires you to prepare a cash budget for the months - May, June & July 2013.

Month	Sales	Purchases	Wages	Office Expenses	Factory Expenses	Selling Expenses
March	50,000	30,000	6,000	4,000	5,000	3,000
April	56,000	32,000	6,500	4,000	5,500	3,000
May	60,000	35,000	7,000	4,000	6,000	3,500
June	80,000	40,000	9,000	4,000	7,500	4,500
July	90,000	40,000	9,500	4,000	8,000	4,500

Other Information:

- 1) 20% of the sales are in cash, remaining amount is collected in the month following that sales.
- 2) Suppliers supply goods at two month's credit.
- 3) Delay in payment of wages & all other expenses is one month.
- 4) Company pays dividends to shareholders Rs. 25,000 in the month of May.
- 5) Plant has been purchased in the month of June worth Rs. 80,000.

OR

The turnover and profits during the two periods are as follows:

Period	Turnover (in lakhs)	Profit (in lakhs)
I	40	4
II	60	8

Annual fixed cost is Rs. 1,75,000. You are required to calculate,

- i) P/V Ratio
- ii) BEP (sales)
- iii) Margin of safety in period II.
- iv) Profit when sales are Rs. 50 lakhs.

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Total No. of Questions : 5]

SEAT No. :

P4471

[Total No. of Pages :2

[4982] - 103

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

**103: ECONOMIC ANALYSIS FOR BUSINESS DECISIONS
(2013 Pattern) (CBCS)**

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) *Figure to the right indicate marks for that question/sub-question.*
- 5) *Your answers should be specific and to the point.*
- 6) *Draw neat diagrams and illustrations supportive to your answer.*

Q1) Explain the concept of Accounting profit and Economic profit with its role in Market System. **[10]**

OR

Explain the concept of Invisible Hand in economy and how it is justified?**[10]**

Q2) Explain the concept and types of elasticity of demand with diagrams. **[10]**

OR

Explain the law of demand and the factors affecting demand. **[10]**

Q3) How equilibrium output and price is determined under monopoly in the long run. **[10]**

OR

Explain the concept of Decision Tree Analysis. **[10]**

P.T.O.

Q4) What are the functions of Reserve Bank of India as a Central Bank of India?[10]

OR

Explain the Objectives and Roles of SEBI in controlling the Capital Market of India. [10]

Q5) Write short notes on (any Two 5 marks each.) [10]

- a) Basic economic problems.
- b) Types of Risks.
- c) Concept of GDP and GNP.
- d) Concept of Fiscal Deficit in Budget.

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Total No. of Questions : 5]

P5070

SEAT No. :

[Total No. of Pages : 2

[4982]-104

P.G.D.B.M.

104 : Business Research Methods

(2013 Pattern) (Semester - I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:-

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

Q1) a) What is business research. What are the objectives and importance of business research? **[10]**

OR

b) Draft a research proposal for any one of the following **[10]**

- i) An Airline company in India operating domestically wants to find out customer satisfaction level.
- ii) Conducting a survey on increasing market share for a detergent company.

Q2) a) i) What is hypothesis? What are the good qualities of hypothesis?[5]
ii) State the dependent and independent variable for any one of the following situations: **[5]**

- 1) Sales promotion expenses and sales
- 2) Employee training and Employee productivity

OR

b) What is descriptive research design? What are its types and state its advantages? **[10]**

Q3) a) What is Measurement in research? Explain all types of measurement scales with relevant examples. **[10]**

OR

b) Prepare a questionnaire for any one of the following situation. **[10]**

- i) To conduct a study on absenteeism in a manufacturing unit.
- ii) To collect feedback of training session.

P.T.O.

Q4) a) Explain the term Probability sampling. Discuss any two probability sampling in detail with merits and demerits. **[10]**

OR

b) What is error sampling? Explain sampling and Non sampling errors. **[10]**

Q5) a) What are 'Mean', 'Median', 'Mode'. Explain their merits & demerits. **[10]**

OR

b) Explain data analysis with examples in research methods and also explain bivariate and multivariate analysis. **[10]**



Total No. of Questions : 5]

SEAT No. :

P4472

[Total No. of Pages :2

[4982] - 105

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

105 : MANAGEMENT FUNDAMENTALS

(2013 Pattern)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

- 1) All questions carry equal marks.
- 2) Each question has an internal option.
- 3) Figures to the right indicate full marks.

Q1) a) What are the basic concept of management? Explain in detail the principles of management given by Fayol. **[10]**

OR

b) What are managerial competencies? Explain the different aspects of managerial competencies. **[10]**

Q2) a) What is informal organisation? What are the advantages and disadvantages of informal organisation? **[10]**

OR

b) Enumerate the features of good organisational structure. What are the factors that affect the organisational structure. **[10]**

Q3) a) Discuss the nature and significance of planning in an industrial enterprise. **[10]**

OR

b) What do you mean by decision tree? Discuss the decision tree process. **[10]**

P.T.O.

Q4) a) What are the different techniques of co-ordination? State the importance of co-ordination. **[10]**

OR

b) Define 'control'. Explain why control is necessary in the management of modern business. **[10]**

Q5) a) What is the importance of change management? State the challenges faced in management of change. **[10]**

OR

b) What the types of IT and communication devices? State the use of communication devices and IT. **[10]**

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Total No. of Questions : 5]

SEAT No. :

P4473

[Total No. of Pages :2

[4982] - 201
P.G.D.B.M. (Semester -II)
201 : BASICS OF MARKETING
(2013 Pattern) (CBCS)

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) What is Marketing Planning? As a manager, how will you use marketing mix for effective marketing planning? **[10]**

OR

- b)** Explain the following marketing Concepts. **[10]**
- | | |
|-----------------------|-------------|
| i) Needs | ii) Wants |
| iii) Exchange Process | iv) Product |
| v) Selling | |

Q2) a) Define the term 'Consumer Behavior'. Explain the steps in consumer/ buyers buying decision process with appropriate examples wherever necessary. **[10]**

OR

- b) i)** Consumer wants to purchase 'A two wheeler'. Explain the various factors, which would affect the consumer buying behavior. **[5]**
- ii)** What type of decision process would you expect most consumers to follow in their purchase of 'Four Wheeler'? **[5]**

P.T.O.

Q3) a) Explain the effects of changing environment with reference to macro economics, politics, technology and socio-cultural elements on business sector in modern era. **[10]**

OR

b) "Marketing managers have to constantly take and revise their marketing decisions considering the changes in micro and macro environmental forces" comment. Explain various types of environmental forces and factors influencing marketing decisions. **[10]**

Q4) a) What do you mean by market segmentation? What are the major bases of market segmentation? **[10]**

OR

b) Explain the concept of Differentiation & Positioning. What is 'USP'. Explain with examples? **[10]**

Q5) a) What do you mean by the term 'Marketing Mix'? Explain in detail the concepts of product mix and place mix. **[10]**

OR

b) 'Product can be classified into broad categories based on who will use them & how they will use'. Analyze the statement in context of classification of products. **[10]**

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Total No. of Questions : 5]

SEAT No. :

P4474

[Total No. of Pages : 5

[4982]-202
P.G.D.B.M.
202 : FINANCIAL MANAGEMENT
(2013 Pattern)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) a) Explain the meaning, importance & process of financial planning?[10]

OR

- b) Write notes on : [10]
- i) Functions of financial management
 - ii) CAPM

Q2) a) Describe the concept of under capitalisation. Also explain the causes & remedies of the same? [10]

OR

- b) Define dividends. Explain the various dividend policies. [10]

Q3) a) A company is considering the proposal of taking up a new project which requires an investment of Rs. 4 crores on machinery. The project is expected to yield the following earnings (before depreciation & tax) are : [10]

Year	EBDT
1	1,60,00,000
2	1,60,00,000
3	1,80,00,000
4	1,80,00,000
5	1,50,00,000

P.T.O.

