

Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages : 5

PC2940

[6380]-1

First Year M.B.A.

101-GC-01 : MANAGERIAL ACCOUNTING

(2019 Pattern) (Semester - I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Solve any five :

[5×2=10]

- a) Write any four accounting concepts.
- b) What is current assets?
- c) What is prime cost?
- d) What is contribution?
- e) Write any two objectives of cost accounting.
- f) Define standard costing.
- g) What is Margin of safety?
- h) Define 'Budgeting'.

Q2) Solve any two.

[2×5=10]

- a) Explain the types and rules of accounting with suitable example.
- b) Explain the various form of business organisation.
- c) Discuss the various elements of cost and draw a chart and a statement to illustrate your answer.

P.T.O.

Q3) Solve any one :

[10]

- a) From the following Trial Balance of Shri. Sumit, prepare trading account, profit and loss account for the year ended 31st March, 2023 and a balance sheet as on that date.

Trial Balance as on 31st March 2023

Particulars	Dr. Rs.	Cr. Rs.
Machinery	90,000	
Buildings	40,000	
Stock (1.4.2022)	20,200	
Purchases	1,10,800	
Wages and Salaries	17,000	
Carriage outward	3,000	
Sundry debtors	35,000	
General Expenses	9,100	
Rent	1,700	
Bad debts	650	
Legal charges	400	
Prepaid rent	200	
Loan to Amit	17,000	
Drawings	4,300	
Cash in hand & at Bank		
Sundry creditors	11,100	45,000
Capital		1,15,200
Bills payable		3,700
Return outwards		1,500
Interest and commission		900
Outstanding expenses		1,150
Sales		1,90,500
R.D.D.		2,500
	3,60,450	3,60,450

The following adjustments should be taken into consideration.

- Stock on 31st March 2023 was valued at Rs. 20,900.
- Depreciate Machinery at 10% and building at 5%.
- The Reserve for Bad & Doubtful debts is to be maintained at Rs. 1,000.
- Provide for Reserve for discount on sundry creditors at 2%.
- Interest to be allowed on capital at 5% p.a.

OR

- b) The following data have been extracted from the books of M/s Vedika Industries Ltd., for the year ending 31st March 2023.

Particulars	Rs.
Opening stock of Raw Materials	25,000
Purchase of Raw Materials	85,000
Closing stock of Raw materials	40,000
Expenses on purchases of Raw materials	5,000
Wages - Direct	75,000
- Indirect	10,000
Other direct charges	15,000
Rent and Rate - factory	5,000
- Office	500
Consumption of Indirect materials	500
Depreciation - Plant and machinery	1,500
- Office furniture	100
Salary - office	2,500
- Salesmen	2,000
Other factory expenses	5,700
Other office expenses	900
Managing directors Remuneration	12,000
Advertisement expenses	2,000
Travelling expenses of Salesmen	2,100
Sales	2,50,000

The managing director has the overall charge of the company and his remuneration is to be allocated at Rs. 4,000 to the factory, Rs. 2,000 to the office and Rs. 6,000 to the selling operations.

From the above particulars, compile

- i) Prime cost
- ii) Factory cost
- iii) Cost of production
- iv) Cost of sales
- v) Profit

Q4) Solve any one :

[10]

- a) From the following information relating to modern Enterprises Ltd., As a cost accountant, you are required to analyse :

- i) P/V Ratio and Break even sales
- ii) Calculate revised P/V Ratio and break even sales if selling price decrease by 10%.

Selling units	-	15,000
Fixed expenses	-	Rs. 34,000
Sales value	-	Rs. 1,50,000
Variable cost	-	Rs. 6 per unit

OR

- b) The sales turnover and profits during two years were as follows :

Year	Sales	Profits
2022	45,00,000	5,00,000
2023	50,00,000	7,00,000

You are required to analyse :

- i) P/V Ratio
- ii) Fixed cost
- iii) Break even sales
- iv) Sales to earn profits of Rs. 10,00,000.

Q5) Solve any one.

[10]

- a) A manufacturer forecasts his expenses for a normal output of 8000 units which represents 80% production capacity.

His production in past years ranges from 7000 to 9000 units. He expects that the production will not fall outside this range during the ensuring budget period. You are requested to formulate a flexible budget for 10% varying levels of production from given information.

Raw materials	Rs. 40,000
Direct wages	Rs. 10,000
Factory overheads (60% fixed)	Rs. 20,000
Selling & distribution overheads (80% fixed)	Rs. 10,000

Show in the budget besides total cost, the unit variable cost unit fixed cost and unit total cost at different levels of production.

OR

- b) As a finance executive you are required to assess material cost variance, material price variance and material usage variance from the given data :

	Standard			Actual		
	Qty. Kg.	Price Rs.	Value Rs.	Qty. Kg.	Price Rs.	Value Rs.
Material A	100	50	5,000	100	40	4,000
Material B	80	40	3,200	90	50	4,500
Material C	40	20	800	50	30	1,500
	220		9,000	240		10,000



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SEAT No. :

PC2941

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[Total No. of Pages :2

First Year M.B.A.

102-GC-02 : ORGANIZATIONAL BEHAVIOUR

(2019 Pattern) (Semester- I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer any 5 (2 marks each):

[10]

- a) Define Organizational Behaviour.
- b) Name five functions of management.
- c) What is self Esteem?
- d) What are the steps in creating organizational culture?
- e) List the components of Emotional Competence framework.
- f) What is “Consensus” with respect to Attribution theory?
- g) Name any three terminal values.
- h) What does SOBC stand for?

Q2) Answer any 2 (5 Marks each):

[10]

- a) Explain Vroom’s Expectancy Model of motivation.
- b) Examine any 2 challenges of Organizational Behaviour.
- c) With the help of Johari Window explain effective interpersonal communication.

Q3) Answer any one:

[10]

- a) What are the determinants of personality? Which of the “Big 5” personality attributes would you consider most relevant while selecting a candidate for the post of relationship manager at AXIS bank.

OR

- b) Compare & contrast managers and leaders.

P.T.O.

Q4) Answer any one:

[10]

- a) What are 5 stages of group formation? Explain the role of a manager to facilitate group bonding in all 5 stages of group development.

OR

- b) Which OB model will be best suited for shop floor employees in retail mall? Justify the answer.

Q5) Answer any one:

[10]

- a) Illustrate the term stereotyping and Halo effect in perception with example.

OR

- b) In an organization using a manual attendance monitoring system it was observed that people took longer breaks & came late regularly. The company now plans to introduce an 'Automated Monitoring System' to take care of this problem. Using Kurt-Lewin's model analyze & evaluate the forces for & against this change.



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SEAT No. :

PC-4436

[Total No. of Pages : 2

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M.B.A.

103:GC-03 : ECONOMIC ANALYSIS FOR BUSINESS DECISIONS

(2019 Pattern) (Semester - I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) All questions are compulsory.*
- 2) Figures to the right indicate full marks.*
- 3) Draw graphs wherever necessary.*

Q1) Attempt any 5 questions. (carry 2 marks each)

[10]

- a) Define Microeconomics.
- b) List the objectives of the firm.
- c) What is economic costs?
- d) Write any two determinants of Supply.
- e) State the law of supply.
- f) Which are the main types of elasticity of demand?
- g) Give any two exceptions to the Law of Demand.
- h) Write any two types pricing policies?

Q2) Attempt any 2 questions. (carry 5 marks each)

[10]

- a) What is demand? What are the factors that affect demand?
- b) Explain various Criterias for Good Demand Forecasting.
- c) Explain the sales force opinion method of Demand forecasting.

P.T.O.

Q3) a) Illustrate how the price is determined under monopolistic competition in short run. [10]

OR

b) State the law of demand. Explain the elasticity of demand.

Q4) a) What is production function? Explain the law of returns to scale in the long run. [10]

OR

b) Give the features of perfect competition and explain how the price will be fixed in the perfect competitive market.

Q5) a) Elaborate the concept of law of Diminishing Marginal Utility. [10]

OR

b) How the Business cycle helps in business decisions?



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SEAT No. :

PC-2942

[Total No. of Pages : 2

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M.B.A.

GC - 04 : BUSINESS RESEARCH METHODS

(2019 Pattern) (Semester - I) (104)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*
- 3) *Answer should be specific and to the point.*
- 4) *Draw sketches wherever necessary with pencil.*
- 5) *Graph paper will not be provided.*

Q1) Attempt any five

[10]

- a) List the advantages of Good research design.
- b) Define validity.
- c) List the Non probability sampling.
- d) Define Quote sampling. Explain with an example.
- e) Describe the characteristics of good research report.
- f) List the parametric tests in Research.
- g) Define Research Design.
- h) List the types of synthesis.

Q2) Attempt any two

[10]

- a) Explain Type I and Type II errors with examples.
- b) Differentiate between Questionnaire and schedules.
- c) Explain attitudinal scaling techniques.

Q3) Attempt any one

[10]

- a) Design a questionnaire to assess Addiction in youth in the present era.
- b) Design a sample design to assess e - commerce -A new buying perspective of consumers.

P.T.O.

Q4) Attempt any one

[10]

- a) Prepare hypothesis (null and alternate for the following solutions.
- i) Researcher wants to understand effects of social media on mental health of Today's youth.
 - ii) Researcher wants to understand the Financial Awareness among today's Youth.
- b) Dr. Satha a renowned doctor is researching the height of class 8th students. He has gathered 12 students but wants to know which maximum is where they belong. Draw a histogram for the following state the category which is more prominent in the height level.

No	1	2	3	4	5	6	7	8	9	10	11	12
Height	141	143	145	145	147	152	143	144	149	141	138	143

Q5) Attempt any one

[10]

- a) Develop a research proposal in effects of social media on stock marketing and cryptocurrency.
- b) Develop a research proposal on impact of metro on public transport.



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SEAT No. :

PC2943

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[Total No. of Pages : 2

First Year M.B.A.

105-GC-05 : BASICS OF MARKETING

(2019 Pattern) (Semester - I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks*
- 3) *Draw neat labelled diagram to support the answers.*
- 4) *Make necessary assumptions wherever required.*

Q1) Solve any 5:

[5×2=10]

- a) Define the role of Gate- Keeper in organizational buying decision making.
- b) Differentiate between Market place and market space
- c) Enlist types of Publics as a part of micro environment
- d) Fair pricing of a product is _____.
 - i) Social responsibility
 - ii) Relational marketing
 - iii) Marketing myopia
 - iv) Customer demand
- e) Marketing intermediaries are the part of micro environment
 - i) True
 - ii) False
- f) Marital Status of the customer is a _____.
 - i) Demographic factor
 - ii) Cultural factor
 - iii) Natural factor
 - iv) Economic factor
- g) Define long tail marketing
- h) Recall Moment of truth and Zero moment of Truth

P.T.O.

Q2) Solve any 2

[2×5=10]

- a) Discuss Meta market for packed fruit juice in Indian market.
- b) Explain Segmentation for Herbal Cosmetic product in rural market.
- c) Indicate Consumer Satisfaction and Customer Delight are indicators of post-purchase behaviour.

Q3) Solve any 1

[10]

- a) Illustrate macro environmental analysis for service providers in Healthcare sectors.

OR

- b) Maid's expert manufactures variety of models of induction cookers and automatic rotimaker. As a marketing manager of the company discuss different roles the consumer will play in the buying centre and write down the buying behaviour process for the same.

Q4) Solve any 1

[10]

- a) As a Business Development Manager develop market segmentation, targeting & positioning for F.M.radio Channel.

OR

- b) Mr. Rahul is appointed as a Sales manager for jelly chocolate manufacturing company. Identify the stage of PLC it would be and what strategies will you follow to place the product in the market.

Q5) Solve any 1

[10]

- a) Design a marketing mix for an organization which is into catering services for a long period.

OR

- b) Formulate the micro environmental analysis for a 5 star hotel.

x x x

Total No. of Questions : 5]

SEAT No. :

PC-2944

[Total No. of Pages : 2

[6380]-6

M.B.A.

**106GC-06: DIGITAL BUSINESS
(2019 Pattern) (Semester - I)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer the following questions (Any 5):

[10]

- a) Define the term 'Digital Enterprise'.
- b) Name any 2 examples of online travel and tourism services.
- c) Explain any 2 limitations of E - commerce.
- d) Enlist any 4 E - learning platforms.
- e) Explain the concept of digital economy.
- f) Recall dynamic pricing.
- g) Write any 2 benefits of m - commerce.
- h) What is social commerce?

Q2) Solve any Two :

[10]

- a) Compare and contrast traditional structure of the supply chain and e - supply chain.
- b) Explain the online purchasing process support with diagram.
- c) Describe any 2 wearable computing gadgets.

P.T.O.

Q3) a) Explain all the e - governance models with examples. **[10]**

OR

b) 'The online gaming industry in India has seen a rapid expansion of 28% CAGR between FY20 and FY23' Analyse the statement.

Q4) a) Elaborate the characteristics, advantages and limitations of electronic retailing. **[10]**

OR

b) 'The job portal industry in India is experiencing rapid growth, with a market size of over \$ 18.06 billion in 2022.' Elaborate the statement.

Q5) a) What is order fulfillment? Explain the EC order fulfillment process for food products in online mode. **[10]**

OR

b) 'Digital India programme initiatives like Ayushman Bharat Digital Mission, COWIN App, Aarogya Setu, e-Sanjeevani, e-Hospital have made health-care facilities and services reach every corner of India'. Elaborate the statement.



Total No. of Questions : 5]

SEAT No. :

PC-2945

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M.B.A.

**107-GE-UL-01: MANAGEMENT FUNDAMENTALS
(2019 Pattern) (Semester - I)**

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory. carry equal marks.*
- 2) *Give suitable examples & draw neat diagrams.*

Q1) Attempt any Five questions of Two marks :

[5 × 2 = 10]

- a) Explain organization structure.
- b) Discuss various factors affecting structure.
- c) Define the planning.
- d) Explain product departmentalization.
- e) Enumerate chain of command.
- f) List out the types of plan.
- g) What are the types of goal.
- h) Discuss the concept of span of control.

Q2) Attempt any Two of Five marks each:

[2 × 5 = 10]

- a) Illustrate the Hawthorne experiment of human resource approach.
- b) Coordination is the essence of management. Discuss the statement with suitable examples.
- c) Briefly explain the process of Departmentalization.

P.T.O.

- Q3)** a) Compare the methods of span of control in government organization and private organization. **[1 × 10 = 10]**

OR

- b) Draw an organization chart for any organization and also explain the need of organization chart.

- Q4)** a) Examine the role of technology in changing the working structure of organization. **[1 × 10 = 10]**

OR

- b) Elucidate concept of Boundaryless organization and virtual organizations structures with suitable examples.

- Q5)** a) What are the essential characteristics of a good decision? How can a manager make effective decisions? **[1 × 10 = 10]**

OR

- b) Management is regarded as an art by some, a science and an inexact science by others. The truth seems to be somewhere in between. In the light of this statement, explain the nature of management.



Total No. of Questions : 5]

SEAT No. :

PC-2946

[Total No. of Pages : 2

[6380]-8

M.B.A.