The cost of raising capital is 12%. The scrap value at the end of the project may be taken as zero. Income tax applicable to the company is 50%. Calculate

- i) NPV
- ii) Profitability index.

OR

- b) A company is considering the purchase of a new machine which will carry out some operations which are at present performed by manual labour. The following information related to the two alternative models X & Y are available : [10]

Particulars	X	Y
Cost of Machine	8,00,000	10,00,000
Expected life	6 years	6 years
Scrap value	20,000	30,000

Estimated net income before depreciation & tax are as under :

Year	1	2	3	4	5	6
X	2,50,000	2,30,000	1,80,000	2,00,000	1,80,000	1,60,000
Y	2,70,000	3,60,000	3,80,000	2,80,000	2,60,000	1,85,000

Corporate tax rate is 50%. Depreciation will be charged on straight line basis. You are required to calculate :

- i) Payback period
- ii) Which project you would recommend & why?

Q4) a) The following are the balance sheets of Aspron Ltd.

Liabilities	31-03-09	31-03-10	Assets	31-03-09	31-03-10
Share capital	7,00,000	8,00,000	Land & Building	4,50,000	4,80,000
Reserve fund	–	40,000	Plant & Machine	3,00,000	4,40,000
15% Debentures	2,00,000	3,00,000	Furniture	1,00,000	1,80,000
Mortgaged loan	2,50,000	2,00,000	Stock	2,00,000	2,18,000
Sundry creditors	1,28,000	1,60,000	Sundry Debtors	1,70,000	2,22,000
Bills payables	1,02,000	1,68,000	Cash & Bank	2,20,000	2,28,000
Profit & Loss A/c	1,20,000	1,50,000	Bills Receivables	60,000	50,000
	15,00,000	18,18,000		15,00,000	18,18,000

The total sales during the year 2008-09 was Rs. 20,00,000 which was increased by 10% in the next year. You are required to calculate the following ratios for both years 2009 & 2010. **[10]**

- i) Current Ratio
- ii) Liquid Ratio
- iii) Debtors Turnover Ratio
- iv) Inventory Turnover Ratio
- v) Debt Equity Ratio

OR

b) Using the following data prepare balance sheet. **[10]**

Gross profit (20% of Sales)	60,000 Rs.
Shareholder's equity	50,000 Rs.
Credit sales to total sales	80%
Total Assets Turnover	3 times
Inventory Turnover	8 times
Average collection period (360 days a year)	18 days
Current Ratio	2 times
Long term debt to equity	40%

Q5) a) A proforma cost sheet of a company provides the following particulars. **[10]**

Elements of Cost	Amount per Unit
Materials	50%
Direct labour	10%
Overheads	10%

The following further particulars are available :

- i) It is proposed to maintain a level of activity of 1,00,000 Units.
- ii) Selling price is Rs. 10 per unit.
- iii) Raw materials are expected to be in stores for an average of 2 months.
- iv) Materials will be in process, on average one month.
- v) Finished goods are required to be in stock for an average of 2 months.
- vi) Credit allowed to debtors is 3 months.
- vii) Credit allowed by supplier is 2 months.

OR

- b) Calculate the amount of working capital requirement for SRCC Ltd. from the following information : [10]

	Rs.
Raw material	160
Direct labour	60
Overheads	120
Total cost	<u>340</u>
Profit	60
Selling Price	<u>400</u>

Raw material is in stock on an average for one month. Material is in process on an average for half a month. Finished goods are in stock on an average for one month.

Credit allowed by suppliers is one month & credit allowed to debtors is two months. Time lag in payment of wages is one & half weeks. Time lag in payment of overhead expenses is one month. One fourth of the sales are made on cash basis.

Cash in hand is expected to be Rs. 50,000 & expected level of production amounts to 1,04,000 units for a year of 52 weeks. You may assume that production is carried on evenly throughout the year & a time period of 4 weeks is equivalent to a month.

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Total No. of Questions : 5]

SEAT No. :

P4475

[Total No. of Pages :2

[4982] - 203

P.G.D.B.M (Semester - II)

203: LEGAL ASPECTS OF BUSINESS

(2013 Pattern)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) a) Explain in detail different modes of termination of agency. [10]

OR

b) Explain various types of guarantee. [10]

Q2) a) Examine the formalities of a contract of sale of goods. [10]

OR

b) Explain the meaning of the performance of the contract of sale of goods in the Sale of Goods Acts. [10]

Q3) a) What is an endorsement? Explain various types of endorsement. [10]

OR

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

P.T.O.

Q4) a) What is "Memorandum of Association"? State and explain its contents. **[10]**

OR

b) Define company. Give the various types of company meetings and its features under the companies' act 1956. **[10]**

Q5) a) What are different Consumer Disputes Redressal agencies? How are they established? **[10]**

OR

b) State the definition of 'Design' and explain its nature and features. **[10]**

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Total No. of Questions : 5]

SEAT No. :

P4476

[Total No. of Pages :2

[4982] - 204

P.G.D.B.M. (Semester - II)

204 : BUSINESS COMMUNICATION LAB

(2013 Pattern) (CBCS)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) a) What are the principles of effective communication? **[10]**

OR

b) What are the ethical and legal issues in business communication? **[10]**

Q2) a) Which are the various types of Business letters? Write a job application letter to a manufacturing organization. (Make necessary assumptions)[**10]**

OR

b) Explain in detail the various ways used for Internal communications.[**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) Which are the various types of interviews studied in business communication? Write a note on appraisal interviews. **[10]**

OR

b) Write a note on video conferencing and tele-meeting. **[10]**

Q5) a) What are the contents of a good report? **[10]**

OR

b) What are the objectives of report? What are the various types of reports. **[10]**

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Total No. of Questions : 5]

SEAT No. :

P4477

[Total No. of Pages :2

[4982] - 205

P.G.D.B.M (Semester - II)

205: BUSINESS GOVERNMENT AND SOCIETY

(2013 Pattern) (CBCS)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) a) What is the economic role of government in promoting various sectors in India? Explain with suitable examples. [10]

OR

b) Explain the role of foreign direct investment in the Indian economy. [10]

Q2) a) What is the importance of rural-urban dynamics in a globalizing world? [10]

OR

b) What are the various barriers to trade and development in Indian markets? [10]

Q3) a) Explain different kinds of Public Private Partnerships. Explain with special emphasis on (BOT) Build Operate and Transfer model. [10]

OR

b) Which are the issues in regulation that came with privatization? [10]

P.T.O.

Q4) a) Write a note on MNC and TNC Organizations. [10]

OR

b) How are organizations achieving business success through social responsibilities? [10]

Q5) a) What is the influence of demography in the changing Workplace? [10]

OR

b) Explain the need for good industrial relations in today's world. [10]

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Total No. of Questions : 5]

SEAT No. :

P4478

[Total No. of Pages : 2

[4982]-301

P.G.D.B.M. (Semester - III)

301 : HUMAN RESOURCE MANAGEMENT

(2013 Pattern)

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) Define the term HRM. Explain the various functions of HRM in detail.

OR

b) State the difference between HRM and SHRM.

Q2) a) Discuss the concept of Job Description, Job Enlargement, Job Enrichment and Job Rotation.

OR

b) Define the term Recruitment. What are various Internal Sources of Recruitment?

Q3) a) What do you mean by training? Explain briefly on-the-job training methods.

OR

b) Write short notes on :

- i) Training need assessment.
- ii) Implementing Management Development Programs.

P.T.O.

Q4) a) Define the Performance appraisal. What are the advantages and disadvantages of performance appraisal?

OR

b) Define the compensation. Explain the factors affecting the compensation.

Q5) a) Explain the four phases of organisational entry.

OR

b) What is meant by downsizing? State the reasons of downsizing.



Total No. of Questions : 5]

SEAT No. :

P4479

[Total No. of Pages : 4

[4982]-302

P.G.D.B.M. (Semester - III)

302 : DECISION SCIENCE

(2013 Pattern)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) i) A company has to assign four workers A, B, C and D to four W, X, Y, Z. The cost matrix is given below :

Workers	Job W	Job X	Job Y	Job Z
A	1000	1200	400	900
B	600	500	300	800
C	200	300	400	500
D	600	700	300	1000

Find an optimal assignment schedule and total corresponding cost. [5]

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

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

Formulate as LPP.

[5]

OR

P.T.O.

- b) The company has three plants manufacturing the same product at P_1 , P_2 , P_3 and the product manufactured at these plants are 51 units, 85 units and 76 units respectively is then sent to distribution centres W_1 , W_2 , W_3 whose respective requirements are 71 units, 97 units and 44 units respectively.

Unit transportation cost from P_1 to W_1 , W_2 , W_3 is Rs 20, Rs 40 and Rs. 50 respectively and from P_2 to W_1 , W_2 , W_3 are Rs. 80, Rs. 120 and Rs. 90 respectively and from P_3 to W_1 , W_2 , W_3 are Rs. 30, Rs. 70 and Rs. 130 respectively.

Use Vogel's approximation method to find optimal solution. [10]

- Q2) a) In a bank every 15 minutes one customer arrives for cashing the cheque. The staff in the only payment counter takes 10 minutes for serving a customer on an average.

Find :

- i) The average queue length.
- ii) The management has decided to start second counter if the customer have to wait for 25 minutes or more.
- iii) Determine what should be the arrival rate if service rate remains same and waiting time of the customer is 15 minutes and more.[10]

OR

- b) A confectioner sells confectionary items. Past data of demand per week in hundred kilograms with frequency is given below :

Demand per week (in hundred kg)	0	5	10	15	20	25
Frequency	2	11	8	21	5	3

Generate the demand for next 10 weeks using random numbers given below. Also find average demand per week. Random Numbers : 78, 99, 43, 62, 44, 02, 67, 32, 54, 75. [10]

- Q3)** a) A Trader of boats has estimated the following distribution of demand for a particular kind of a boat.

No. Demanded	0	1	2	3	4
Probability	0.05	0.2	0.35	0.25	0.15

Each boat cost him Rs. 7,000 and he sells them for Rs. 10,000 each. Boats that are left unsold at the end of the season must be disposed of Rs. 6,000 each. How many boats should be stocked so as to maximize the expected profit? [10]

OR

- b) Solve the following game [10]

	Player B	
Player A	B ₁	B ₂
A ₁	1	7
A ₂	6	2

- Q4)** a) i) Describe the characteristics of CPM and PERT model. [5]
 ii) State the limitations of CPM and PERT techniques. [5]

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 and calculate expected time.
 ii) Determine critical path and project duration. [10]

- Q5)** a) i) Explain the concept of probability with example. [5]
- ii) The probability that a car one year old will pass the pollution test is 0.992 and not pass the pollution test is 0.008. An insurance company intends to sell the car owners of one year old cars a policy of Rs. 10,000/- for a premium of Rs. 100/-. Find the insurance company's expected gain. [5]

OR

- b) If 5% of electric bulbs manufactured by a company are defective, use Poisson distribution to find the probability that in a box of 100 bulbs.
- i) None is defective
- ii) 3 bulbs are defective
- iii) More than 3 bulbs are defective

Given ($e^{-5} = 0.007$)

[10]



Total No. of Questions : 5]

SEAT No. :

P5053

[Total No. of Pages : 2

[4982]-303

P.G.D.B.M.

**303 : OPERATIONS AND SUPPLY CHAIN MANAGEMENT
(2013 Pattern) (Semester - 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.*
- 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 significance and functions of supply chain management. **[10]**

OR

- b) Explain the following : **[10]**
- i) Scheduling.
 - ii) Gantt Charts.
 - iii) Forecasting.

Q2) a) Explain the following types of inventory : **[10]**

- i) Seasonal.
- ii) Decoupling.
- iii) Cyclic Inventory.
- iv) Pipeline.

OR

P.T.O.

- b) Explain various types of production process, their basis of selection and characteristics. [10]

Q3) a) Explain supply chain management and customer service linkages. [10]

OR

- b) Explain key elements of supply chain management in details. [10]

Q4) a) Explain the following terms :

i) Design of service systems. [5]

ii) Service blueprinting. [5]

OR

- b) Define production planning and control. Explain role and functions of production planning and control. [10]

Q5) a) i) A company uses 120 numbers of an item per month. Each units costs the company Rs. 25/- The costs of putting through each order are Rs.36/ annual inventory carrying charges is 0.2. Calculate economic order quantity (EOQ). [5]

ii) ABC Analysis. [5]

OR

b) i) Total Quality Management. [5]

ii) Lean Management. [5]



Total No. of Questions : 5]

SEAT No. :

P4480

[Total No. of Pages : 2

[4982]-304

P.G.D.B.M. (Semester - III)

304 : CONTEMPORARY MARKETING RESEARCH

(2013 Pattern)

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) What is marketing research and discuss types of research designs.[10]

OR

- b) Explain both the terms in brief :
- i) Depth interview
 - ii) Focus Group

Q2) a) Explain Reliability and validity in scale measurement. Explain any four validity approaches. [10]

OR

- b) A mobile manufacturer wants to conduct consumer behavior survey of users and non users of mobile. Design questionnaire both users and nonusers.

Q3) a) Discuss in detail types of experimental designs in marketing research.[10]

OR

- b) What is Latin square design? What are steps involved in constructing Latin square design.

Q4) a) What is hypothesis? Explain steps in Procedure of hypothesis testing. [10]

OR

P.T.O.

- b) Genetics engineer was attempting to cross a tiger and a cheetah. She predicted a phenotypic outcome of the traits she was observing to be in the following ratio 4 stripes only : 3 spots only: 9 both stripes and spots. When the cross was performed and she counted the individuals she found 50 with stripes only, 41 with spots only and 85 with both. According to the Chi-square test, did she get the predicted outcome?

D.F.	Value
1	3.841
2	5.991
3	7.815

- Q5)** a) Explain the concept of Multidimensional scaling. Explain two approaches Multidimensional scaling. **[10]**

OR

- b) Write short notes on :
- i) Factor analysis
 - ii) Cluster analysis



Total No. of Questions : 5]

SEAT No. :

P4481

[Total No. of Pages : 2

[4982]-305

P.G.D.B.M. (Semester - III)

(304 FIN) : FINANCIAL REGULATORY FRAMEWORK

(2013 Pattern)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question is having an internal option.*

Q1) a) Explain the objectives and functions of Small Industries Development Bank of India (SIDBI). **[10]**

OR

b) Explain the role of financial regulators in promoting economic growth.