GE-UL-02:108: INDIAN ECONOMY

(2019 Pattern) (Semester - I)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figure to right indicates full marks.*
- 3) *Each question has an internal option.*

Q1) Answer any Five questions:

[10]

- a) Unfair Trade Practices are included in:-
 - i) FERA
 - ii) FEMA
 - iii) MRTP Act
 - iv) Anti Laundering Act
- b) The second five year plan laid more stress on.
 - i) Industrialisation
 - ii) Removing Poverty
 - iii) Self reliance
 - iv) Agriculture
- c) Globalisation of Indian economy means.
 - i) Increasing external borrowing
 - ii) Larger FDI
 - iii) Import substitution
 - iv) Minimum possible restriction on economic relation with other countries
- d) List down 3 types of Mergers.
- e) The contribution of Indian agricultural sector is.
 - i) Increasing
 - ii) Decreasing
 - iii) Constant
 - iv) None of the above

P.T.O.

- f) Define Inflation.
- g) Public sector is dominant in _____ sector.
 - i) Transport
 - ii) Steel Production
 - iii) Financial Institution
 - iv) Commercial Banking
- h) What do you understand by Green Infrastructure.

Q2) Answer any Two questions: [10]

- a) What do you understand by balance of payment crisis.
- b) What are the functions of RBI.
- c) Explain concept of Angel investors and unicorn.

Q3) Answer any One question: [10]

- a) Differentiate between public sector and private sector.

OR

- b) Write a note on Globalisation and its impact on Indian economy.

Q4) Answer any One question: [10]

- a) Discuss the challenges faced by Agricultural sector in India.

OR

- b) State any three objectives of economic survey 2019.

Q5) Answer any One question: [10]

- a) Write a note on hard infrastructure and soft infrastructure with any 2 suitable examples.

OR

- b) Distinguish between primary, secondary and tertiary sectors.



Total No. of Questions : 5]

SEAT No. :

PC-2947

[Total No. of Pages : 2

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M.B.A.

**109: GE-UL-03: ENTREPRENEURSHIP DEVELOPMENT
(2019 Pattern) (Semester - I)**

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figure to right indicates full marks.*

Q1) Attempt any Five questions each question carries Two marks : [10]

- a) Define the term “Entrepreneurial change”?
- b) List the four problems of Entrepreneurs?
- c) State any four functions of DIC?
- d) What is Mobility of Entrepreneurs
- e) Define Innovative Entrepreneur?
- f) Describe any four importance of Entrepreneurial training.
- g) Name any two methods of Entrepreneurial Training?
- h) Define the concept “Entrepreneurship”?

Q2) Solve any Two out of Three: [10]

- a) Discuss the Role of EDII for Entrepreneurship Development?
- b) How can you describe “Innovation and Entrepreneurship”?
- c) Explain why Entrepreneurial Training is important for Entrepreneurship Development?

Q3) Answer any One question: [10]

- a) “Innovation and Entrepreneurship” goes hand in hand. Justify?

OR

- b) Illustrate the various Training methods for Entrepreneurship Development?

P.T.O.

Q4) Answer any One question:

[10]

- a) What problems are facing the Indian Entrepreneurs. Explain?

OR

- b) Outline the Objectives of NIESBUD for Entrepreneur Development?

Q5) Answer any One question:

[10]

- a) In India, young Entrepreneurs face a number of Problems but they have bright prospects in Indian Economy Elaborate?

OR

- b) Evaluate the role of EDII in Entrepreneur Development?



Total No. of Questions : 5]

SEAT No. :

PC-2948

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M.B.A.

**110: GE-UL-04: Essentials of Psychology for Managers
(2019 Pattern) (Semester - I) (CBCS) (Generic Elective-UL)**

Time : 2 Hours]

[Max. Marks : 50

Instruction to the candidates:

- 1) *All questions are compulsory*
- 2) *Each questions has an internal option.*
- 3) *Figures to the right indicate full marks for that question/sub-question*
- 4) *Answers should be speific and to the point.*

Q1) Answer any 5 out of 8 (2 marks each) :

[10]

- i) Three processes are involved in memory : The process in which information is placed of stored in memory by making mental representations is called _____.
 - a) Encoding
 - b) Decoding
 - c) Storage
 - d) Retrieval
- ii) During very emotional or stressful situations the body secretes chemicals called _____.
 - a) Sugars
 - b) Hormones
 - c) Proteins
 - d) Lipids
- iii) Match the following memory disorders with the correct information :
 - 1) Affects alcoholics, may result in hallucinations
 - 2) Memory loss occuring with out other mental problems
 - 3) Beta anyloid defect, progressive for getting and physical deterioration
 - a) 1 – b, 2 – c, 3 – a
 - b) 1 – c, 2 – a, 3 – b
 - c) 1 – a, 2 – b, 3 – c
 - d) None of the above

P.T.O.

Q4) Answer 4 a or 4 b :

[10]

- a) Analyse in detail how learning and memory work as intertwined processes.

OR

- b) Compare proactive interference and retroactive interference. Describe effects of age in short term and long term memory.

Q5) Answer 5 a or 5 b :

[10]

- a) Explain in detail how do people form impressions of what others are like and the causes of their behavior?

OR

- b) “In a social perception aspects of the ‘perceiver’ and the perceived’ are important”. Justify the statement.



Total No. of Questions : 5]

SEAT No. :

PC-2949

[Total No. of Pages : 2

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M.B.A.

111: GE-UL-05: Legal Aspects of Business

(2019 Pattern) (Semester - I)

Time : 2 Hours]

[Max. Marks : 50

Instruction to the candidates:

- 1) *All questions carry equal marks.*
- 2) *All questions have internal choice.*
- 3) *All questions are compulsory.*

Q1) Attempt any five :

[5 × 2 = 10]

- a) Company
- b) Unfair trade practice
- c) Digital signature
- d) Promissory note
- e) Sale by auction
- f) Contingent contract
- g) Under the sale of Goods Act, 1930, the price in a contract of sale must be _____.
- h) A promissory note cannot be made payable to bearer. (True/False)

Q2) Attempt any two :

[2 × 5 = 10]

- a) Differentiate between noting & protest
- b) Differentiate between conditions & warranties
- c) Differentiate between shares & debentures.

P.T.O.

- Q3) a)** Discuss the composition, functions and Jurisdictions of national forum under consumer protection Act. **[10]**

OR

- b) Has the e-governance been successful in curbing the offences under Act? Discuss with suitable example.

- Q4) a)** What do you mean by performance of contract? State the rights and duties of the buyer as per the sales of goods Act 1930. **[10]**

OR

- b) Mr 'X' the promoter of a company, enters into an agreement to buy 'Ys' factory on behalf of his company. But after incorporation the company refuses to buy the said factory of 'Y'

Can 'Y' enforce the company to buy his factory. Explain the legal provisions to justify your answer.

- Q5) a)** Define endorsement. Explain the different types of endorsement. **[10]**

OR

- b) Define consumer. Discuss the rights of a consumer under consumer protection Act.



Total No. of Questions : 5]

SEAT No. :

PC2950

[Total No. of Pages : 2

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First Year M.B.A.

**112-GE-UL- 06 : DEMAND ANALYSIS & FORECASTING
(2019 Pattern) (Semester - I)**

Time : 2 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) Answer any Five (2 marks each).

[10]

- a) What is Firm level Forecasting?
- b) Define, Seasonal Effects.
- c) What are the different Qualitative Forecasting Methods?
- d) What is trend Analysis?
- e) Explain Income Elasticity of Demand with suitable example.
- f) What is Demand Estimation?
- g) What is inventory planning,?
- h) Define Random Fluctuations in demand forecasting.

Q2) Answer any Two (5 mark each):

[10]

- a) Investigate in detail what marketing research techniques can be used for estimating demand?
- b) Illustrate the Role of forecasting in planning.
- c) Why is forecasting important in new products?

P.T.O.

Q3) Answer any One (10 marks each): **[10]**

- a) What the strengths and weaknesses are of cross impact analysis? Justify with appropriate example.

OR

- b) Compare and Contrast Delphi method and Historical Analogy methods.

Q4) Answer any one (10 marks each): **[10]**

- a) Explain the important components of a time series.

OR

- b) Distinguish between quantitative forecasting techniques and qualitative forecasting techniques?

Q5) a) Domestic air traffic has again picked up pace during the current financial year i.e. 2022-23 and is expected to reach around 97% of the pre-covid level. In the light of various components of time series, analyze the growth of passengers in Indian aviation sector. **[10]**

OR

- b) What is the significance of demand forecasting in business decisions? Critically examine the various methods of Quantitative demand forecasting.

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Total No. of Questions : 5]

SEAT No. :

PC2951

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[6380]-21

F.Y. M.B.A.

201-GC-07 : MARKETING MANAGEMENT

(2019 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) Attempt all questions.*
- 2) All questions carry equal marks.*
- 3) Draw neat labelled diagram wherever necessary.*

Q1) Solve any five :

[10]

- a) Define Goods & Services Continuum.
- b) State classification of Consumer products.
- c) Define Brand equity.
- d) Classify Industrial products.
- e) Enlist 7‘P’s of marketing.
- f) Explain penetration pricing.
- g) Enlist levels of product.
- h) Define wholesaler.

Q2) Write short notes on any two.

[10]

- a) Factors influencing pricing decisions.
- b) Pricing strategy in online marketing.
- c) Concept of transfer pricing.

Q3) a) Design distribution channel for FCMG company manufacturing & marketing Atta, Besan & Maida. **[10]**

OR

- b) Explain solutions to solve channel conflict between wholesalers & retailers with suitable examples. **[10]**

P.T.O.

- Q4) a)** Design total promotion plan for Bike manufacturing company for Indian market (make necessary Assumptions). **[10]**

OR

- b) Design Advertising campaign for newly launched chocolate & candy company in Indian market. (make necessary assumptions). **[10]**

- Q5) a)** You are appointed as marketing consultant by a leading company. They are planning to launch new brand of “Breakfast Cereals” in Indian market. Prepare a detailed marketing plan with suitable examples. **[10]**

OR

- b) Design a marketing plan for a company planning to launch online matrimony sites. **[10]**



Total No. of Questions : 5]

SEAT No. :

PC2952

[6380]-22

[Total No. of Pages :5

First Year M.B.A.

202-GC-08 : FINANCIAL MANAGEMENT

(2019 Pattern) (Semester- II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Solve any Five.

[10]

- a) Objective of financial management is:
 - i) Management of Liquidity
 - ii) Maximisation of Profit
 - iii) Maximisation of Shareholder's wealth
 - iv) Management of Fixed assets
- b) Return on Investment may be improved by :
 - i) Increasing Turnover
 - ii) Reducing Expenses
 - iii) Increasing capital utilisation
 - iv) All of the above
- c) Capital budgeting Decisions are:
 - i) Reversible
 - ii) Irreversible
 - iii) Unimportant
 - iv) All of the above
- d) Which of these is the most expensive source of fund?
 - i) New equity shares
 - ii) New preference shares
 - iii) New Debts
 - iv) Retained Earnings
- e) In case of Net Income Approach, the cost of equity is:
 - i) Constant
 - ii) Increasing
 - iii) Decreasing
 - iv) None of the above
- f) What do you mean by Ratio Analysis?
- g) Define Financial Management.
- h) What do you mean by EPS?

P.T.O.

Q2) Attempt any two:

[10]

- Differentiate between Profit maximisation and Wealth maximisation.
- Write short note on common size statements.
- What do you mean by mutually exclusive projects? How do they differ from accept-reject project?
- Explain various factors affecting capital structure of organisation.
- Discuss the importance of capital budgeting in details.

Q3) a) The following is a summarise Profit and Loss A/c. For the year ending 31st March 2019 and the Balance-Sheet as on date of ABC Ltd. **[10]**

Dr.		Profit & Loss A/c		Cr.	
Particulars	₹	Particulars	₹		
To Opening stock	10,000	By Sales	1,00,000		
To Purchases	55,000	By closing stock	15,000		
To Gross profit	50,000				
	1,15,000		1,15,000		
To Adm expenses	15,000	By Gross Profit	50,000		
To Interest	3,000				
To Selling expenses	12,000				
To Net Profit	20,000				
	50,000		50,000		

Balance-Sheet as on 31.03.2019

Liabilities	₹	Assets	₹
Share capital [₹10 each]	1,00,000	Land & Building	50,000
Profit & Loss account	20,000	Plant and Machinery	30,000
Creditors	25,000	Stock	15,000
Bills Payable	15,000	Debtors	15,000
		Bills receivable	12,500
		Cash & Bank	17,500
		Furniture	20,000
	1,60,000		1,60,000

Additional Information :

Average debtors	₹12,500
Credit purchases	₹40,000
Credit sales	₹80,000

Calculate:

- i) Stock turnover ratio
- ii) Debtors turnover ratio
- iii) Creditors turnover ratio
- iv) Working capital turnover ratio
- v) Sales to capital employed
- vi) Return on shareholder funds
- vii) Net profit ratio
- viii) EPS
- ix) Operating ratio

OR

- b) From the following data, calculate, the Trend Percentages taking 2021 as the base year and give your opinion. [10]

Assets	2021(₹)	2022(₹)	2023(₹)
Land and Building	24,00,000	30,00,000	34,00,000
Plant and Machinery	20,00,000	20,00,000	24,00,000
Stock	6,00,000	8,00,000	7,00,000
S. Debtors	4,00,000	5,00,000	6,50,000
Bills and receivable	1,00,000	1,50,000	2,50,000
Cash and Bank	2,00,000	2,40,000	1,60,000
	57,00,000	66,90,000	75,60,000

- Q4)** a) Calculate the operating leverage, financial leverage and combined leverage from the following details [10]

Selling price per unit = ₹150

Variable cost per unit = ₹100

Fixed costs = ₹6,00,000

Production & sales = 20,000 units

The capital structure of the company under the alternate financing plan is as follows

Particulars	Plan I (₹)	Plan II (₹)
Equity capital	20,00,000	10,00,000
16% Debentures	(+)10,00,000	(+)20,00,000
Total	30,00,000	30,00,000

OR

- b) M/s ABC & Co. has the following capital structure as on 31st March 2021. [10]

Particulars	Amount (₹)
12% Debenture	3,00,000
9% Preference shares	2,00,000
Equity - 5,000 shares of ₹100 each	5,00,000
Total	10,00,000

The equity shares of the company are quoted at ₹102 and expected dividend is ₹9 per share for 2015-2016. A growth rate of 7% was registered in the past which is expected to be maintained on the assumption that the applicable income-tax rate for the company is 40% calculate the weighted average cost of capital.

- Q5) a) ABC Ltd. is considering investing in a project that is expected to cost ₹12,00,000 and has an effective life of 5 years. The project cash inflows for this period are as follows [10]

Year	Amount
1	3,00,000
2	3,00,000
3	4,50,000
4	4,50,000
5	7,50,000
Total	22,50,000

Calculate :

- Pay Back Period
- Net present value @ 10% rate of discounts
- Profitability Index
- Discounted Pay Back Period at 10% rate of discount

OR

- b) ABC cements Ltd. sells its products on gross profit of 20% on sales. The following information is extracted from its annual accounts for the current year ended on 31st March 2021. [10]

₹

Sales at 3 month credit	40,00,000
Raw materials	12,00,000
Wages paid-average time lag 15 days	9,60,000
Manufacturing expenses paid one month in arrears	12,00,000
Administrative expenses paid one month in arrears	4,80,000
Sales promotion expenses payable half year in advance	2,00,000

The company enjoys one month's credit from the suppliers of raw materials and maintains a 2 months stock of raw materials and one and half month's stock of finished goods. The cash balance is maintained at ₹1,00,000 as a Precautionary measure. Assuming a 10% margin. Find out the working capital requirements of the company. The company computes Debtors at cost price.