Q2) Explain the role and functions of the following : **[10]**

- a) Pension Funds Regulatory and Development Authority.
- b) Board for payment and settlement systems.

OR

Explain the role and functions of the following :

- a) Board of Financial Supervision.
- b) Competition Commission of India.

Q3) Define the Borrowing Power. Explain the power of company to borrow on security of property. **[10]**

OR

What is winding up of business? Explain the various modes of winding up.

P.T.O.

Q4) Explain the regulation of commodity derivative markets. Discuss the functions of derivative brokers. **[10]**

OR

What do you understand by FMC? Discuss the functions and power of FMC according to FC(R) Act 1952.

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

OR

What is Indian Trust Act, 1882? Explain the formation of a Trust and types of Registration associated with a Private Trust.



Total No. of Questions : 5]

SEAT No. :

P5054

[Total No. of Pages : 2

[4982] - 306
P.G.D.B.M. (Semester - III)
(IT SPECIALIZATION)
304 : Software Engineering
(2013 Pattern)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:-

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

Q1) Explain in detail Software development life cycle. **[10]**

OR

What do you understand by software engineering? Explain the software process in detail.

Q2) Explain in detail Waterfall Model. **[10]**

OR

Explain in detail Spiral model.

Q3) Explain in detail requirement specification for sale system of soap distributor. **[10]**

OR

Explain different types of Requirements.

Q4) Difference between Activity and State Chart Diagram. **[10]**

OR

P.T.O.

A system need to be designed for a department store dealing with consumer items. Members enjoy credit facility and can purchase items as and when he or she needs them. The store has several counters and one can almost get all kinds of consumer items after visiting these counters. He becomes members by paying the initial membership amount and get the credit cards. He has to pay his outstanding on a quarterly basis. The system generates alerts to these members. Defaulters are not allowed to purchase items until the default amount is cleared. Consider the different aspects of the above problem and model them appropriately.

Draw class diagram for the above.

Q5) Draw input screen format for data entry of book issue process in the college library. **[10]**

OR

Draw two output formats of Payroll System.



Total No. of Questions : 5]

SEAT No. :

P4482

[Total No. of Pages : 2

[4982]-307

P.G.D.B.M.

(304 OPE) : INVENTORY MANAGEMENT

(2013 Pattern)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Explain various types of inventory with the help of examples. [10]

OR

b) What are different types of inventory cost. Explain in detail.

- i) Carrying Cost
- ii) Ordering Cost
- iii) Shortage Cost

Q2) a) Differentiate between continuous review system (Q) and periodic review system (P). Also explain in short issues in 'P' and 'Q' system of inventory control. [10]

OR

b) Inventory Control Systems is the major phenomenon of Modern Organization. Explain this statement highlighting the importance of inventory control system and also explain ABC classification system.

Q3) a) What is Production Quantity Model. Explain its application with respect to inventory management. [10]

OR

b) What is EOQ Model. Explain reorder point and safety stock.

P.T.O.

Q4) a) Achieving JIT operations in a manufacturing set-up is difficult but not impossible. Explain with the help of benefits and disadvantages of JIT. [10]

OR

b) State how Kanban and vendor managed inventory are effective tools compared to JIT.

Q5) a) “Materials Management Function plays an important role in manufacturing companies”. Explain the above statement on the basis of following parameters. i.e. cost, delivery, quality and inventory turnover. [10]

OR

b) What is ‘make-up-buy’ decisions. State the various factors influencing make-up-buy decisions.



Total No. of Questions : 5]

SEAT No. :

P4483

[Total No. of Pages : 2

[4982]-308

P.G.D.B.M. (Semester - III)

304 (HR) : PERFORMANCE MANAGEMENT

(2013 Pattern)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Define Performance Management. Outline the three main perspectives for managing performance.

OR

b) Describe the changing nature of organisation. Explain how the changing nature of work has implications on performance management.

Q2) a) Describe modern methods of Performance appraisal in detail.

OR

b) Explain the concept of 'Monitoring'? Describe the principles of Monitoring in detail.

Q3) a) What are the strategies for effective implementation of Performance Management.

OR

b) Explain the role of top management agreement commitment and leadership in Performance Management.

Q4) a) Define 'Reward'. Explain objectives of Reward Systems.

OR

b) Explain the linkage of performance management to reward.

P.T.O.

Q5) a) Explain Ethics and dilemmas involved in Performance Management.

OR

b) Design a Performance Evaluation System for a Multinational Organisation.



Total No. of Questions : 5]

SEAT No. :

P4484

[Total No. of Pages : 2

[4982]-309

P.G.D.B.M. (Semester - III)

(304 IB) : INDIAN ECONOMY AND TRADE DEPENDENCIES

(2013 Pattern)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Explain briefly New Industrial Policy 1991. What are the recent changes in trade policy. **[10]**

OR

Discuss the impact of privatization and disinvestment on Indian Economy.

Q2) Discuss the economic reforms for Reduction of Poverty. **[10]**

OR

Describe the role of Human Capital Formation on Economic Development.

Q3) Explain the trend of Outsourcing, Nationalization and Globalization in IT Industry. **[10]**

OR

Briefly explain small sector Industry policy. What is its relevance in the era of Globalization.

Q4) Discuss in detail the role of Special Economic Zones (SEZ). **[10]**

OR

What are the basic components of Balance of Payment? Explain the difference in balance of trade and payment.

P.T.O.

Q5) Explain Global trade and its growth. Comment on India's relative position in World Trade. **[10]**

OR

Explain WTO. Describe the relations of WTO and India.



Total No. of Questions : 5]

SEAT No. :

P4485

[Total No. of Pages : 2

[4982]-310

P.G.D.B.M. (Semester - III)

304 (SCM) : ESSENTIALS OF SUPPLY CHAIN MANAGEMENT

(2013 Pattern)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) How 21st century supply chain different than traditional supply chain? **[10]**

OR

b) What is Supply Chain Management? Also explain generalized supply chain model. **[10]**

Q2) a) What is Pull strategy of Supply chain? Explain with advantages and disadvantages. **[10]**

OR

b) Explain Agile as supply chain strategy. **[10]**

Q3) a) How changing business landscape in globalization make impact on supply chain. **[10]**

OR

b) What are the reasons for fundamental shift from linear supply chain to collaborative network? **[10]**

P.T.O.

Q4) a) What are the functions of Distribution Manager? [10]

OR

b) Explain any two building blocks in supply chain management. [10]

Q5) a) What are “value added services”? Give suitable examples. [10]

OR

b) What are the different aspects of customer focused marketing and supply chain service outputs? [10]



Total No. of Questions : 5]

SEAT No. :

P4486

[Total No. of Pages : 2

[4982]-311

P.G.D.B.M. (Semester - III)

304 (RABM) : AGRICULTURE AND INDIAN ECONOMY

(2013 Pattern)

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) Explain the place of agriculture in the national economy. Describe the progress of agriculture under the Five Year Plans. **[10]**

OR

What are the New Thrust Areas in Agriculture, explain in detail.

Q2) What is the concept of food security? Explain food self sufficiency. **[10]**

OR

Explain the policy reforms of Public Distribution Systems.

Q3) Describe briefly about the most appropriate approach for scheduling irrigation in field crops with merits and demerits. **[10]**

OR

Explain the significance of livestock and dairy development in India.

Q4) Write the concept of Land reforms. What is the need and scope for Land reforms in a developing economy? **[10]**

OR

What is cooperative farming? Describe the sub divisions and fragmentation of land holdings.

P.T.O.

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

OR

Write short note on (any two) :

- i) National Commissions on Rural Labour (NCRL)
- ii) Agricultural Labour and Minimum Wages
- iii) Abolition of Bonded labour



Total No. of Questions : 5]

SEAT No. :

P4487

[Total No. of Pages : 2

[4982]-312

P.G.D.B.M. (Semester - III)

304 (FBM) : ESSENTIALS OF BUSINESS MANAGEMENT - I

(2013 Pattern)

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 nature, importance and uniqueness of family business. **[10]**

OR

Explain the successful sectors for family business.

Q2) Briefly explain the Family Business Life Cycle. **[10]**

OR

What is the need to preserve the entrepreneurial spirit & promote a positive sum dynamic in later generation of the family?

Q3) Describe the benefits of family meetings for successful family business. **[10]**

OR

“Families interaction add value to the success of business”. Explain.

Q4) Explain the role of credibility of non family employees in family business. **[10]**

OR

How the remuneration is decided and performance is appraised of the non family members?

P.T.O.

Q5) Do introducing external executives have positive impact on family business?
Explain with illustrations. **[10]**

OR

How non-family managers can be motivated to maintain healthy relationship in business?



Total No. of Questions : 5]

SEAT No. :

P4488

[Total No. of Pages : 2

[4982]-313

P.G.D.B.M. (Semester - III)

(304) : TECHNOLOGY COMPETITION AND STRATEGY

(2013 Pattern)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Which are the major trends in the technology environment shaping the competitive domain? How? [10]

OR

b) Explain the technological characteristics of competitive domains which influence the competition among the firms. [10]

Q2) a) What is Technology Intelligence? What are the different levels of technology intelligence? What function do they serve? [10]

OR

b) Explain the steps involved in mapping the technology environment. How does technology intelligence vary with industry types like capacity driven, consumer driven and knowledge driven. [10]

Q3) a) Explain SWOT matrix and explain the four types of strategies which can be formulated after SWOT analysis. [10]

OR

b) 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]

P.T.O.

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

OR

b) What are different types of technological strategy? Explain the types with appropriate examples. [10]

Q5) a) Why do firm collaborate? What are the different types of collaborative arrangements? [10]

OR

b) What is collaborative arrangement? What are the different types of collaborative arrangements? [10]



Total No. of Questions : 10]

SEAT No. :

P4489

[Total No. of Pages : 2

[4982]-314

P.G.D.B.M. (Semester - III)

(305) : MARKETING MANAGEMENT

(2013 Pattern)

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]**

P.T.O.

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. :

P5055

[Total No. of Pages : 2

[4982]-401

P.G.D.B.M.

**401 : GEOPOLITICS AND THE WORLD ECONOMIC SYSTEM
(2013 Pattern) (Semester - IV)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:-

- 1) All questions carry equal marks - 10.*
- 2) Answer five questions.*

Q1) Explain the distribution of wealth and Economic Activities.

OR

What is National Autonomy? Discuss it with example.

Q2) What is the concept of Political Economy? Explain the differences of National Economies.

OR

Discuss Developmental capitalism and social market capitalism.

Q3) What is the Trading System? Explain Free Trade.

OR

Write short notes on (any two) :

- a) Functions of WTO
- b) Role of SAARC
- c) Role of ASEAN
- d) Functions of NAFTA

P.T.O.

Q4) Define Monetary System. Explain International Monetary System.

OR

Explain controversy over regulation of International Finance.

Q5) Discuss the International Regime for FDI and MNC.

OR

What is the concept of Global Corporations? Do Global corporations pose a threat?



Total No. of Questions : 5]

SEAT No. :

P4490

[Total No. of Pages : 2

[4982]-402

P.G.D.B.M.

402 : MANAGEMENT INFORMATION SYSTEM

(2013 Pattern)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question carries 10 marks.*
- 3) *Draw necessary diagram wherever required.*

Q1) a) Why do big companies still fail in their use of Information Technology?
Why should they be doing differently?

OR

b) An education institute plans to develop a network of 100 plus computer.
Suggest the right topology and justify it.

Q2) a) Illustrate the steps of SDLC for online shopping website. With the
help of appropriate diagram.

OR

b) Comment on prototyping has become a popular way to develop business
applications.

Q3) a) Discuss about EIS characteristics, application and its implementation
in terms of success or failure of BPO organisation.

OR

b) Explain the need and applications of GIS.

P.T.O.

Q4) a) 'Use of MIS in business present major security challenges, pose serious ethical questions and affects society in significance ways'. Justify your answer.

OR

b) What do be examples of positive and negative effects of use of MIS in Ethical and Societal dimensions.

Q5) a) Being MIS executive for wholesale trading firm, to enhance their functioning of the business. Describe the requirement and justify your answer from the point of view of business.

OR

b) Being MIS executive, identify the functional requirements for retail marketing of mobile retail shops chain.



Total No. of Questions : 5]

SEAT No. :

P5056

[Total No. of Pages : 2

[4982]-403

P.G.D.B.M. (Semester - IV)

**403 MKT : INTEGRATED MARKETING COMMUNICATION
(2013 Pattern)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:-

- 1) *All questions carry equal marks.*
- 2) *Each question has internal choice.*
- 3) *Figures to right indicates marks of that question.*

Q1) A) Discuss the impact of information technology on IMC. [10]

OR

B) Explain Concept & importance of Integrated Marketing Communication. Outline the IMC Planning Process. [10]

Q2) A) Discuss the changes which are leading to fragmentation of media markets. How are marketers responding to media fragmentation? [10]

OR

B) Suppose you are advertising manager of firm marketing high end power bikes. Decide target Audience. Design message theme. [10]

Q3) A) Write Short Notes on :

- i) Personal selling [5]
- ii) Sales Promotion abuse [5]

OR

B) Being IMC Manager of Samsung, Design sales promotion for newly launched series of high end smart phones. [10]

P.T.O.

Q4) A) How can you create synergy amongst Publicity, PR and corporate advertising? **[10]**

OR

B) Elaborate role of Internet in Public Relations with suitable examples. **[10]**

Q5) A) Discuss some of the reasons why some companies decide not to measure the effectiveness of their promotion programs. Explain why this may or may not be a good strategy. **[10]**

OR

B) What is Marketing Communication Evaluation? Explain different Methods of Advertising Evaluation. **[10]**



Total No. of Questions : 5]

SEAT No. :

P4491

[Total No. of Pages : 3

[4982]-404

P.G.D.B.M. (Semester - IV)

403 (FIN) : CORPORATE FINANCE

(Finance Specialisation - II)

(2013 Pattern)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Define corporate finance. State the goals of corporations. **[10]**

OR

Explain the nature of financial decisions. What are the various types of financial decisions. **[10]**

Q2) Following is the income statement of a firm for the current year : **[10]**

Particular	Rs. in Lakhs
Sales Revenue	500
Less operating costs	300
Less interest costs	<u>12</u>
Earning Before Taxes	188
Less Taxes @ 40%	<u>75.2</u>
Earning After Taxes	112.8

The firms existing capital consists of Rs. 150 lakhs equity funds having 15% cost and Rs. 100 lakhs debt funds having 12% cost.