Total No. of Questions : 5]

SEAT No. :

PC-2953

[Total No. of Pages : 2

[6380]-23

M.B.A. - II

203-GC-09 : HUMAN RESOURCE MANAGEMENT

(2019 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) Assume Suitable Data if necessary.
- 2) Black figures to the right indicate full marks.
- 3) All Questions are compulsory.
- 4) All questions have internal options.

Q1) Attempt any Five questions :

[5 × 2 = 10]

- a) Why do the organizations have focused on strategic HRM? [2]
- b) What are the objectives behind socialization process of an organization? [2]
- c) Write the steps involve in employee socialization process. [2]
- d) What are the purposes of stress interview? [2]
- e) Why are employee induction significant? [2]
- f) Why is potential appraisal essential? [2]
- g) What are the purposes of performance appraisal? [2]
- h) Write two legislations relating to employee compensation in India. [2]

Q2) Attempt any two Questions :

[2 × 5 = 10]

- a) Explain what Horizontal Fit and Vertical Fit Mean in SHRM? [5]
- b) Explain the mechanism of HR Supply Forecasting with an example. [5]
- c) Distinguish between performance appraisal and potential appraisal. [5]
- d) Write Short Notes on : [5]
 - i) Competency Mapping
 - ii) Management By Objectives

P.T.O.

Q3) Attempt any One Question : [10]

- a) “Effective management of human resources is essential for the prosperity and welfare of an organization, a society and a nation.” In the light of this statement, describe the role of human resource management. [10]

OR

- b) What do you understand by Job Evaluation? Discuss the Objectives and Methods of Job Evaluation? [10]

Q4) Attempt any One Question : [10]

- a) Infotech Enterprises Ltd has 4000 employees and wishes to develop a compensation policy in all its divisions [10]

- i) Engineering Design Services
- ii) Geographical Information Systems and
- iii) Software development and Services to correspond to its dynamic business strategy. The company wishes to employ a high-quality workforce capable of responding to a competitive business environment. Suggest different compensation objectives to match Infotech’s Business goals.

OR

- b) “Performance appraisal is not only for appraisal but is for achievement and improvement of performance”. Explain. [10]

Q5) Attempt any One Question : [10]

- a) How does effective Compensation Management help an organization achieve its strategic objectives? [10]

OR

- b) What is Human Resource Accounting? Outline the different methods of measuring the value of human resources? [10]



Total No. of Questions : 5]

SEAT No. :

PC-4437

[Total No. of Pages : 2

[6380]-24

M.B.A.

**GC-10 204 : OPERATION AND SUPPLY CHAIN
MANAGEMENT**

(2019 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) All questions are compulsory.*
- 2) Each question carries 10 marks.*
- 3) Each question has an internal option.*
- 4) Use of non-scientific calculator is permitted (as applicable).*

Q1) Solve any five out of eight following sub question.

[10]

- a) List any four functions of PPC.
- b) Enlist any four key values of TQM
- c) Describe Cash to Cash conversion.
- d) Define 'pull system'.
- e) Define 'logistics management'.
- f) Enlighten significance of operations Management (any four).
- g) Define Scheduling.
- h) Gantt Charts

Q2) Solve any two of the following sub questions:

[10]

- a) Paraphrase the various types of Operations Processes.
- b) Explain the characteristics of Job Production.
- c) Discuss the role and responsibilities of operation manager.

P.T.O.

- Q3) a)** Classify inventories and appraise seasonal, decoupling, cyclic, pipeline and safety inventories with suitable examples. **[10]**

OR

- b) A speciality chemical company is considering expanding its operations into Brazil, when five companies dominate the consumption of speciality chemicals. What sort of distribution network should this Company utilize?

- Q4) a)** Abhi Industry expects to sell 14,000 pieces of merchandise in the coming year. The purchase price is Rs. 120 per order and the yearly holding cost is equivalent to 25% of the purchase price. The purchase price is 60 rupees per unit. **[10]**

Determine;

- i) EOQ
- ii) The number of purchases made each year
- iii) The interval between sales
- iv) Total cost

OR

- b) Create the EOQ equation for the Buying scenario that is devoid of shortages.

- Q5) a)** Compose Generic Supply Chain Structure for new start-up of vegetable and fruit selling company. The company receives the orders on their Android and IOS APP. Workable assumptions can be considered. **[10]**

OR

- b) Draw the product - process matrix and map commercial printing, Heavy equipment, Auto assembly & Oil Refinery industry on the same.



Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages : 2

PC-2954

[6380]-25

M.B.A. (Management)

**207-GE-UL-07: CONTEMPORARY FRAMEWORKS IN
MANAGEMENT**

(2019 Pattern) (Semester - II)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Solve all questions.*
- 2) *Marks are indicated to the right hand side.*

Q1) Solve any 5 :

[10]

- a) "Seven Habits of highly effective people" is a book written by _____
 - i) Jim Collins
 - ii) Stephen Covey
 - iii) Daniel Goleman
 - iv) Patrick Lenciani
- b) What is stockdale paradox?
- c) Becoming a leader is like investing in the stock market if you try to make a fortune in a day you will not succeed is better explained by _____
 - i) Law of Lid
 - ii) Law of navigation
 - iii) Law of process
 - iv) Law of magnetism
- d) The team dysfunction of inattention to results causes what type of dysfunctional behaviour?
 - i) Artificial Harmony
 - ii) Focus on status and ego
 - iii) Task delays
 - iv) Employee fights
- e) Who decision comes before _____
 - i) How
 - ii) Where
 - iii) When
 - iv) What
- f) What do you mean by confronting the brutal facts?
- g) More than just taking initiative it's expected to the _____
 - i) Physically fit
 - ii) Spiritual
 - iii) Proactive
 - iv) Put first thing first
- h) Law of legacy _____ define.

P.T.O.

Q2) Write short notes on any Two:

[10]

- a) Avoidance of Accountability.
- b) Empathy and Barriers of empathy.
- c) Culture of discipline.

Q3) a) Explain how “Flywheel effect” transforms a company from good to great. **[10]**

OR

- b) Explain how to overcome 5 dysfunctions of team.

Q4) a) Good to Great companies have “Level 5 Leadership” shed light on. **[10]**

OR

- b) What do you understand by social skills? What is the importance of social skills in human life.

Q5) a) What are the key learnings you get from seven habits of highly effective people... explain? **[10]**

OR

- b) Understanding the medgehog concept is very important for a company to move from good to great _____ discuss.



Total No. of Questions : 5]

SEAT No. :

PC-2955

[Total No. of Pages : 2

[6380]-26

M.B.A. (Management)

208-GE-UL-08: GEOPOLITICS & WORLD

ECONOMIC SYSTEMS

(2019 Pattern) (Semester - II)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are candidates.*
- 2) *Figures to the right indicates full marks.*
- 3) *Each question has an internal option.*

Q1) Attempt Any 5:

[5 × 2 = 10]

- a) Bretton woods conference resulted into formation of which two international financial institutions?
- b) State various intellectual property rights.
- c) Define Globalization.
- d) Name 2 components of global economy.
- e) What is protectionism?
- f) Explain ASEAN.
- g) What is globalization in reverse gear?
- h) State significance of IMF.

Q2) Attempt any Two :

[2 × 5 = 10]

- a) Functions of WTO.
- b) Theory of Hegemonic stability.
- c) Trade Blocs.

P.T.O.

Q3) Attempt any One:

[10]

- a) Illustrate Positive and Negative aspects of Globalization on Indian economy.

OR

- b) Critically comment on Impact of fluctuating crude oil prices on India.

Q4) Attempt any One:

[10]

- a) Discuss the role of trade marks, patents and copyrights in international trade. Explain importance of IPR.

OR

- b) Evaluate the impact of multi-lateral trade agreements on Indian economy. Give example of any multi-lateral agreement.

Q5) Attempt any One:

[10]

- a) Analyze the challenges faced by developing countries in international monetary system.

OR

- b) Describe dispute settlement procedure under GATT/WTO.



Total No. of Questions : 5]

SEAT No. :

PC-4853

[Total No. of Pages : 2

[6380]-27

M.B.A.

**209 - GE - UL- 09 : START UP AND NEW VENTURE
MANAGEMENT
(2019 Pattern) (Semester - II)**

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Define the following terms.

[10]

- a) Go-to-market strategy
- b) Lean startup
- c) Business plan
- d) Entrepreneurial Ecosystem
- e) Crowd funding
- f) Elevator pitch
- g) Bootstrapping
- h) SANKALP

Q2) Solve any 2:

[10]

- a) What is the role of market intelligence in customer discovery?
- b) Describe the process of developing a value proposition in startup.
- c) Explain the concept of long tail marketing with example.

P.T.O.

Q3) a) Discuss the role of entrepreneurial ecosystem in startup. [10]

OR

b) Develop a simple Go-To-Market strategy for a tech startup launching a mobile productivity app.

Q4) a) Analyze the strategic decision-making dilemmas an entrepreneur might face when choosing between rapid expansion & sustainable growth.[10]

OR

b) Identify various opportunities & Threats in the Environment for startup.

Q5) a) Evaluate the effectiveness of social media promotion tools in increasing customer acquisition for a startup. [10]

OR

b) Design an innovative business plan presentation for a startup in the renewable energy sector.



Total No. of Questions : 5]

SEAT No. :

PC-2956

[Total No. of Pages : 2

[6380]-28

F.Y. M.B.A.

210-GE-UL-10: Qualitative Research Methods
(2019 Pattern) (Semester - II)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory;*
- 2) *Each question has an internal options*
- 3) *Mention question number correctly for answer.*

Q1) Solve any 5 out of 8:

[10]

- 1) What is quantitative research.
- 2) What is qualitative research.
- 3) Define triangulation.
- 4) What is research design.
- 5) What is sampling.
- 6) _____ is a general methodology for developing theory that is based on data systematically gathered and analyzed.
- 7) A common test in research demands much priority on
 - a) Reliability
 - b) Useability
 - c) Objectivity
 - d) All of the above
- 8) Questionnaire is a:
 - a) Research method
 - b) Measurement technique
 - c) Tool for data collection
 - d) Data analysis technique

P.T.O.

Q2) Solve any 2 out of 3:

[10]

- a) Write characteristics of qualitative research.
- b) Define validity and reliability
- c) Write a note on ethnography

Q3) a) Explain Longitudinal qualitative studies.

[10]

OR

- b) Explain grounded theory method.

[10]

Q4) a) Compare and contrast qualitative and quantitative research with example. [10]

OR

- b) Discuss the Zaltman's metaphor elicitation techniques.

[10]

Q5) a) Design a qualitative research approach on the following: A survey on consumer perception of E vehicles specially two wheeler segment. [10]

OR

- b) Describe the relationship between validity and reliability in research. [10]



Total No. of Questions : 5]

SEAT No. :

PC-4438

[Total No. of Pages : 2

[6380]-29

F.Y. M.B.A.

211-GE-UL-11: Business, Government & Society
(2019 Pattern) (Semester - II)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) Attempt all the questions.*
- 2) All questions carry equal marks.*
- 3) Figures to the right indicates full marks.*

Q1) Solve any 5:

[10]

- a) Whether GDP and Economic Growth related to each other?
- b) Discuss the concept of privatization.
- c) Define secularism as per constitution of India.
- d) What is PPP?
- e) Define poverty line.
- f) Define Multi-National Corporation (MNC).
- g) Whether industrial relations are important?

Q2) Solve any 2:

[10]

- a) What are the Features of global business environment?
- b) Briefly elaborate Build operate & transfer model.
- c) What are Advantages of Globalization.?

Q3) a) Elaborate the disadvantages of multi-national company to host country and home country. **[10]**

OR

- b) What are the key factors driving the globalization of Indian business and the challenges do they face in the global market? **[10]**

P.T.O.

Q4) a) Elaborate different areas of gender discrimination at workplace in India. [10]

OR

b) Explain the various causes poverty in India. [10]

Q5) a) How does the blending of people, technology, and ethical behaviour contribute to the success of business in the global environment. [10]

OR

b) Discuss the causes of poor industrial relations in India. [10]



Total No. of Questions : 5]

SEAT No. :

PC2957

[Total No. of Pages : 2

[6380]-30

First Year M.B.A.

**212 - GE-UL - 12 : BUSINESS PROCESS RE-ENGINEERING
(2019 Pattern) (Semester - II)**

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer any Five out of eight. (2 marks each).

[10]

- a) List two benefits of implementing BPR.
- b) Indentify two guiding principles of BPR.
- c) What are the key elements of BPR.
- d) Write the name of two tools used in modelling the business.
- e) Write the factors relating to BPR failure.
- f) List BRM team characteristics.
- g) Define Just in time.
- h) What is reduced cost?

Q2) Answer any Two out of three (5 mark each):

[10]

- a) In what ways does BPR aim to enhance. Customer satisfaction, and why is this important for businesses?
- b) How does BPR aim to reduce cycle time in business processes and why is this goal important?
- c) Analyze the importance of conducting benefit cost analysis in the context of BPR project.

P.T.O.

Q3) Answer 3 (a) or 3(b). [10]

- a) Explain outline the Break through Reengineering model and it's significance in achieving radical process improvements.
- b) Explain the role of BPR in simplifying processes within a organization and improving operational efficiency.

Q4) Answer 4 (a) or 4(b). [10]

- a) Explain the importance of production planning in driving successful Business process. re-engineering (BPR) efforts in manufacturing.
- b) Discuss the role of information Technology (IT) in enabling BPR within the manufacturing sector.

Q5) Answer 5 (a) or 5(b). [10]

- a) Explain the key factors related to organizational structure in change management.
- b) Analyze the significance of committed and strong leadership in navigating business re-engineering projects.

* * *

Total No. of Questions : 5]

SEAT No. :

PC2958

[6380]-31

[Total No. of Pages : 2

First Year M.B.A.

205-BA-SC-BA-01 : BASIC BUSINESS ANALYTICS USING R

(2019 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer the following questions: (any five)

[10]

- a) Define Analytics.
- b) Define data and information.
- c) Enlist the characteristics of good question?
- d) List out any four skills of good business analyst.
- e) What are the features of R programming?
- f) What are the types of joins used in R?
- g) What is the use of paste() function in R?
- h) Enlist any four data analytics tools?

Q2) Answer the following: (any 2)

[10]

- a) Differentiate between Business Intelligence and Data Science.
- b) What are assignment operators in R? Elaborate any two assignment operators with example.
- c) What are the different ways to improve the data quality?

P.T.O.

Q3) Answer the following: (any one) **[10]**

- a) Explain in detail characteristics of Analytical Decision-Making Process.

OR

- b) Explain the following functions with example:

- i) `matrix ()`
- ii) `help()`
- iii) `class ()`
- iv) `merge ()`
- v) `head ()`

Q4) Answer the following: (any one) **[10]**

- a) What is Data Visualization? Explain any two plots with diagram.

OR

- b) What are the loop statements used in R? Explain any two loop statements of R with example.

Q5) Answer the following: (any one) **[10]**

- a) Write a R program to display the following pattern.

```
1
1 2
1 2 3
1 2 3 4
```

OR

- b) Discuss the application of business analytics in web and social media sector.

x x x

Total No. of Questions : 5]

SEAT No. :

PC-2959

[Total No. of Pages : 2

[6380]-32

M.B.A.

SC-BA-02: DATA MINING

(2019 Pattern) (Semester - II) (206 BA)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Attempt All questions.*
- 2) *Figures to right indicates full marks.*
- 3) *State your assumptions clearly.*

Q1) Solve any Five questions :

[10]

- a) Define the term Big Data.
- b) Explain classification.
- c) What are the different types of attributes?
- d) Explain data cleaning concept in data preprocessing.
- e) Define partitional clustering method.
- f) Explain Frequent Pattern Mining (FPM).
- g) What is hyper plane.
- h) Describe the descriptive modeling.