The WACC is 11.88

Determine Economic Value Added (EVA) during the year.

OR

P.T.O.

A company has the following capital structure

5,00,000 eq. shares of Rs.10 each	Rs. 50,00,000
12% Debentures	Rs. 30,00,000

The cash flows to all investors expected over the next 5 years are.

Year	Cash Flows	PV Factor
1.	Rs. 30,00,000	0.897
2.	Rs. 19,00,000	0.805
3.	Rs. 22,00,000	0.722
4.	Rs. 32,00,000	0.648
5.	Rs. 41,50,000	0.582

The corporate tax applicable to the company is 40%. Compute the value of business and value of firm from the perspective of equity share holders. The equity capitalisation rate is 14%. [10]

Q3) What is corporate governance? Briefly explain the corporate governance in India. [10]

OR

Explain the concept and features of value based management system. What are the various benefits of value based management system? [10]

Q4) Calculate the Market Price of a share of ABC company. [10]

- i) Walter's Formula
- ii) Gordon's Formula

The information of the ABC company is follows.

Earning per share (EPS) Rs. 10

Dividend per share (DPS) Rs. 6

Cost of capital 20%

Internal rate of return on investment 25%

Retention ratio 60%

OR

Compute the total earnings of Mr. Kapoor from the following details. He holds 500 shares of FBT Ltd. brought @ Rs. 45 per share a month ago. The company has decided to declare dividend at Rs. 9 per share out of an EPS of Rs. 12 per share.

Company's return on investment is 16%. The cost of capitalisation is 18%. Mr. Kapoor sales his shares after receiving the dividend. Wolter's Model holds for the company. [10]

Q5) What do you meant by corporate restructuring? What are the various reasons for which the corporate restructuring is done? [10]

OR

What are the various techniques used in corporate restructuring? [10]



Total No. of Questions : 7]

SEAT No. :

P4492

[Total No. of Pages : 1

[4982]-405

P.G.D.B.M.

(403-IT) : IT MANAGEMENT

(2013 Pattern)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Q.7 is compulsory.*
- 2) *Attempt any five questions from Q.1 to Q.6.*

- Q1)* Explain the types of computers in detail. [7]
- Q2)* Explain the storage devices in computer system? [7]
- Q3)* What is software? Explain the types of software. [7]
- Q4)* What is computer network? Explain the types of network. [7]
- Q5)* Explain the concept of data mining and data warehousing. [7]
- Q6)* Explain the need of security management. [7]
- Q7)* Write a short note on (Any Three) : [15]
- a) E-Commerce
 - b) Intranet
 - c) Network Protocol
 - d) Performance Measurement
 - e) CRM
 - f) Groupware



Total No. of Questions : 5]

SEAT No. :

P4493

[Total No. of Pages : 2

[4982]-406

P.G.D.B.M. (Semester - IV)

Operations Management

(403-OPE) : PLANNING & CONTROL OF OPERATIONS

(2013 Pattern)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) How is planning and control of operations related to other departments of organization? **[10]**

OR

b) What is Routing? Explain Routing process layout indicating flow of material from machine to machine. **[10]**

Q2) a) What is demand forecasting? Explain how demand forecast is used as Planning Tool. **[10]**

OR

b) Explain various sources of data used for demand forecasting. **[10]**

Q3) a) What do you understand by 'Aggregate Production Planning'? Why is it important to do Aggregate Production Planning? **[10]**

OR

b) Explain various aggregate production planning methods. **[10]**

P.T.O.

Q4) a) What is Bill of Material (BOM)? Explain the process of explosion of Bill of Material. [10]

OR

b) What is 'Master Schedule' in MRP? What information is required for producing Master Schedule? [10]

Q5) a) What is Scheduling? How is scheduling related to other aspects of Production Planning? [10]

OR

b) What do you mean by loading of Machines? What do you achieve by performing loading function? [10]



Total No. of Questions : 5]

SEAT No. :

P4494

[Total No. of Pages : 2

[4982]-407

P.G.D.B.M.

(403) : LABOUR LAWS

(2013 Pattern)

Time : 2.30 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) What do you mean by Labour Laws? State the objectives of labour laws. Mention the principles of ILO. **[10]**

OR

Write a brief note on evolution of labour laws. Discuss the problems and challenges faced by labour laws. **[10]**

Q2) Explain the authorised deductions to be made from the wages of employees under the payment of wages act 1936. **[10]**

OR

Who are Inspectors under Payment of Bonus Act, 1965? Describe powers of Inspectors under Payment of Bonus Act 1965. **[10]**

Q3) Write short notes on : **[10]**

- a) Certifying Surgeon
- b) Hazardous Processes

OR

Write a note on annual leave with wages. **[10]**

P.T.O.

Q4) Discuss the powers of inspectors appointed under Employees Provident Fund and Miscellaneous Provisions Act 1952. **[10]**

OR

Elucidate the penalties and offences under the Gratuity Act 1972. **[10]**

Q5) Explain the constitution of ESI corporation and discuss its power and duties. **[10]**

OR

Discuss the rules for medical examination under workmen's compensation Act, 1923. **[10]**



Total No. of Questions : 5]

SEAT No. :

P4495

[Total No. of Pages : 2

[4982]-408

P.G.D.B.M. (Semester - IV)

(403-IB) : INTERNATIONAL BUSINESS ECONOMICS

(2013 Pattern)

Time : 2.30 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) What do you mean by Globalization? Is the process working now?[10]

OR

b) What do you mean by IB? Is it true that IB has to face greater complexities than domestic business? [10]

Q2) a) Why does international trade take place? How is it beneficial? Explain with an example. [10]

OR

b) Explain terms of trade :

- i) Net barter terms of trade [5]
- ii) Income Terms of Trade [5]

Q3) a) Outline briefly the main factors influencing forward exchange rates and explain “premium” and “discount” in connection with such rates.[10]

OR

- b) i) Define spot and forward exchange rates. [5]
- ii) Explain in detail the formalities to be completed by an authorised dealer in India before entering into a forward purchase/sale exchange contract with a customer. [5]

P.T.O.

Q4) a) Explain the theory of Purchasing Power Parity (PPP) in detail. [10]

OR

b) Do global corporations, pose a threat on domestic market? Justify with suitable examples. [10]

Q5) a) Explain how International Monetary Fund (IMF) tackles the financial crisis arising globally. [10]

OR

b) i) Gold Exchange Standard. [5]

ii) Special Drawing Rights [5]



Total No. of Questions : 5]

SEAT No. :

P4496

[Total No. of Pages : 2

[4982]-409

P.G.D.B.M. (Semester - IV)

403 (SCM) : INVENTORY MANAGEMENT

(2013 Pattern)

Time : 2½ 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.*

Q1) a) What is Aggregate Planning? What are the strategies used in Aggregate Planning. **[10]**

OR

b) Write short notes : **[10]**

- i) MPS
- ii) Bill of Material (BOM)

Q2) a) What is mean by Inventory? What are the types of Inventory and it's related costs? **[10]**

OR

b) What are the Right reason and Wrong reason of Inventory investment? **[10]**

Q3) a) What is the Managing Inventory? Explain the three V models of Inventory investment. **[10]**

OR

b) How to delivering the perfect customer order using the MRP, DRP, Automated inventory tracking system. **[10]**

P.T.O.