Q2) Solve any Two :

[10]

- a) Explain the characteristics of data mining in Business environment.
- b) Explain the data preprocessing techniques in detail.
- c) Classification is supervised learning. Justify.

Q3) a) What is feature selection/Instance selection? Explain the importance of feature selection with reference to Big Data Scenario. **[10]**

OR

- b) Prathamesh distributors is in FMCG retail business from many years. The management wants to analyse the transaction data of customers to classify its outlet products as per need, preferences of customer. As a data analyst consultant suggest a suitable algorithm or model to management of prathamesh distributors

P.T.O.

- Q4) a)** What is hierarchical clustering? Discuss the two types of Algorithms and write different steps to draw the dendrogram? **[10]**

OR

- b)** Draw a Dendrogram for the following Data Set by using Agglomerative clustering.

	P1	P2	P3	P4	P5
P1	0				
P2	9	0			
P3	3	7	0		
P4	6	5	9	0	
P5	11	10	2	8	0

- Q5) a)** Discuss the Decision-Tree Based Approach. Explain the different concepts and strategies to draw decision tree by using ID3 Algorithm.**[10]**

OR

- b)** State and Explain apriori algorithm and apply it for the following data set to find the list of frequent item sets, if the minimum support = 60%, confidence = 80%.

Transaction ID	List of Items
1	a, b, c
2	b, c, d
3	c, d
4	b, d
5	a, c
6	a, c, d



Total No. of Questions : 5]

SEAT No. :

PC2960

[6380]-33

[Total No. of Pages : 2

First Year M.B.A.

**205-SC-FIN- 01 : FINANCIAL MARKETS AND BANKING
OPERATIONS**

(2019 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) Attempt all the questions.***
- 2) Draw neat labeled diagrams.***
- 3) Figures to the right indicate full marks.***

Q1) Solve any five (out of Eight)

[10]

- a) Define OMR.
- b) Define GDR.
- c) Define the term Derivatives.
- d) List out the types of ATMs.
- e) Define ADR.
- f) Define Money Market Mutual Funds.
- g) List out the types of Financial Markets in India.
- h) Define Central Bank.

Q2) Solve any two

[10]

- a) Explain the concept of commercial Bank in India.
- b) Write the main participants of Money Market.
- c) Describe the concept of Electronic clearing service.

P.T.O.

Q3) Solve any one

[10]

- a) Illustrate the various capital Market Instruments.

OR

- b) Explain the role of NBFCS in providing services in India.

Q4) Solve any one :

[10]

- a) Explain in detail the process of IPO.

OR

- b) Discuss the role of RBI in regulating the Banking System.

Q5) Solve any one :

[10]

- a) Discuss the advantages and disadvantages of Internet Banking.

OR

- b) Explain how the financial system plays a crucial role in Mobilizing savings and facilitating the investment in the country.

x x x

Total No. of Questions : 5]

SEAT No. :

PC-2961

[Total No. of Pages : 2

[6380]-34

M.B.A.

**206FIN-SC-FIN-02: PERSONAL FINANCIAL PLANNING
(2019 Pattern) (Semester - II)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Assume suitable data if necessary.*
- 2) *Figures to the right indicate full marks.*
- 3) *All questions are compulsory.*
- 4) *All questions have internal options.*

Q1) Attempt any Five questions:

[10]

- a) Which of the following is considered a risk-free investment?
 - i) Equity share
 - ii) Corporate bond
 - iii) Treasury bills
 - iv) Gold
- b) List out any two responsibilities of financial planner.
- c) What are the 'Elements of Financial Planning'?
- d) How much would Mr. Nilesh earn after 5 years if he invest Rs. 21,000 @ 7% p.a?
- e) It is a _____ alphanumeric number which is printed on a laminated card, known as PAN Card.
 - i) 8 digits
 - ii) 10 digits
 - iii) 12 digits
 - iv) 15 digits
- f) Define risk.
- g) _____ offers a life insurance cover while the premium is invested in equity or debt product or a combination thereof.
 - i) Unit Linked Insurance policy
 - ii) Health Insurance policy
 - iii) Fire Insurance policy
 - iv) Motor Insurance policy

P.T.O.

- h) Match the pairs:
- | | |
|-------------------------|-------------------------------|
| i) Deduction v/s 80 C | a) Interest on Education Loan |
| ii) Deduction v/s 80 D | b) Donation |
| iii) Deduction v/s 80 E | c) Investment |
| iv) Deduction v/s 80 G | d) Medical Insurance |

Q2) Solve any Two : **[10]**

- a) Write short notes on 'Endowment Insurance'.
- b) A person borrows Rs. 5,00,000 from a bank for purchase of car at 8% per annum reducing balance interest rate. Find EMI for a period of 10 years.
- c) You are required to find out the amount to be received by Satish after 8 years from the following data:
 - i) Satish has deposit of Rs. 10,000 in a bank.
 - ii) The bank pays 8% interest compounded annually for 8 years.

Q3) a) What are the various types of consumer loans? Explain each in brief.[10]

OR

- b) What are the various Insurance policies available to the investors?

Q4) a) Explain the life insurance plan and general insurance plans for retirement. [10]

OR

- b) Discuss the objectives and process of estate planning.

Q5) a) Explain in details the necessary steps to be followed by filling the Income Tax Returns. [10]

OR

- b) What are the benefits of investing in mutual funds? Explain in detail the steps required for investing in Mutual Funds.



Total No. of Questions : 5]

SEAT No. :

PC2962

[6380]-35

[Total No. of Pages : 2

First Year M.B.A.

**205-HR-SC-HRM- 01 : COMPETENCY BASED HUMAN
RESOURCE MANAGEMENT**

(2019 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to right indicates full marks.*
- 3) *Draw diagrams/Flow charts/Model wherever applicable.*
- 4) *Write examples wherever necessary.*

Q1) Answer the following (Any 5)

[10]

- a) Define knowledge and skill.
- b) Define competency.
- c) Enlist four Managerial competencies required to work in a business organisation.
- d) Define the term Performance Management.
- e) Write any four Generic competencies.
- f) What are the basic components of competency?
- g) Define the terms Key Performance Area and Key Performance Indicator.
- h) Define the term Competency Mapping.

Q2) Answer the following (Any 2)

[10]

- a) Write the difference between competence and competency.
- b) Explain in detail the key competency and technical competency with example.
- c) Explain the process of Competency Mapping.

P.T.O.

Q3) Answer the following (Any 1)

[10]

- a) What is Competency Development? Explain how to use Lancaster Model of competencies in the organisation.

OR

- b) Differentiate between transactional, tradition and trans formational competency.

Q4) Answer the following (Any 1)

[10]

- a) Classify competencies required for Managerial Job at various five levels for an organisation.

OR

- b) Describe Leadership and functional competencies for Marketing Manager.

Q5) Answer the following (Any 1)

[10]

- a) Design a competency mapping framework for recruiting and selection of an appropriate candidate for the post of HR executive.

OR

- b) Design a competency skill matrix for the profile of Finance Manager. Mention technical and behavioural skills required for the profile.

x x x

Total No. of Questions : 5]

SEAT No. :

PC-4854

[Total No. of Pages : 2

[6380]-36

M.B.A.

**206 - HR - SC HRM - 02 : EMPLOYEE RELATIONS AND
LABOUR LEGISLATION - II
(2019 Pattern) (Semester - II)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Attempt any Five :

[10]

- a) List any one Act that govern Employee Relations and its importance.
- b) Enlist all the factors considered while fixing or revising minimum wages.
- c) Give different forms of workers participation in India.
- d) Describe the opening and closing hours under Maharashtra shops and Establishments (Regulation of Employment and Condition of Service) Act, 2017.
- e) What is closure?
- f) What is the duration of Maternity leave for working women?
- g) What is WPM?
- h) What is “Dunlop’s Approach”?

Q2) Answer any two of the following :

[10]

- a) Discuss the role played by the International Labour Organisation (ILO).
- b) Who is ‘Licensed Contractor’ under contract labour Act, 1970.
- c) Explain Human Relations approaches in Employee Relations.

P.T.O.

- Q3) a)** “Capital and Labour should be Supplement and help each other. They should be great family giving under unity and Harmony”. Relate this statement to workers participation in Management. **[10]**

OR

- b) Explain Illegal strikes & Lockouts under the Maharashtra Recognition of Trade Union & Prevention of unfair Labour practices Act, 1971.

- Q4) a)** Who is authorized to fix minimum wages and in what manner? Explain the procedure of fixing and revising minimum wages under the Minimum Wages Act, 1948. **[10]**

OR

- b) Define Factory. State the different provisions under Factors Act related to Health & Welfare.

- Q5) a)** Evaluate the powers and duties of inspections appointed under Maternity Benefit Act, 1961 and propose appropriate actions for carrying act their responsibilities effectively in a specific work place setting. **[10]**

OR

- b) Explain the provisions related to strike and lockouts, layoff, Retrenchment and closure under the Industrial Dispute Act, 1947.



Total No. of Questions : 5]

SEAT No. :

PC2963

[6380]-37

[Total No. of Pages : 2

First Year M.B.A.

205-SC-MKT-01 : MARKETING RESEARCH

(2019 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Attempt any 5 out of following (2 marks each)

- a) Define Market Research?
- b) What is marketing intelligence system?
- c) Enlist any 4 recent trends in Marketing Research.
- d) What is corporate espion age?
- e) Enlist types of new products?
- f) What is skimming pricing?
- g) Define consumer panel?
- h) Enlist limitation of advertising research.

Q2) Attempt any 2 out of following (5 marks each)

- a) Explain with example how to convert a decision problem to research problem.
- b) Discuss marketing information system.
- c) Explain structure of research report.

P.T.O.

Q3) Attempt any one out of the following (10 marks each)

- a) What is marketing research? Explain the scope and limitation of marketing research.
- b) What is conjoint analysis? Discuss the process and application of conjoint analysis.

Q4) Attempt any one out of following (10 marks each)

- a) Discuss different Repositioning Strategies.
- b) What is discriminant analysis? Discuss the key decision and application of discriminant analysis?

Q5) Attempt any one out of following : (10 marks each)

- a) Draft a research proposed for a new brand of mobile phones that wants to enter Indian Market.
- b) What is international marketing research discuss data collection method and issues in multi-country analysis.

x x x

Total No. of Questions : 5]

SEAT No. :

PC-2964

[Total No. of Pages : 2

[6380]-38

M.B.A.

206MKT-SC- MKT-02 : CONSUMER BEHAVIOUR

(2019 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) Solve any 5 :

[10]

- a) What is Consumer Behaviour? Give its types.
- b) Who are BOP consumers?
- c) Enlist the participant names in organizational buying process.
- d) What is Brand Equity? How to measure it?
- e) Give purchasing Roles within family.
- f) What is Word of Mouth Communication?
- g) What is mean by Opinion Leadership?
- h) What do you mean by perceptual organization?

Q2) Solve any 2 :

[10]

- a) Give differences between CBB and OBB.
- b) What is Family Life Cycle? Explain how purchasing decisions are affected by Family Life Cycle.
- c) What is Brand personality? Discuss Jeniffer Aaker Brand Personality Model.

P.T.O.

Q3) Solve any 1 : [10]

- a) Explain in detail 'Engel - Blackwell - Miniard Model' of Consumer Behaviour.
- b) Discuss in detail Sigmund Freud's theory of personality.

Q4) Solve any 1 : [10]

- a) What is the concept of Consumer Attitude? Explain various strategies for changing consumer attitude.
- b) Design a model of consumer decision making for buying of 'New Home' based on any one model out of 'Howard - sheth' OR 'Engel - Blackwell-Miniard' model by clearly mentioning the actual decision making process & variables involved into it.

Q5) Solve any 1 : [10]

- a) Develop a model of retail clothing store specialized in casual wear for all demographic & socio -economic classes. Determine the degree to which the personality and self -image would influence the marketing activities of the store.
- b) Investigate factors influencing OBB in pharma sector for Rural Indian Market.



Total No. of Questions : 5]

SEAT No. :

PC2965

[6380]-39

[Total No. of Pages : 2

First Year M.B.A.

205 OSCM-SC-OSCM-01 : SERVICE OPERATIONS

MANAGEMENT - I

(2019 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question has an internal choice.*

Q1) Answer any 5 out of 8 questions : (2 marks each)

- a) Enumerate any two types of service encounter.
- b) Define New Service development (NSD).
- c) State the role of services in an economy.
- d) Define the term 'Consumer Service Economy.
- e) What is Business service experience?
- f) State the concept of 'Service Dominant Logic.
- g) What are the characteristics of service operations?
- h) What is the service profit chain.

Q2) Solve any two of the following sub questions: (5 marks each)

- a) Explain the evolution of economy with special reference to service sector.
- b) Discuss the Importance of intellectual Property in service sector.
- c) Discuss the objective of good service organization.

P.T.O.

Q3) Solve any one. (10 marks each)

- a) Illustrate the difference between process layout and job shop process layout.

OR

- b) Prepare distinguishing parameters between contact personnel dominated encounter and customer dominated encounter. Illustrate with examples.

Q4) Solve any one. (10 marks each)

- a) “Designing the enterprise requires the new service development process” analyse the statement with suitable example.

OR

- b) “Service blue printing for restaurant Business improves employee satisfaction”. Explain the statement.

Q5) Solve any one. (10 marks each)

- a) Evaluate the customer experience and outcomes for food delivery services provided by mobile apps.

OR

- b) Compare and contrast the services of fashion clothing e-retailer organizations.

x x x

Total No. of Questions : 5]

SEAT No. :

PC-2966

[Total No. of Pages : 2

[6380]-40

M.B.A. - I

(206OSCM)SC-OSCM-02 : SUPPLY CHAIN MANAGEMENT

(2019 Pattern) (Semester - II) (Theory)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) Answer any 5 out of 8. (2 marks each)

- a) Explain the concept of value-added services?
- b) Define 5R's of Reverse Logistics.
- c) Define VMI.
- d) What is Capacity Management?
- e) Define JIT production.
- f) What does Empowered consumer mean?
- g) Short Note on Outsourcing.
- h) Describe the concept of Customer success.

Q2) Answer any 2 out of 3. (5 marks each)

- a) Explain impact of globalization & technological revolution on Supply Chain Management?
- b) Explain how JIT purchasing can result in creating the lean SC?
- c) Discuss customer focused marketing & SC service outputs?

P.T.O.

Q3) Answer any one question.

[10]

- a) Compare and contrast the traditional supply chain approach with a customer-centric supply chain approach, highlighting the advantages and disadvantages of each in relation to customer value.

OR

- b) How can vendor managed inventory be applied successfully.

Q4) Answer 4 (a) or 4 (b).

[10]

- a) Explain the concept of order fulfillment in supply chain management. Discuss the key operational processes involved in order fulfillment, such as order processing, picking, packing, and shipping.

OR

- b) Contrast anticipatory based business model and response based business model.

Q5) Answer 5 (a) or 5 (b).

[10]

- a) Differentiate between push and pull strategies in Supply Chain Management.

OR

- b) Explain the concept of lean management and its application in supply chain operations. Discuss the principles of lean management, such as waste reduction, continuous improvement, and just-in-time(JIT) manufacturing, and how they enhance operational efficiency and customer value.



Total No. of Questions : 5]

SEAT No. :

PC2967

[Total No. of Pages : 2

[6380]-41

S.Y.M.B.A.

301-GC-11 : STRATEGIC MANAGEMENT

(2019 Pattern) (Semester-III)

Time : 2 ½Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Solve any five.

[10]

- a) Define strategic management.
- b) Define internal environment
- c) Meaning of generic competitive strategies.
- d) Define organisational structure
- e) Define strategic canvas.
- f) Define strategic Alliance.
- g) Define takeover strategies.
- h) Define (KPI)

Q2) Solve any two.

[10]

- a) Explain BCG product portfolio nature
- b) Explain balance scorecard.
- c) Explain Mc-Kinsey's 7s Framework.

P.T.O.

Q3) a) Explain portfolio analysis with GE 9 cell model. **[10]**

OR

b) What are the barriers to implement of Mintzberg 5ps strategies.

Q4) a) Differentiate between Blue ocean and Red ocean strategies with four action framework with example. **[10]**

OR

b) Explain Merger & Acquisition with suitable examples.

Q5) a) What is meant by Bussiness model? Prepare bussiness model for FMCG product. **[10]**

OR

b) Explain various Grand strategies with example.



Total No. of Questions : 5]

SEAT No. :

PC2968

[Total No. of Pages : 3

[6380]-42

S.Y.M.B.A.

302 - GC - 12 : DECISION SCIENCE

(2019 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Each question carries 10 marks.*
- 2) *Graph paper will not be provided.*
- 3) *Use of non-scientific calculator is allowed.*

Q1) Solve any five of the following. [10]

- a) Explain Monte - Carlo simulation in brief.
- b) Differentiate between decision making under risk and decision making under uncertainty.
- c) Name the criteria for decision making under uncertainty.
- d) Write condition for Saddle point in Game theory.
- e) Define EVPI (Expected Value of Perfect Information).
- f) Write the format of a typical LPP (Linear Programming Problem).
- g) What is 2x2, Zero Sum Game?
- h) State the drawbacks of Graphical Solution in LPP.

Q2) Answer any two from the following. [10]

- a) Four different machines have four different jobs. The following matrix gives the costs in rupees of jobs on machines. The set up and time down costs are assumed to be prohibitively high for changeovers. How should the jobs be assigned to various machines so that the total cost is minimized?

Jobs	Machines			
J ₁	5	7	11	6
J ₂	8	5	9	6
J ₃	4	7	10	7
J ₄	10	4	8	3

- b) Describe briefly the basic steps to be followed in developing a PERT/CPM Programme.
- c) Describe the concept of Network and explain the terms EST, LST, EFT and LFT.

PTO.

Q3) Answer any one of the following.

[10]

- a) Find the optimal strategies for A and B in the following game. Also obtain the value of the game.

	B ₁	B ₂	B ₃
A ₁	9	8	-7
A ₂	3	-6	4
A ₃	6	7	7

- b) The rainfall distribution in monsoon is as follows :

Rain in cm.	0	1	2	3	4	5
Frequency	50	25	15	5	3	2

Simulate the rainfall for 10 days using the following random numbers :

67, 63, 39, 55, 29, 78, 70, 06, 78, 76 and also find average rainfall.

Q4) Answer any one from the following.

[10]

- a) Solve the following sequencing problem.

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

- b) The profit of organized retail outlet is approximately normally distributed with the mean of 4,400 Rs. and standard deviation of 620 Rs. Find the associated probabilities of the profit :
- More than Rs. 3,300/-
 - Less than Rs. 3,300/-
 - Between Rs. 3,500/- and Rs. 4,400/-

Q5) Answer any one from the following.

[10]

a) Draw the network diagram for following activity.

Activity	Immediate Predecessor	Activity	Immediate Predecessor
A	-	L	K
B	A	M	K
C	B	N	K
D	C	O	D
E	D	P	O
F	E	Q	B
G	E	R	N
H	C	S	L, M
I	C, F	T	S
J	G, H, I	U	P, Q
K	J	V	U

b) Patients arrive at the clinic according to poison distribution at the rate of 20 patients per hour. Examination time per patient is exponential with mean rate 30 per hour.

Find :

- The traffic intensity
- The probability that new arrival does not have to wait
- The average waiting time of patient before he leaves the clinic



Total No. of Questions : 5]

SEAT No. :

PC-2969

[Total No. of Pages : 2

[6380] - 43

M.B.A.

**306- GE-UL-13: INTERNATIONAL BUSINESS ECONOMICS
(2019 Pattern) (Semester - III)**

Time : 2 Hours]

[Max. Marks : 50

Instruction to the candidates:

- 1) All questions are compulsory*
- 2) Each question has an internal option.*
- 3) Each question carries 10 marks.*
- 4) Justify your answer with suitable examples & diagrams.*

Q1) Answer the following (Any five) :

[10]

- a) What is International trade
- b) State any four major traded currency
- c) What is GATT & WTO
- d) Full form of FDI & FII
- e) Define exchange rate with example
- f) Recognize Nominee of volatility
- g) Recite to term Risk & Financial risk
- h) What is foreign exchange.

Q2) Answer any 2 out of 3 :

[10]

- a) What is Free Trade Area. State any three in detail.
- b) How is supply of international reserves in world market regulated
- c) What is product market approach of exchange rate determination.

P.T.O.

Q3) Write or Answer any one of below :

[10]

- a) Relate the concept of foreign exchange quotations with reference to forward & future markets.

OR

- b) Discuss the theory of computerise cost advantage theory given by Ricardo.

Q4) Write or answer any one of below :

[10]

- a) Articulate the concept of economic integration with reference to customs union and free trade areas in world economy.

OR

- b) Prioritize the monetary approach and asset market approach to predict future market rate.

Q5) Write or answer any one of below : :

[10]

- a) What are Special Drawing Rights. Explain it with the concept of nature of international reserves.

OR

- b) Modify the rate of European Union and Measures to the undertaken to overcome Euro zone crises & Impact on World Economy.



Total No. of Questions : 5]

SEAT No. :

PC-2970

[Total No. of Pages : 2

[6380] - 44

M.B.A.

**307 GE-UL-14: International Business Environment
(2019 Pattern) (Semester - III)**

Time : 2 Hours]

[Max. Marks : 50

Instruction to the candidates:

- 1) All questions are compulsory.*
- 2) Figures to the right indicate full marks.*
- 3) Each question has an internal options.*

Q1) Solve any Five (2 marks each) :

[10]

- a) Define economic systems in the context of International business.
- b) Define the Forex market.
- c) Define global value chains.
- d) Explain the consequences of economic globalization on income inequality.
- e) How does the World Bank contribute to international development.
- f) Why is CSR important in International business?
- g) Discuss the economic implications of Globalization.
- h) How does the concept of fair trade aim to address labour issues in International trade
 - i) By promoting equal wages for all workers
 - ii) By ensuring worker's rights are protected and they receive fair compensation for their labor.
 - iii) By eliminating labour unions in favor of direct negotiations between workers and corporations.
 - iv) By prioritizing profits over worker's welfare.

P.T.O.

Q2) Answer any two (5 marks each) : [10]

- a) Explain the concept of economic nationalism and its implications for international trade.
- b) Differentiate between tariff and non-tariff barriers in international trade.
- c) Describe the stages of the Internationalization process.

Q3) Answer any one (10 marks each) : [10]

- a) Define FDI and FPI and analyze the risks internet in FDI and FPI.
- b) Discuss the advantages and disadvantages of Greenfield investments compared to mergers and acquisitions.

Q4) Answer any one (10 marks each) : [10]

- a) Analyze the implications of BOP surpluses and deficits influence the dynamics of international trade and finance?
- b) Describe the functions of IMF and its role in promoting global economic stability and growth.

Q5) Answer any one (10 marks each) : [10]

- a) Discuss the strategies adopted by businesses to mitigate disruptions caused by the pandemic in international markets.
- b) Critically evaluate the effectiveness of international organizations in promoting labor rights and environmental sustainability within global supply chains.



Total No. of Questions : 5]

SEAT No. :

PC-2971

[Total No. of Pages : 2

[6380]-45

S.Y.M.B.A.

308-GE-UL-15 : PROJECT MANAGEMENT

(2019 Pattern) (Semester - III)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) Answer any 5 :

[10]

- a) Define project scope.
- b) List the name of project constraints.
- c) Define project index and its role in monitoring progress.
- d) List the type of costs in project management.
- e) What factors are evaluated in team member evaluation?
- f) In project management when does planning take place?
 - i) Before the project
 - ii) During the project execution
 - iii) At the start of the project
 - iv) After the project
- g) The time corresponding to minimum total project cost is _____.
 - i) Crash time
 - ii) Normal time
 - iii) Optimistic time
 - iv) Between normal time & crash time

P.T.O.

Q2) a) Explain project management and its importance also the process of creating the work breakdown structure. **[10]**

OR

b) Explain how to choose appropriate project management structure and give the main causes of project failure.

Q3) Write short note on (any 2) : **[10]**

- a) Macro versus Micro Estimating.
- b) Risk management of project.
- c) Skills of the project manager.

Q4) a) Explain the term "Conflict" & also discuss conflict in project & source of conflict. **[10]**

OR

b) Explain the five stages team development model.

Q5) a) What is project audit? Write the process of project audit. **[10]**

OR

b) Explain progress and performance management during project evaluation.



Total No. of Questions : 5]

SEAT No. :

PC-2972

[Total No. of Pages : 2

[6380] - 46

M.B.A.

**309 GE-UL-16: Knowledge Management
(2019 Pattern) (Semester - III)**

Time : 2 Hours]

[Max. Marks : 50

Instruction to the candidates:

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

Q1) Answer the following. (Any 5 out of 8) (2 marks each) :

[10]

- a) Define Knowledge?
- b) Define Knowledge Transfer?
- c) Define Data?
- d) Define Information?
- e) What is Expertise?
- f) What is Aligning Knowledge Management?
- g) What is Knowledge Audit?
- h) What is Common Knowledge?

Q2) Answer the following. (Any 2 out of 3) (5 marks each) :

[10]

- a) Explain the Types of Knowledge?
- b) Explain the Future of Knowledge Management?
- c) Discuss the concept Organizations Structure?

P.T.O.

Q3) Answer the following :

[10]

- a) Explain the Knowledge Management System Life Cycle in details?

OR

- b) Explain the Knowledge Management Tools and Portals?

Q4) Answer the following :

[10]

- a) Discuss the concept analysis design and development of Knowledge Management System?

OR

- b) Discuss the concept in details Information Technology Infrastructure?

Q5) Answer the following :

[10]

- a) Discuss in details the Dimensions of Knowledge Management Impact?

OR

- b) Discuss in details the Knowledge Management innovation and Learning organization?



Total No. of Questions : 5]

SEAT No. :

PC-2973

[Total No. of Pages : 2

[6380]-47

M.B.A.

310 - GE - UL - 17 : CORPORATE GOVERNANCE
(2019 Pattern) (Semester - III)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question are having internal options.*

Q1) Attempt any Five (2 marks each) :

[10]

- a) What is Cadbury Committee?
- b) Define Shareholders.
- c) What is enterprise risk management.
- d) Enlist the pillars of corporate governances.
- e) Define Chait man.
- f) Audit Committee.
- g) What is Institutional Inventors.
- h) What do you mean Nomination & Remuneration committee.

Q2) Answer any 2 out of 3 (5 marks each) :

[10]

- a) Explain the Anglo-American model of governance.
- b) Enlist the role of Board of Directors.
- c) Explain the important clauses in listing agreements.

Q3) Answer any one :

[10]

- a) What do you understand risk management and explain the functions and role of internal control?
- b) Elaborate the performance evaluation of Board of Directors & also explain the purpose of evaluation.

P.T.O.

Q4) Answer any one :

[10]

- a) Explain the 2 theories of corporate governance.
- b) Explain the rights and responsibilities of share holders.

Q5) Answer any one :

[10]

- a) Discuss about the Tata Group and Cyrus Mistry dispute in details?
- b) Explain the major failure of corporate governance in Kingfisher Airline?



Total No. of Questions : 5]

SEAT No. :

PC-2974

[Total No. of Pages : 2

[6380]-48

M.B.A.

**311 - GE - UL - 18 : Management of Non-Profit Organization
(2019 Pattern) (Semester - III)**

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer the following (any 5 out of 8) :

[10]

- a) The amount of 'Subscription recieved from members' by a Non-Profit organization is shown in which of the following?
 - i) Debit side of Income and expenditure Account?
 - ii) Credit side of Income and expenditure Account?
 - iii) Assests side of Balance sheet.
 - iv) Liability side of Balance sheet.
- b) Sources of Income for a not-for-profit organizations is _____
 - i) Subscription from member
 - ii) Donation
 - iii) Entrance fees
 - iv) All of tha above
- c) Credit side balance in Income & expenditure Account reveals _____
 - i) Excess of cash receipts over payments.
 - ii) Excess of cash payments over receipts.
 - iii) Excess of expenditure over income.
 - iv) Excess of income over expenditure.
- d) Legal status of non-profit organization is not seen in _____
 - i) Society
 - ii) Corporation
 - iii) Private company
 - iv) Trust
- e) In NPO Membership paid every year is known as _____
 - i) Entrance fees
 - ii) Legacy
 - iii) Donation
 - iv) Subscription
- f) Under the GST, the threshold exemption limit has been increased to _____
 - i) INR 5 million
 - ii) INR 3 million
 - iii) INR 2 million
 - iv) INR 1 million
- g) _____ Governs charitable trust in India.
 - i) No National Law
 - ii) No State Law
 - iii) No Local Law
 - iv) All of above

P.T.O.

h) All non-profit organizations are required to have a board consisting of at least _____ director.

- | | |
|--------|-------|
| i) 2 | ii) 3 |
| iii) 4 | iv) 5 |

Q2) Answer the following (any 2 out of 3) : [10]

- a) Classify the elements of board behaviour for effectiveness of non-profits organizations.
- b) Role of volunteer in non-profit organizations.
- c) Explain non-profit organizations and describe its six dimensions.

Q3) a) Explain qualities of Social Entrepreneurs. [10]

OR

- b) Examine the role of any public policies which helps NPO in decision making? [10]

Q4) a) What are the factors affecting development of non-profit organizations and explain the challenges of managing non-profit organizations? [10]

OR

- b) Explain the roles of non-profit organization. [10]

Q5) a) Why is marketing important to non-profit organizations? Explain how do you create a marketing plan for a non-profit organization? [10]

OR

- b) Explain in detail roles of non-profit organizations in the public policy framing process. [10]



Total No. of Questions : 5]

SEAT No. :

PC2975

[Total No. of Pages : 2

[6380]-49

M.B.A. - II

304-MKT-SC-MKT-03: SERVICES MARKETING

(2019 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*
- 3) *Include suitable examples wherever necessary.*
- 4) *Draw neat labeled diagram wherever necessary.*

Q1) Solve any five.

[5×2=10]

- a) Name the most suitable pricing strategy for the following service providers:-
 - i) Beauty parlours
 - ii) Real estate
- b) Define the term Service Encounter.
- c) Define the term Services Marketing.
- d) Enlist the importance of customer lifetime value.
- e) What is service profit chain?
- f) Recall the concept of Goods and Service Continuum.
- g) What is service mapping?
- h) Define SSTs.

Q2) Solve any two.

[2×5=10]

- a) Differentiate between goods & services.
- b) How do emotions influence service encounters particularly in high-contact services?
- c) Illustrate the significance of people in services marketing.