Q4) a) How to storing flammable & explosive materials? Which precautions are necessary in transportation, loading & unloading of explosive materials. **[10]**

OR

b) What are the precautions necessary in storing of chemicals and pharmacy materials and explain the different methods of disposal and storage. **[10]**

Q5) a) Explain the role of JIT in product improvement, quality, price & ability to respond quickly to market. **[10]**

OR

b) Write details on Kanban, VMI. **[10]**



Total No. of Questions : 5]

SEAT No. :

P4497

[Total No. of Pages : 2

[4982]-410

P.G.D.B.M. (Semester - IV)

RURAL & AGRICULTURE BUSINESS MANAGEMENT

(403-RABM) : Rural Marketing - I

(2013 Pattern)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) To become a successful Rural Marketers what factors one should consider while entering into Rural Market?

OR

Make a classification of rural market and identify the major players in each category.

Q2) Write a critical note on “Project Shakti”.

OR

Do you think the project e-Choupal of ITC has really benefitted the Farmers of rural India? Justify your answer.

Q3) Explain in detail the process of buying decision.

OR

How do marketers influence rural customers for creating stimuli among them?

P.T.O.

Q4) “Marketing Research plays significant role in developing rural markets in India”. Justify your view in this regard.

OR

Briefly explain the steps involved in Marketing Research Process.

Q5) What are the pre-requisites for effective market segmentation with reference to rural market in India?

OR

How do you evaluate and select ‘target market’? Give examples.



Total No. of Questions : 5]

SEAT No. :

P4498

[Total No. of Pages : 2

[4982]-411

P.G.D.B.M. (Semester - IV)

(403-FBM) : MANAGING INNOVATION - I

(2013 Pattern)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Define Innovation. Explain the concept of Innovation Imperative.

OR

Explain the 'innovate for growth' and 'innovate for survival'.

Q2) What is the concept of models of innovation? Explain Static Models and Dynamic Models of innovation.

OR

Explain Rosenkopf Technology Life Cycle Model of innovation.

Q3) Define 'Competencies' for innovation. Explain Assets and knowledge for innovation

OR

Explain the sources of Assets and Competencies for innovation.

Q4) Explain the Innovation Portfolio and feelings for innovation.

OR

Write short notes on (any two) :

- a) Creating emotional appeals
- b) Process Innovation
- c) Searching for Innovation opportunities

P.T.O.

Q5) What are the various sources of Innovation? Explain Functional Sources of Innovation.

OR

Explain Planned Firm Activities and unexpected occurrences for circumstantial sources of Innovation.



Total No. of Questions : 5]

SEAT No. :

P4499

[Total No. of Pages : 2

[4982]-412

P.G.D.B.M. (Semester - IV)

SPECIALIZATION : TECHNOLOGY MANAGEMENT

**(403 TM) : Fundamentals of Management of Technology
(2013 Pattern)**

Time : 2½ 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) 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.*

Q1) a) Explain the relation between Knowledge and Technology. Explain the different levels of Technology Development. [10]

OR

b) Define the term “Technology Management”. Discuss the need of Management of Technology (MOT) in present Global context. [10]

Q2) a) How does the Technology help in creating wealth for Business Organization? Support your answer with appropriate examples. [10]

OR

b) Write short notes on : [10]

- i) Long wave cycle
- ii) Evolution of Production and Technology

P.T.O.

Q3) a) What is innovation? “Innovation is a link between science and technology”. Comment. [10]

OR

b) For the survival of organization innovation is the key. Elaborate this sentence with appropriate examples. [10]

Q4) a) Elaborate Technology trends which are making impact on Human Resources and Business Environment. [10]

OR

b) Explain the following changes in the Business Environment due to Technology Management. [10]

i) Collaboration

ii) Integration

Q5) a) Define competitiveness. Explain various indices of competitiveness. [10]

OR

b) Write short notes on (any two) :

i) Competitiveness of India [5]

ii) Japan as a case study for Global Competitiveness [5]

iii) Emergence of Asian Tigers. [5]



Total No. of Questions : 5]

SEAT No. :

P4500

[Total No. of Pages : 2

[4982]-413

P.G.D.B.M. (Semester - IV)

404 : CONSUMER BEHAVIOUR

(2013 Pattern)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) How do the different stages of the family life cycle affect the consumption of products. Give relevant examples.

OR

Define consumer behaviour & its importance. Discuss various roles played by consumers.

Q2) What are the different types of motivation?

OR

How do you define motivation? Explain the motive hierarchy theory of motivation.

Q3) What are the possible reasons for complaints made by consumers?

OR

Describe the stages consumers go through in the buying process for high involvement decisions.

P.T.O.

Q4) Explain with the help of relevant examples & graphical representation any one of the following models :

a) Engel Blackwell Miniard Model

OR

b) Howard Seth Model

Q5) Discuss the nature & characteristics of bottom of pyramid markets.

OR

Discuss the demographic & socio economic profile of Indian consumers.



Total No. of Questions : 5]

SEAT No. :

P4501

[Total No. of Pages : 2

[4982]-414

P.G.D.B.M. (Semester - IV)

Specialization : Finance

404-FIN : MERCHANT BANKING & FINANCIAL SERVICES

(2013 Pattern)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) What is concept of merchant banking? Explain the Operational guidelines given by SEBI for merchant bankers?

OR

b) How money market is strengthening Indian banking industry? Which important instruments are used in money market?

Q2) a) Explain the following methods of Marketing of New Issues :

- i) Book Building Process
- ii) Private Placement method

OR

b) Discuss the following concepts :

- i) Underwriting
- ii) Post Issue Activities

Q3) a) What do you mean by hostile merger? Discuss the strategies adopted to avoid hostile merger with example?

OR

b) Explain the SEBI guidelines for Buy Back of Shares & Delisting of Shares.

P.T.O.

Q4) a) Bring out the difference between Leasing and Hire Purchase?

OR

b) Explain the following concepts : (Any Two)

i) Forfeiting

ii) Housing Finance - Scenario in India

Q5) a) Discuss the role of Credit Rating Agencies in financial system? What are the SEBI Guidelines for Credit Rating.

OR

b) Write a detail note on any one of the following :

i) Mutual Fund

ii) Venture Capital



Total No. of Questions : 5]

SEAT No. :

P4502

[Total No. of Pages : 2

[4982]-415

P.G.D.B.M. (Semester - IV)

COMPUTER SPECIALIZATION

(404 IT) : E-BUSINESS

(2013 Pattern)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.*
- 2) Each question has an internal option.*
- 3) Each question carries 10 marks.*
- 4) Your answer 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) What do you understand by e-business? Discuss its role in today business scenario. **[10]**

OR

b) Explain the mobile commerce framework and model. **[10]**

Q2) a) What is the importance of e-SCM in e-business? Explain the implementation process of e-SCM in e-business. **[10]**

OR

b) What are the strategies being used in e-business? **[10]**

Q3) a) Explain the e-CRM architecture for e-business. **[10]**

OR

b) List out the major benefits of using e-business. **[10]**

P.T.O.

Q4) a) What is the importance of business plan presentation and demonstration? [10]

OR

b) Describe different types of e-business and explain various environmental elements, which affect the e-business. [10]

Q5) a) What are the ways of e-payment available in e-business? [10]

OR

b) What is the need of internet security for e-business? What are the various steps of securing different types of data in e-transaction? [10]



Total No. of Questions : 5]

SEAT No. :

P4503

[Total No. of Pages : 2

[4982]-416

P.G.D.B.M. (Semester - IV)

(404-OPE) : MRP-I & MRP-II

(2013 Pattern)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) If you are appointed as Production head in an FMCG company, explain all the functions of MPS you need to perform.