Q3) Solve any one.

[1×10=10]

- a) Identify and Explain services encounters in services Marketing with the help of examples.
- b) Illustrate the application of various bases of Segmentation of Services with suitable examples.

P.T.O.

Q4) Solve any one.

[1×10=10]

- a) Analyze the evolution of services as value Contributors and discuss the perspectives of the services sector beyond 2020, Considering Indian, Asian and Global view points.
- b) Appraise Utility of GAP model of service quality.

Q5) Solve any one.

[1×10=10]

- a) Assess the application of service marketing in the healthcare sector with relevant examples.
- b) Discuss the challenges Faced by Service marketers in the tourism industry and propose strategies to address them.



Total No. of Questions : 5]

SEAT No. :

PC-2976

[Total No. of Pages : 2

[6380] - 50

M.B.A.

**SC - MKT- 04 305MKT: Sales & Distribution Management
(2019 Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 50

Instruction to the candidates:

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

Q1) Attempt any Five questions (2Marks each) :

[10]

- 1) Mention any 04 functions of Wholesalers.
- 2) List out any 04 types of Retailers?
- 3) Mention various Compensation methods for a Sales Force.
- 4) Explain the term “Sales Audit.”
- 5) What do you mean by Levels of Distribution Channels?
- 6) Define the term Horizontal Marketing System.
- 7) What are advantages of Franchisee in a franchise agreement?
- 8) Mention the various elements of Supply Chain.

Q2) Attempt any two questions (5 Marks each) :

[10]

- a) Explain the possible Careers in Sales Management available for a fresh MBA student in Banking Industry.
- b) What do you understand by the levels of marketing channel? Explain various levels of channels in brief.
- c) What factors will you consider during the selection and recruitment of channel partners for designing a distribution channel? Explain.

P.T.O.

Q3) Attempt any One Question :

[10]

- a) Explain the concept of Reverse Logistics. Explain with examples, how is it helping the modern-day organizations in doing business?

OR

- b) What are the various types of sales organisations? Explain their structure and utility in brief.

Q4) Attempt any One Question :

[10]

- a) What do you understand by a “Channel Information System”? Which Elements of channel information system would you consider in the design of a channel information system for a firm selling FMCG Products?

OR

- b) Analyse various practical applications of EOQ and JIT by taking an example of the Manufacturing Industry.

Q5) Attempt any One Question :

[10]

- a) Design a distribution Channel model for a bakery which wants to distribute it's products in your district.

OR

- b) Design a format for:

- 1) Order Booking report and
- 2) Expired goods and breakage return report

for a sales representative Consumer Electronics product selling organisation.



Total No. of Questions : 5]

SEAT No. :

PC-2977

[Total No. of Pages : 5

[6380]-51

S.Y.M.B.A.

**304 FIN-SC-FIN-03 : ADVANCED FINANCIAL
MANAGEMENT**

(2019 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) *All questions are compulsory.*
- 2) *Each question carries equal marks.*
- 3) *Use of Simple Calculator is allowed.*
- 4) *Working Notes should form your part of answer.*

Q1) Attempt any five

[5 × 2 = 10]

- a) State any two objectives of preparing 'cash flow statement'.
- b) Tell two limitations of Fund flow statement.
- c) List out two assumptions of Net Income Approach.
- d) What is Combined Leverage?
- e) What is mean by Uncertainty in Capital Budgeting?
- f) What are the sources of Risk?
- g) What are the motives of holding marketable securities?
- h) What is Share Buyback?

Q2) Write short notes on any TWO out of THREE.

[2 × 5 = 10]

- a) Economic Value Added (EVA)
- b) Traditional Approach of Capital Structure
- c) Credit Management

P.T.O.

Q3) Answer any ONE out of TWO.

[1 × 10 = 10]

a) From the following data of Alpha Company, prepare

- i) Statement of sources & uses of Funds
- ii) Schedule of changes in WC

Balance Sheet					
Liabilities & Equity			Assets		
Particulars	2022	2023	Particulars	2022	2023
Equity Share Capital	3,00,000	4,00,000	Goodwill	1,00,000	80,000
8% Redeemable	1,50,000	1,00,000	Land &	2,00,000	1,70,000
Preference share			Buildings		
Capital Reserves		20,000	Plant	80,000	2,00,000
General Reserves	40,000	50,000	Investments	20,000	30,000
P & L Account	30,000	48,000	Sundry Debtors	1,40,000	1,70,000
Proposed Dividend	42,000	50,000	Stock	77,000	1,09,000
Sundry Creditors	25,000	47,000	Bills Receivable	20,000	30,000
Bills Payable	20,000	16,000	Cash in Hand	15,000	10,000
Liabilities for expense	30,000	36,000	Cash at Bank	10,000	8,000
Provision for taxation	40,000	50,000	Preliminary expenses	15,000	10,000
Total	6,77,000	8,17,000	Total	6,77,000	8,17,000

Additional data :

- i) A piece of land has been sold out in 2023 & profit on sale has been carried to capital reserve
- ii) Machine sold for 10,000. The written down value of machine was 12,000. Depreciation of 10,000 was charged in plant account
- iii) The investments are trade investments Rs.3000 by way of dividend is received including 1000 from pre-acquisition profit which has been credited to investment account
- iv) An interim dividend of Rs. 20000 has been paid in 2023

- b) From the following balance sheets of X Ltd., make out the statement of cash flows :

Liabilities	2008 Rs.	2009 Rs.
Equity Share Capital	3,00,000	4,00,000
8% Preference Share Capital	1,50,000	1,00,000
General Reserve	40,000	70,000
Profit and Loss Account	30,000	48,000
Proposed Dividend	42,000	50,000
Creditors	55,000	83,000
Bills Payable	20,000	16,000
Provision for Taxation	40,000	50,000
	6,77,000	8,17,000
Assets	Rs.	Rs.
Goodwill	1,15,000	90,000
Land & Buildings	2,00,000	1,70,000
Plant	80,000	2,00,000
Debtors	1,60,000	2,00,000
Stock	77,000	1,09,000
Bills Receivable	20,000	30,000
Cash in hand	15,000	10,000
Cash at Bank	10,000	8,000
	6,77,000	8,17,000

Additional information :

- Depreciation of Rs. 10,000 and Rs. 20,000 have been charged on plant and land & buildings respectively in 2009.
- An interim dividend of Rs. 20,000 has been paid in 2009.
- Rs. 35,000 income-tax was paid during the year 2009.

Q4) Answer any ONE out of TWO.

[1 × 10 = 10]

- a) Superb Ltd has following data of different Construction projects, company has only Rs. 7,80,000 available to invest in these project, suggest appropriate project for company to invest based on capital rationing using Profitability Index.

Project	Cost	NPV
A	2,00,000	1,20,000
B	3,00,000	2,56,000
C	2,00,000	85,000
D	1,00,000	62,000
E	2,50,000	1,68,000
F	1,50,000	98,000
G	50,000	44,000

- b) AB Ltd. Needs Rs. 10,00,000 for expansion. The expansion is expected to yield an annual EBIT of Rs. 1,60,000. In choosing a financial plan, AB Ltd. Has an objective of maximizing earnings per share. It is considering the possibility of issuing equity shares and raising debt of Rs. 1,00,000 or Rs. 4,00,000 or Rs. 6,00,000. the market price per share currently is Rs. 50 and is expected to drop upto Rs. 40, if funds are borrowed in excess of Rs. 5,00,000. Funds can be borrowed at the rates indicated below :

Alternative - I : Upto Rs. 1,00,000 @ 8%

Alternative - II: Over Rs. 1,00,000 upto Rs. 5,00,000 @ 12%

Alternative - III : Over Rs. 5,00,000 @ 18%

Assuming a tax rate of 50%, Calculate EPS under the three financing plans.

Q5) Answer any ONE out of TWO.

[1 × 10 = 10]

- a) A Company has prepared the following projections for a year :

Sales - 21,000 Units

Selling Price per unit – Rs. 40

Variable cost per unit - Rs. 25

Total cost per unit – Rs. 35

Credit period allowed – One month

The company proposes to increase the credit period allowed to its customers from one month to two months. It is envisaged that the change in policy as above will increase the sales by 8%. The company desires a return of 25% on its investment. You are required to examine and advise whether the proposed credit policy should be implemented or not.

- b) The following data is available for Parkson Company

Earning Per Share = Rs.3.00

Internal Rate of Return = 15%

Cost of Capital = 12%

If Gordon's valuation formula holds, what will be the price per share when the dividend payout ratio is 25% ,50% and 75%



Total No. of Questions : 5]

SEAT No. :

PC-4439

[Total No. of Pages : 2

[6380]-52

M.B.A.

**305 - SC - FIN - 04 : INTERNATIONAL FINANCE
(2019 Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer any FIVE out of Eight :

[10]

- a) Define globalization of the world economy.
- b) Who are the participants of the global financial system?
- c) Define current exchange rate arrangements.
- d) What is the International Monetary Fund?
- e) Define foreign exchange markets?
- f) What is the convertibility of currency?
- g) Define forward contracts.
- h) Deine currency swaps.

Q2) Answer any TWO out of Three :

[10]

- a) Explain features of currency futures contracts.
- b) What are the reasons for international double taxation?
- c) What is money laundering?

Q3) Answer any ONE :

[10]

- a) What are the functions of the FATF?
- b) Describe foreign exchange trade settlement in India.

P.T.O.

Q4) Answer any ONE :

[10]

- a) Explain the interest rate parity & purchasing power parity.
- b) How does depositary receipts (ADR & GDR) help in fundraising at the international market?

Q5) Answer any ONE :

[10]

- a) What is the impact of International Financial Reporting Standards and Indian Accounting Standards on foreign transactions.
- b) What are the ways to regulate tax evasion?



Total No. of Questions : 5]

SEAT No. :

PC-2978

[Total No. of Pages : 2

[6380] - 53

M.B.A.

**304 HR: SC-HRM-03: Strategic Human Resource
Management
(2019 Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 50

Instruction to the candidates:

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

Q1) Solve any five :

[10]

- a) Explain two objectives of SHRM.
- b) How to do job analysis?
- c) What is Traditional HR?
- d) Explain any two reward strategies.
- e) What are the components of OCTAPACE?
- f) How to do forecasting in HR?
- g) What is Talent Management?

Q2) Solve any two :

[10]

- a) Explain various HR strategies for Bank
- b) How link HR strategies with Business strategies for IT company?
- c) Explain HRP process for car manufacturing company.
- d) Explain the concept of HR cost with example.

P.T.O.

Q3) Explain HRP process with example. [10]

OR

Explain external supply forecasting with example.

Q4) Define compensation and reward strategies. [10]

OR

What is employee engagement explain any two strategies with example.

Q5) Explain various challenges in SHRM. [10]

OR

How to Implement Global Dimensions HR strategy in Indian companies.



Total No. of Questions : 5]

SEAT No. :

PC5056

[Total No. of Pages : 2

[6380]-54

S.Y. M.B.A.

305 HR-SC HRM-04 : HR OPERATIONS

(2019 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Write answers in short (Solve any 5 out of 8) : (2 Marks each) **[5×2=10]**

- a) Define Human Resource Administration.
- b) What is the structure of a personnel department?
- c) Explain the types of personnel policies.
- d) List the documents required for opening an Employee Provident Fund (EPF) account.
- e) What are the six benefits of the Employee's State Insurance (ESI) Act, 1948?
- f) What are the amendments made to the Employee's Provident Fund and Miscellaneous Provisions Act, 1952?
- g) Describe the concept of "notional extension" in the Workmen's Compensation Act, 1923.
- h) What is the calculation of gratuity in case of resignation under the Payment of Gratuity Act, 1972?

Q2) Solve any 2 out of 3 : (5 Marks each) **[10]**

- a) Draft an appointment letter for a new employee in the personnel department.
- b) Explain the procedure for online contribution under the Employee Provident Fund (EPF) scheme.
- c) Draft a memo to an employee regarding a warning for late attendance.

P.T.O.

Q3) Solve any 1 : **[10]**

- a) Draft a charge sheet for an employee involved in a disciplinary issue.
- b) Explain the procedure for conducting an inquiry in case of a disciplinary matter.

Q4) Solve any 1 : **[10]**

- a) Discuss the calculation of compensation under the Workmen's Compensation Act, 1923, in case of death.
- b) Explain the provisions of the Payment of Bonus Act, 1965, with respect to eligibility and disqualification.

Q5) Solve any 1 : **[10]**

- a) Discuss the components of a payroll system and the maintenance of statutory returns like TDS, PF, and ESI.
- b) Calculate the salary structure and CTC for an employee with a basic salary of ₹25,000 and other benefits like HRA, Medical, and Bonus.



Total No. of Questions : 5]

SEAT No. :

PC-2979

[Total No. of Pages : 2

[6380]-55

M.B.A.

**304OSCM - SC- OSCM - 03 : SERVICES OPERATIONS
MANAGEMENT - II
(2019 Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer any Five out of Eight : (2 marks each)

[10]

- i) _____represents the people, technology and money available for delivering the service.
 - a) Resources
 - b) Functionality
 - c) Schedule
 - d) None of the above
- ii) How many Ps are there in service design?
 - a) Six
 - b) Seven
 - c) Four
 - d) Five
- iii) “Total Customer benefits” includes_____.
 - a) Product Benefits
 - b) Service benefits
 - c) Image benefits
 - d) All of the above
- iv) The concept of supply chain management originated in _____ discipline.
 - a) Production management
 - b) Logistics management
 - c) Marketing
 - d) Operations management
- v) What is service design?
- vi) Define control chart.
- vii) Mention any two features of SCM.
- viii) List any 2 benefits of Outsourcing Services.

P.T.O.

Q2) Answer any 2 out of 3 :

[10]

- a) Discuss Buyer's characteristics/factors influencing consumer behavior.
- b) Explain the list of service guarantee.
- c) Discuss the 4 P's of service management.

Q3) Answer a or b :

[10]

- a) Describe Engle, Kollat and Blackwell (EKB) model with implication.
- b) How to reduce quality cost? Mention the steps to calculate cost of quality.

Q4) Answer a or b :

[10]

- a) Explain scope and flow of service design. Also mention the service solution for new or changed service.
- b) Explain comprehensive and integrated service design in detail.

Q5) Answer a or b :

[10]

- a) Design customer retention process with suitable example.
- b) How to design service strategy? Also briefly explain service marketing mix.



Total No. of Questions : 5]

SEAT No. :

PC2980

[Total No. of Pages : 2

[6380]-56

S.Y.M.B.A.

305-OSCM-SC-OSCM-04: LOGISTICS MANAGEMENT

(2019 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer any 5 out of 8 (2 marks each)

[10]

- a) Define the term logistics?
- b) Explain the concept of warehousing?
- c) Describe the significance of transport routes?
- d) Comment on Pipeline Transport?
- e) What is material movement and material handling?
- f) Define Static Storage System?
- g) Explain the concept of conveyors?
- h) Enlist the types of inventory?

Q2) Answer any 2 out of 3 (5 marks each)

[10]

- a) Compare and contrast between procurement logistics and production logistics?
- b) Explain Road freight transport and Sea freight transport?
- c) Explain the handling and picking systems in logistics?

Q3) a) Define and explain the concept of logistics. Underline the role of logistics in service systems? **[10]**

OR

- b) Warehousing is an important element of logistics. Comment and elaborate? **[10]**

P.T.O.

Q4) a) What do you mean by logistical infrastructure? What is the role of transport infrastructure and transport routes in logistical performance? **[10]**

OR

b) ICT tools play an important role in logistics. Do you agree with this statement? Elaborate role of IT in logistics. **[10]**

Q5) a) Write a detailed note on modes of transportation? Also mention their advantages and disadvantages? **[10]**

OR

b) Discuss recent trends and technology in logistical Management. **[10]**



Total No. of Questions : 5]

SEAT No. :

PC2981

[6380]-57

[Total No. of Pages :2

S.Y.M.B.A.

**304-BA-SC-BA-03 : ADVANCED STATISTICAL METHODS
USING R**

(2019 Pattern) (Semester- III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Make appropriate assumptions wherever required.*

Q1) Answer the following questions (Any Five) [10]

- a) State assumptions of multiple regression analysis.
- b) Define statistical modeling.
- c) Define aov () function.
- d) Define predictive analytics.
- e) Write a function to obtain the transpose of a matrix in R.
- f) Enlist basic statistical functions in R.
- g) What is adjusted R² in regression analysis?
- h) Mention two methods of dimension reduction.

Q2) Answer the following questions (Any Two) [10]

- a) Discuss the application of Bayes theorem in data science.
- b) Explain Z test of hypothesis testing. Write the syntax and explain in detail.
- c) Define probability. Explain any two functions of probability distribution.

Q3) Answer the following question (Any One). [10]

- a) Consider the Product marketing database and write R code for descriptive and predictive data analysis functions.
- b) What is the difference between the functions apply (), lapply (), sapply (), and tapply ()?

P.T.O.

Q4) Answer the following question (Any One) **[10]**

- a) What types of data plots can be created in R? Explain common and advanced types of data plots.
- b) Explain the important components of a time series. How does one forecast an ARIMA model in time series analysis?

Q5) Answer the following question (Any One) **[10]**

- a) What is difference between autocorrelation function (ACF) and partial autocorrelation (PACF) function. Explain how autocorrelation function identifies lags in time series data.
- b) What do you mean by dimension reduction? Explain linear discrimination analysis (LDA) with syntax. Also explain application of LDA in marketing domain.



Total No. of Questions :5

SEAT No. :

PC-2982

[Total No. of Pages : 2

[6380]-58

S.Y. M.B.A.

**305 BA : SC - BA - 04 : Machine Learning & Cognitive
Intelligence Using Python
(2019 Pattern) (Semester - III)**

Time : 2 ½Hours]

[Max. Marks :50

Instructions to the candidates :

- 1) All questions are compulsory and carries equal marks.*
- 2) Assume suitable data if required.*

Q1) Attempt any five (2 marks each) :

[10]

- a) State basic operators in Python.
- b) What are different types of variables in Python.
- c) How to use date function to print current date & time?
- d) Define supervised machine learning.
- e) State the concept of cognitive intelligence.
- f) State the features of Python programming.
- g) Mention any 2 applications of unsupervised machine learning.
- h) Define 'Tuples' with example.

Q2) Solve Any Two (5 marks each) :

[10]

- a) What are different types of Regression?
- b) Write the steps of K. Nearest Neighbour Algorithm.
- c) Illustrate any one application of supervised learning in detail.

P.T.O.

Q3) Solve Any One :

[10]

- a) Analyse 'Decision Tree Method' for supervised learning.
- b) Criticise different methods of clustering.

Q4) Solve Any One :

[10]

- a) Explain 'File Operation' in Python.
- b) Compare CRISP-DM & SEMMA process model.

Q5) Solve Any One :

[10]

- a) Write a code in Python to generate 'Fibonacci Series' upto 100.
- b) Write a code in Python to find factorial of a no.



Total No. of Questions : 5]

SEAT No. :

PC-2983

[Total No. of Pages : 2

[6380]-59

M.B.A.

SC- RABM-01 : AGRICULTURE & INDIAN ECONOMY

(304 RABM) (2019 Pattern) (Semester - III)

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 chioce.*

Q1) Answer any 5 out of 8. (2 marks each)

[10]

- a) Which of the following state was chosen as the initiation site in India for Green Revolution?
 - i) Punjab
 - ii) Tamil Nadu
 - iii) Andhra Pradesh
 - iv) Bihar
- b) What is pest management?
- c) What is cropping Pattern?
- d) List the major crops of India.
- e) What is food security act?
- f) What are the new thrust areas in agriculture in India?
- g) What is the role of public distribution systems in ensuring food security?
- h) Define cooperative farming.

Q2) Answer any 2 out of 3 (5 marks each)

[10]

- a) Explain the ownership rights for tenants in tenancy reforms.
- b) Discuss the various policy options available for reforming the public distribution system in India.
- c) What are the critical points limiting the benefits of public distribution systems.

P.T.O.

Q3) Explain the importance of irrigation in Indian context. **[10]**

OR

Explain the most appropriate approach for scheduling irrigation in field crops with its merits and demerits.

Q4) What are the disadvantages of subdivision and fragmentation? **[10]**

OR

Explain systems of land tenure prevalent in pre-independent India and their exploitive nature.

Q5) Analyze the present position of agricultural labor in India and explain the economic impact on agriculture business. **[10]**

OR

Write short notes on any two:

- a) Agriculture Labour and minimum wages
- b) Abolition of Bonded Labour
- c) Recommendations of National Commissions on Rural Labour (NCRL)



Total No. of Questions : 5]

SEAT No. :

PC-2984

[Total No. of Pages : 2

[6380] - 60

M.B.A.

**304: SC-PHCM-01: Fundamental of Pharma and
Healthcare Management
(2019 Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 50

Instruction to the candidates:

All Questions are compulsory

Q1) Short Answer (Answer any 5) :

[5 × 2 = 10]

- a) What are the different committees and policies involved in health planning in India?
- b) Explain the organizational structure of the healthcare system in India at the center, state, district, and block levels.
- c) What are the roles and functions of Community Health Centers (CHCs) and Primary Health Centers (PHCs) in India?
- d) What is the significance of alternative systems of medicine, such as Ayurveda and Homeopathy, in India?
- e) How do Non-Governmental Organizations (NGOs) and Private Voluntary Organizations (PVOs) contribute to the healthcare sector in India?
- f) Describe the recruitment process in pharmaceutical and healthcare organizations.
- g) What is the concept of Customer Relationship Management (CRM) and its role in the pharmaceutical and healthcare industry?
- h) How do modern healthcare models like medical tourism, telemedicine, and the use of robotics impact the pharmaceutical and healthcare industry?

P.T.O.

Q2) Short Answer (Any 2) :

[2 × 5 = 10]

- a) Describe the role of primary healthcare in the Indian healthcare system.
- b) How does organizational learning contribute to innovation and change in pharmaceutical and healthcare organizations?
- c) What is the significance of Customer Relationship Management (CRM) in the pharmaceutical and healthcare industry?

Q3) a) A healthcare facility has identified areas for improvement in patient safety and quality of care. Develop a quality improvement plan, including identifying key performance indicators, implementing best practices, and monitoring progress to enhance patient outcomes. **[10]**

OR

- b) A nonprofit healthcare organization is facing financial challenges and struggling to sustain its operations. Evaluate the organizations financial situation, identify potential revenue sources, and propose strategies for long-term sustainability, such as fundraising initiatives or partnerships with other stakeholders.

Q4) a) A healthcare organization wants to ensure the security and privacy of patient data. Evaluate the existing data security measures, identify potential vulnerabilities, and propose strategies to enhance data protection, including cybersecurity protocols, staff training, and regulatory compliance measures. **[10]**

OR

- b) A healthcare system is facing financial challenges and seeks to reduce costs without compromising patient care. Develop a cost reduction plan, including strategies such as process optimization, resource allocation, and supplier negotiation.

Q5) a) A healthcare organization wants to establish strategic partnerships with other healthcare providers to improve service offerings and expand market reach. Evaluate potential partnership opportunities, including analyzing their alignment with organizational goals, assessing potential synergies, and creating a framework for collaboration and shared decision-making. **[10]**

OR

- b) An organization intends to develop a new healthcare technology solution to address a specific healthcare challenge. Evaluate the market need, conduct a technological feasibility assessment, create a product development roadmap, and design a go-to-market strategy that includes pricing, distribution, and marketing plans.



Total No. of Questions : 5]

SEAT No. :

PC2985

[6380]-61

[Total No. of Pages :2

M.B.A. - II

**304 - THM - SC-THM-01 : FUNDAMENTALS OF
HOSPITALITY MANAGEMENT
(2019 Pattern) (Semester- III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) Answer all Questions.*
- 2) All questions carry equal marks.*
- 3) Figures to the right indicate full marks.*

Q1) Solve any Five:

[5×2=10]

- a) Define Tourism.
- b) Define Travel Agency.
- c) State any two challenges faced by Hotels.
- d) Enlist any four Tourism activities.
- e) State different types of transport.
- f) Changing trends in Hospitality industry.
- g) Enlist industries related to tourism.
- h) Role of airlines in growth of Tourism.

Q2) Attempt any Two.

[2×5=10]

- a) Impact of Science & Technology.
- b) Travel Motivators.
- c) Any two organisational ownership structures of hotels.

Q3) a) Ennumerate the roles of various departments of a hotel.

[10]

OR

b) Elaborate the factors affecting Hospitality and Tourism Industry. [10]

P.T.O.

Q4) a) Assess the role of e - commerce in Hospitality sector. **[10]**

OR

b) Travel agency has linkage & arrangements with Hotels, airlines & transport agencies. Discuss. **[10]**

Q5) a) Elaborate the concept of classification of Hotels. What is meant by star Rating? **[10]**

OR

b) Analyse the statement “Future of Hospitality industry is Bright”. **[10]**



Total No. of Questions : 5]

SEAT No. :

PC-5116

[Total No. of Pages : 2

[6380] - 62

M.B.A.

**304-IB: SC-IB-01: Import Export Documentation and
Procedures**

(2019 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instruction to the candidates:

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

Q1) Answer any 5 from the following (2 marks each) :

[5 × 2 = 10]

- a) Define the term Imports and Export.
- b) What is Export Licensing?
- c) Define Marine insurance.
- d) Define Bill to Entry.
- e) Define Letter of Credit
- f) Define Forward contract for exports.
- g) What is VOSTRO?
- h) What is Direct Quotation?

Q2) Answer any 2 from the following (5 marks each) :

[2 × 5 = 10]

- a) What are the Methods of Exporting?
- b) What is Uniform Customs Procedures for Documentary Credits?
- c) What is a Negative List for Imports?

P.T.O.

Q3) Attempt any ONE from the following :

[10]

- a) Discuss the important documents required for Export.
- b) Discuss the procedure for obtaining ISO 9000 – BIS 14000 Certification.

Q4) Attempt any ONE from the following :

[10]

- a) What are the Exchange Control Provisions for Imports?
- b) What is the Institutional framework for Export Finance?

Q5) Attempt any ONE from the following :

[10]

- a) Explain Star Export Houses and Town of Export Excellence.
- b) Explain the role of Commodity Boards in export & import.



Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages : 2

PC2986

[6380]-63

S.Y. M.B.A.

**401-GC-14 : ENTERPRISE PERFORMANCE MANAGEMENT
(2019 Pattern) (Semester - IV)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer the following (Any 5) :

[10]

- a) Define transfer price.
- b) Define responsibility centre.
- c) Explain the term financial audit.
- d) Define enterprise performance management.
- e) What is capital budgeting?
- f) What is Balance scorecard?
- g) What do you understand by non performing assets?
- h) Define E-Commerce?

Q2) Write short notes (any 2)

[10]

- a) Non profit organization
- b) Management audit
- c) Techniques of capital budgeting

P.T.O.

Q3) a) Evaluate the performance evaluation parameter for non-profit organization. [10]

OR

b) Write a brief outline on various KPI's used by E-commerce industry. [10]

Q4) a) Telco Ltd. has existing assets in which it has capital invested of Rs. 150 crores. The after tax operating income is Rs. 20 crores and company has a cost at capital 12%. Estimate EVA at the firm. [10]

OR

b) Compare and contrast engineered and Discretionary cost centre? [10]

Q5) a) ABC Ltd has 2 divisions A & B. Division a sales 2/3 of his product to divisions 'B' and rest in the open market cost and revenue of this division and that of company is given as under.

Particulars	Div. A	Div. B	Company ABC
i) Sales (out side only)	16,000	48,000	64,000
ii) Manufacturing cost (Internal + out side)	24,000	20,000	44,000

You are required to find out profit for each division and for the company if transfer price is actual cost + 25%. Margine but there is overspending in division 'B' Rs. 3,000. [10]

OR

b) Explain the various techniques of evaluation of capital expenditure decisions? [10]



Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages : 2

PC2987

[6380]-64

S.Y. M.B.A.

402-GC-15 : INDIAN ETHOS & BUSINESS ETHICS

(2019 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Define (any five) :

[5×2=10]

- a) Ethos
- b) Value
- c) Social media
- d) Professional ethics
- e) IPR
- f) Sustainability
- g) Strategy
- h) Karma

Q2) Solve (any two)

[2×5=10]

- a) Differentiate between consequentialist and non-consequentialist theories of ethics.
- b) What are the requisites and elements of Indian ethos?
- c) Write a note on VEDA model.

Q3) a) Discuss the management lessons from the Ramayana.

[10]

OR

- b) Provide a framework for ethical decision making in business and discuss the ethical dilemmas faced in the functional areas of marketing. **[10]**

P.T.O.

Q4) a) How does the Indian model of management function in the socio-political environment of India? Discuss its relevance in present scenario. **[10]**

OR

b) Explain Kohlberg's six-stage moral development theory and its implications in the context of business ethics. **[10]**

Q5) a) Analyse the effects and solution of natural resource depletion in business. **[10]**

OR

b) Identify and list out various contribution of Kautilyas arthashastra in ethical governance. **[10]**



Total No. of Questions : 5]

SEAT No. :

PC-2988

[Total No. of Pages : 2

[6380] - 65

M.B.A.

**405-GE-UL-19: Global Strategic Management
(2019 Pattern) (Semester - IV)**

Time : 2 Hours]

[Max. Marks : 50

Instruction to the candidates:

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

Q1) Answer Any five questions :

[5 × 2 = 10]

- a) Define Globalization
- b) What are Resources?
- c) What do you understand by Piggybacking?
- d) Explain two advantages of Globalization :
- e) Define strategic Alliance.
- f) Explain competitive advantage.
- g) Define Resources.
- h) Explain market intelligence.

Q2) Answer any two :

[2 × 5 = 10]

- a) Explain the challenges of globalization.
- b) What are the various criteria for successful alliance
- c) Explain the market entry strategies?

P.T.O.

Q3) Answer any one :

[10]

- a) Elaborate the theories of organizational adaptation at global level with example.

OR

- b) Explain the key success factors of world class market intelligence and how they contribute in designing the global strategy.

Q4) Answer any one :

[10]

- a) Evaluate the importance of effective leadership and organizational culture in facilitating successful M&A outcomes.

OR

- b) Explain the meaning of globalization. Write in detail the global integration / local responsiveness grid.

Q5) Answer any one :

[10]

- a) What is learning organization. Explain the strategies how we can create a learning organization.

OR

- b) Explain the global functional model and suggest a suitable organization structure for a global electrical car manufacturing company.



Total No. of Questions : 5]

SEAT No. :

PC-2989

[Total No. of Pages : 2

[6380]-66

M.B.A.