OR

Explain the factors to be considered for MPS in various time horizons of demand with example.

Q2) Explain BOM concept in brief with example.

OR

- a) Explain importance of BOM in MRP-I.
- b) Explain the process of MRP-I in brief.

Q3) Explain CRP process for a Restaurant.

OR

Explain the different CRP strategies with examples.

Q4) Explain role of MRP-II for implementation in manufacturing industry.

OR

Explain the MRP-II process with example.

P.T.O.

Q5) Explain the importance of MRP-I in the successful implementation of MRP-II.

OR

Compare MRP-I & MRP-II on their roles, functions, benefits and limitations.



Total No. of Questions : 5]

SEAT No. :

P4504

[Total No. of Pages : 2

[4982]-417

P.G.D.B.M. (Semester - IV)

404 : HR INDUSTRIAL RELATIONS

(2013 Pattern)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Attempt all questions.*
- 2) *All question 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) Explain the importance of Industrial Relations and its role and impact on Employer, Trade Union. [10]

Q2) a) What is Industrial Dispute? Explain the causes of Industrial Disputes?[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 objectives and functions of Trade Union. [10]

P.T.O.

Q4) a) Explain the procedure for certification & submission of draft under Industrial Employment (Standing Order) Act 1946. [10]

OR

b) Explain the provisions for Welfare & Health of contract labour Act 1970. [10]

Q5) a) Define collective bargaining. State the various alternatives to collective bargaining. [10]

OR

b) Explain the process of collective bargaining and causes of failure of collective bargaining. [10]



Total No. of Questions : 5]

SEAT No. :

P4505

[Total No. of Pages : 2

[4982]-418

P.G.D.B.M. (Semester - IV)

(404-IB) : EXPORT AND IMPORT PROCEDURE

(2013 Pattern)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Explain the concept of International Trade. Explain the Documentations as Trade barriers.

OR

Write the significance of procedures and Documentation in International Trade.

Q2) Explain the Export Contract. Discuss the customs clearance of Export and Import.

OR

What is 'Central Excise Clearance'? Discuss the Export procedure under Central Excise Clearance.

Q3) State the different methods for obtaining the pre-shipment and post-shipment finance.

OR

What are the various methods of payment available for settlement of International Trade.

P.T.O.

Q4) Define Export Promotion Scheme. Explain the major Export promotion scheme in India.

OR

Write the short notes on (any two) :

- a) EPCGS
- b) DEPB Scheme
- c) ITPO
- d) Duty Exemption Scheme

Q5) What is the Quality Control in International Trade. Discuss the provisions of Quality Control Act 1963.

OR

What is the concept of Foreign Exchange? Discuss the provisions of Foreign Exchange Management Act 2000.



Total No. of Questions : 5]

SEAT No. :

P4506

[Total No. of Pages : 2

[4982]-419

P.G.D.B.M. (Semester - IV)

LOGISTICS MANAGEMENT

(404-SCM) : Supply Chain Management

(2013 Pattern)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Discuss activities involved in Logistics. Also state objectives of Logistics Management in business. **[10]**

OR

b) What is Logistics Management? Discuss scope & importance of Logistics Management. **[10]**

Q2) a) Explain the role of Logistics with reference to interface with manufacturing and marketing. **[10]**

OR

b) What is the meaning of 'Fragmented Logistics'? Discuss the problems related with fragmented Logistics. **[10]**

Q3) a) What is meant by Outsourcing Logistics? Explain with suitable example. **[10]**

OR

b) Discuss Logistics network with reference to reach and cost effectiveness of Logistics. **[10]**

P.T.O.

Q4) a) Differentiate between Competitive Relationship and Product Relationship of Logistics. [10]

OR

b) Explain various approaches to analysing Logistics System. [10]

Q5) a) What is the effect of Logistics service location and layout on service delivery. [10]

OR

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

i) Value added role of Logistics.

ii) Global Service Issues.

iii) 3PL Vs. 4PL.



Total No. of Questions : 5]

SEAT No. :

P4507

[Total No. of Pages : 2

[4982]-420

P.G.D.B.M. (Semester - IV)

(404-RABM) : RURAL CREDIT AND FINANCE

(2013 Pattern)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) “Indian economy is predominantly dependent upon agriculture”. Explain the statement in view of the role played by agriculture in the economic development of India.

OR

b) Explain the importance and characteristics of Indian agriculture.

Q2) a) Explain the various financial intermediaries in agriculture with their respective functions.

OR

b) Illustrate the role of credit in agriculture and also various sources of agriculture finance in India.

Q3) a) What is cooperative banking? Explain its features and also explain structure of cooperative credit system in India.

OR

b) Emphasize on the role played by NABARD in rural development.

P.T.O.

Q4) a) Highlight the issue of demand and supply gap in agriculture finance.

OR

b) What do you understand by Crop Loan? Highlight the measures taken with respect to crop loan.

Q5) a) Discuss in detail the microfinance approach of rural credit.

OR

b) Discuss the triangle of microfinance and discuss the role of BDS in rural finance.



Total No. of Questions : 5]

SEAT No. :

P4508

[Total No. of Pages : 2

[4982]-421

P.G.D.B.M. (Semester - IV)

404(FBM) : ESSENTIALS OF FAMILY BUSINESS

MANAGEMENT - II

(2013 Pattern)

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) Explain the process of recruitment and selection of advisory board and board of directors in family business.

OR

b) “The success of family Business is reflection of good family business governance”. Discuss this statement..

Q2) a) Explain the various complexities faced by cousin companies.

OR

b) Explain in detail the evolution of family business ownership.

Q3) a) What are the next generation attributes, interests and abilities?

OR

b) Discuss the different factors which may acts as resistance to succession planning in family business.

P.T.O.

Q4) a) Write short notes on :

- i) Life insurance
- ii) Estate planning principals.

OR

b) “The CEO as architect of governance and succession”. Discuss in detail.

Q5) a) Discuss the intergenerational growth in entrepreneurial families with suitable examples.

OR

b) How family business can compete and thrive for better?



Total No. of Questions : 5]

SEAT No. :

P4509

[Total No. of Pages : 2

[4982]-422

P.G.D.B.M. (Semester - IV)

Technology Management (Specialization) (Elective Core)

404(TM) : TECHNOLOGY FORECASTING

(2013 Pattern)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) What is Technology Forecasting? Discuss the Participatory Techniques. [10]

OR

b) Explain trend extrapolation and growth curve fitting? [10]

Q2) a) i) Write note on TRIZ. [5]

ii) Discuss Scenarios-Simulation. [5]

OR

b) Explain in detail Field Anomaly Relaxation method? [10]

Q3) a) Explain in details economic base modeling? Discuss input-output analysis. [10]

OR

b) What is diffusion modeling? Discuss Causal models. [10]

P.T.O.

Q4) a) What is Forecasting methods? Discuss Economics Methods. [10]

OR

b) i) Write note on Decision analysis. [5]

ii) Discuss in shortly economic base modeling. [5]

Q5) a) Explain in detail Descriptive and Matrices methods? Discuss Analogies method. [10]

OR

b) What is analysis? Explain Institute Analysis and Mitigation Analysis? [10]