**406-GE-UL-20 : TECHNOLOGY COMPETITION & STRATEGY
(2019 Pattern) (Semester - IV)**

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) Answer any Five :

[10]

- a) What are the various levels of technological intelligence?
- b) State any two mechanisms for data collection.
- c) Define Artificial Intelligence.
- d) What are the various characteristics of technology & competitive advantage.
- e) What is the simplest term of technology.
- g) List any two key principles for data collection.

Q2) Answer any Two :

[10]

- a) Explain 'Technological Advancement in Society with eg.
- b) Differentiate between Business strategy & technology strategy in detail.
- c) What is Technological Intelligence? Explain the importance of technological intelligence in today's Era?

P.T.O.

- Q3) a)** Create a questionnaire for carrying out a survey of 'Quick Heal Antivirus' by using the concept of product Evaluation matrix. **[10]**

OR

- b) Evaluate the technological performance of 'Snapdeal' using SWOT matrix. **[10]**

- Q4) a)** You are working in an FMCG company which is now shifting towards automation you being an IT professional in the company, what different technological strategies you will suggest to the company so that maximum risks are mitigated & more productivity is achieved. Explain. **[10]**

OR

- b) You have joined as a tech advisor in a company where you found that a big section of the company is managing its database through local spreadsheets. What is the risk percentage to the company in this situation & what different measures you would suggest the company to reduce the risk factors? Explain in detail. **[10]**

- Q5) a)** Evaluate the performance of any 4 brands by 'Nestle' using BCG Growth-share matrix. **[10]**

OR

- b) Explain collaborative arrangements in the domain of technological strategy & also explain the strategic & operational reasons for collaborative arrangements. **[10]**



Total No. of Questions :5

SEAT No. :

PC-2990

[Total No. of Pages : 2

[6380]-67

M.B.A. (Management)

407 : GE - UL - 21 : CYBER LAW

(2019 Pattern) (Semester - IV)

Time : 2 Hours]

[Max. Marks :50

Instructions to the candidates :

- 1) *All questions are compulsory.*
- 2) *Assume suitable data if necessary.*
- 3) *Figures to the right indicates full marks.*

Q1) Attempt any five :

[5 × 2 = 10]

- a) What is Tribunal?
- b) Define Copyright.
- c) What is Domain Names?
- d) What is e-services?
- e) Write necessity of IT Act.
- f) Define SPDI.
- g) Define Cyber crime.

Q2) Attempt Any Two :

[2 × 5 = 10]

- a) Explain various authorities under IT Act 2000.
- b) Describe e-contracts and its validity in India.
- c) Explain cryptography laws with suitable examples.

P.T.O.

Q3) Attempt Any One :

[1 × 10 = 10]

- a) Explain cyber-squatting and Reverse Hijacking with suitable examples.
- b) Explain concept of patent right and Trademarks with examples.

Q4) Attempt Any One :

[1 × 10 = 10]

- a) Explain cyber laws of any two countries applicable to cyber crime cases.
- b) Describe in brief - cloud computing & laws applicable to SPDI.

Q5) Attempt Any One :

[1 × 10 = 10]

- a) Explain digital signature as per Indian laws with suitable examples.
- b) Describe in brief e-commerce issues and provisions in Indian law with suitable examples.



Total No. of Questions : 5]

SEAT No. :

PC-2991

[Total No. of Pages : 2

[6380]-68

M.B.A.

**408-GE-UL-22 : CORPORATE SOCIAL
RESPONSIBILITY & SUSTAINABILITY
(2019 Pattern) (Semester - IV)**

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) *All questions are compulsory.*
- 2) *Each question has an internal option.*
- 3) *Each question carries 10 marks.*
- 4) *Justify your answer with suitable examples & diagrams.*

Q1) Answer the Following (Any Five) :

[10]

- a) Triple Bottom Line
- b) Importance of Millenium Development Goals
- c) Different Models of CSR
- d) Corporate Governance.
- e) Stakeholders Management
- f) Corporate Citizenship
- g) The social view for CSR
- h) Define Trusteeship

Q2) Answer any 2 out of 3 :

[10]

- a) How can you measure the impact of CSR at workplace and communities.
- b) What is concept of Simple Living and High Thinking.
- c) State techniques of Corporate Governance rating.

P.T.O.

Q3) Write or Answer any One of below : [10]

Discuss in detail about the regulatory framework and challenges in mainstreaming sustainability reporting.

OR

Enlist the various legislation for CSR in India. Explain the structure and development board of Corporate Governance in India.

Q4) Write or Answer any One of below : [10]

What is Corporate Sustainability Reporting? Explain the Sustainability Indices- 'Principles of responsible investment'.

OR

Top to Low Level of Management Involvement of everyone is essentially required. Explain with an example of Industries & citizens' participation in sustainable development and contribution in CSR.

Q5) Write or Answer any One of below : [10]

Discuss about the global reporting initiative guidelines on social, environmental, economic responsibility of a business.

OR

Holistic relationship between Man and Nature is only thing that is required for good life on earth. Explain with few illustrations as to concept and impact of Global Warming and its effects from 2000 to 2050.



Total No. of Questions : 5]

SEAT No. :

PC2992

[6380]-69

[Total No. of Pages :2

S.Y.M.B.A.

SC-MKT-05-403 -MKT : MARKETING 4.0

(2019 Pattern) (Semester- IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Solve any five

[5×2=10]

- a) Explain the term Brand Advocacy Ratio.
- b) Explain the term CRM.
- c) State the concept of Brand Advocacy.
- d) Explain the concept of human - Centric marketing.
- e) Define omnichannel marketing.
- f) Explain the term Social Listening.
- g) Explain the term paradox of marketing.
- h) State 4C's of marketing.

Q2) Solve any two:

[2×5=10]

- a) Describe in details Building the six Attributes of Human - Centric brands.
- b) How can your business grow market share by leveraging the household influence of women?
- c) Explain in details the concept of Hashtag.

Q3) Solve any one

[1×10=10]

- a) How do digital technological advancements affect marketing activities in marketing 4.0.
- b) "Screens are becoming so important in our lives." Assess the statement in context of penetration of internet connectivity.

P.T.O.

Q4) Solve any one

[1×10=10]

- a) Explain in details about various myths of connectivity.
- b) In marketing 4.0 strategies, How to reach the new consumer?

Q5) Solve any one.

[1×10=10]

- a) How can your business adopt the New metrics of PAR and BAR to measure marketing productivity?
- b) Develop strategies to create WOW! moments with customer engagement as discussed in marketing 4.0 with special reference to Travel booking portals/apps like make my trip/Goibibo.



Total No. of Questions : 5]

SEAT No. :

PC2993

[Total No. of Pages : 2

[6380]-70

S.Y.M.B.A.

404-MKT,SC-MKT-06: MARKETING STRATEGY

(2019 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*
- 3) *Draw neat labelled diagrams wherever necessary.*
- 4) *Give suitable examples wherever necessary.*

Q1) Solve any five.

[5×2=10]

- a) List components of marketing strategy.
- b) Describe trend analysis technique of Sales forecasting.
- c) Elaborate concept of strategic wear out.
- d) Describe significance of marketing data touch points.
- e) List three characteristics of marketing strategy.
- f) List the steps in strategic marketing process.
- g) Describe marketing audit.
- h) Describe the utility of test marketing for sales forecasting.

Q2) Solve any two.

[2×5=10]

- a) Explain marketing forecasting through intentions & expert opinion.
- b) Explain the role & significance of strategic marketing.
- c) Discuss marketing metrics process in detail.

Q3) Solve any one.

[1×10=10]

- a) Illustrate differentiation strategies with suitable examples.
- b) Identify different marketing strategies used in all the stages of PLC.

P.T.O.

Q4) Solve any one.

[1×10=10]

- a) Formulate the process for choosing alternative market segment for mobile handset.
- b) Outline suitable marketing strategies for leaders with suitable examples.

Q5) Solve any one.

[1×10=10]

- a) Examine the utility of portor's five forces model with suitable examples.
- b) Elaborate marketing strategies for challengers with suitable examples.



Total No. of Questions : 5]

SEAT No. :

PC-2994

[Total No. of Pages : 3

[6380]-71

M.B.A. (Financial SPL)

403 - FIN - SC - 05 : Financial Laws

(2019 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Solve any Five questions.

[5 x 2 = 10]

- a) Under provisions of SARFAESI Act 2002 which of the following is not part of the financial asset reconstruction:
 - i) Sale of the asset
 - ii) Re-schedulement of the dues payable by the borrower
 - iii) Takeover of management of the unit
 - iv) None of above
- b) In case of appeal by the borrower, what is the amount to be deposited with the Appellate Tribunal-
 - i) 20% of the amount of debt due
 - ii) 60% of the amount of debt due
 - iii) 50% of the amount of debt due
 - iv) 40% of the amount of debt due
- c) Taking over management of business of a borrower by an ARC falls under
 - i) Section (1)
 - ii) Section g (a)
 - iii) Section 15
 - iv) Section 13(4)(b)

P.T.O.

- d) Central Registry is established by
 - i) SEBI
 - ii) RBI
 - iii) DRS
 - iv) Central Government
- e) For commencing or carrying on the business of the assets reconstruction, owned funds shall not be less than
 - i) 5 crore
 - ii) 1 crore
 - iii) 10 crore
 - iv) 2 crore
- f) SARFAESI Act 2002 come into force on:
 - i) 25/06/2002
 - ii) 21/06/2002
 - iii) 10/06/2002
 - iv) 01/06/2002
- g) What is time period within which the report of satisfaction of security Interest is to be registered?
 - i) 30 days
 - ii) 60 days
 - iii) 14 days
 - iv) 45 days

Q2) Analyse appointment and prosecution of director under Actuaries Act. [10]

OR

Evaluate terms and conditions of chairperson and members of Quality review Board under provisions of Actuaries Act. **[10]**

Q3) a) Analyse insolvency resolution and Bankruptcy for individuals and partnership firms. **[10]**

OR

b) Evaluate insolvency resolution and liquidation process for corporate. **[10]**

Q4) a) Write detail note on taxation of foreign income explain in detail various laws related to accounting foreign income in India. **[10]**

OR

b) Discuss reasons for introduction of FEMA act over FERA Act. **[10]**

Q5) a) Evaluate meaning of corporate Distress. Discuss benefits and limitations of corporate distress. **[10]**

OR

b) Differentiate between GDR and CDR. **[10]**



Total No. of Questions : 5]

SEAT No. :

PC-2995

[Total No. of Pages : 3

[6380]-72

M.B.A.

**404-FIN- SC- FIN-06 : CURRENT TRENDS AND CASES
IN FINANCE**

(2019 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*
- 3) *Each question has internal option.*
- 4) *Use of simple calculator is allowed.*

Q1) Answer any 5 out of 8. (2 marks each)

[10]

- a) Define microfinance.
- b) Enlist the functions of NABARD.
- c) Define self help Group.
- d) Define prepaid payment mechanisms.
- e) E - wallet has mainly - components
 - i) 2
 - ii) 3
 - iii) 4
 - iv) 5
- f) Which of the following is not the part of organised sector of Indian money market?
 - i) MutualFunds
 - ii) Chit funds
 - iii) NBFCs
 - iv) R.B.I

P.T.O.

- g) Define small finance Banks.
- h) define retail banking.

Q2) Answer anyTwo: (5 marks each) [10]

- a) The payments banks are playing pivotal role in financial inclusion - Explain.
- b) Explain the functions of small finance bank.
- c) Explain Angel funding and SEBI regulations on angel funding.

Q3) a) Elaborate the role of SHGs in women empowerment. [10]

OR

- b) Elaborate the RBI and NABARD initiatives for development of microfinance in India.

Q4) a) Analyse the e - wallets mechanism, and their business model with suitable example [10]

OR

- b) Examine the role of start ups in Indian economy.

Q5) a) XYZ Ltd has currently an ordinary share capital of Rs.250 Lakhs consisting of equity share of Rs.100 each. The company is planning to raise another Rs. 200 Lakhs for financing a major expansion programme. The following four options are available: [10]

- i) Entirely through ordinary equity shares.
- ii) Rs.100 Lakhs through ordinary equity shares and balance by 15% term loan.
- iii) Rs.50 Lakhs through ordinary equity shares and Rs.150 Lakhs through long term loans at 15% P.a.
- iv) Rs.100 Lakhs through ordinary equity shares and Rs.100 lakhs through preference shares with 14% dividend. Expected EBIT of the company is Rs.80 Lakhs calculate EPS under each alternative and advise the company about most beneficial alternative. Income tax rate is 50%

OR

- b) A company is considering an investment proposal to install new machinery with will cost Rs. 5,00,000 and life of 5 years with no salvage value. The corporate tax rate is 55%. The company uses straight line method of depreciation. The estimated cash flow before depreciation & tax are as follows:

Year	Cash flows (Rs)
1	1,00,000
2	1,10,000
3	1,40,000
4	1,50,000
5	2,50,000

Evaluate the proposal on the basis of

- i) Pay Back period
- ii) ARR
- iii) NPV at 10% cost of capital.



Total No. of Questions : 5]

SEAT No. :

PC-2996

[Total No. of Pages : 2

[6380] - 73

M.B.A.

**403 HR: SC-HRM-05: ORGANISATIONAL DIAGNOSIS
& DEVELOPMENT
(2019 Pattern) (Semester - IV)**

Time : 2½ Hours]

[Max. Marks : 50

Instruction to the candidates:

- 1) *All questions carry equal marks*
- 2) *Draw neat diagram wherever necessary*

Q1) Answer any 5 out of 8 :

[10]

- a) What is the concept of double loop learning.
- b) What is the concept of organisational mirror.
- c) What is Role Analysis technique.
- d) What is micro & macro environment?
- e) Who is a OD consultant?
- f) Types of OD interventions.
- g) What is Quality Circle.
- h) What is re-engineering?

Q2) Answer any 2 out of 3 :

[10]

- a) Short note on Evolution of OD.
- b) Short note on Action Research.
- c) Short note on Work Re-design.

P.T.O.

Q3) Answer any 1 out of 2 :

[10]

- a) Explain the role of HR in OD intervention?

OR

- b) Explain the Walton's approach to Third party Peacemaking.

Q4) Answer any 1 out of 2 :

[10]

- a) What are the benefits of OD intervention, state the problems faced in implementation of OD interventions.

OR

- b) Explain systems theory with example.

Q5) Answer any 1 out of 2 :

[10]

- a) A company has hired OD consultant for organisational effectiveness, the consultant identifies that the top management needs to rework on their policies. Explain how the consultant can use Bechard's confrontation meeting to bring in change in the company.

OR

- b) In a manufacturing company there is an interdepartmental issue related to communication & sharing of information especially between the design & the production department. Ms prachi has Joined as an HR head & has been given the task for team building & solving problems. Explain what team interventions can Ms prachi adopt for the same.



Total No. of Questions : 5]

SEAT No. :

PC-2997

[Total No. of Pages : 2

[6380]-74

M.B.A.

**404 HR : SC - HRM - 06 : CURRENT TRENDS & CASES
IN HUMAN RESOURCE MANAGEMENT
(2019 Pattern) (Semester - IV)**

Time : 2 ½Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Define the terms given below (Any 5) :

[5 × 2 = 10]

- a) Workforce Diversity.
- b) Succession planning.
- c) Performance Management System.
- d) Organizational culture.
- e) Work life balance.
- f) Recruitment.
- g) Gender Pay Disparity.
- h) Human Resource Planning.

Q2) Answer any Two:

[2 × 5 = 10]

- a) What are the primary causes of transformation in HR trends?
- b) How would you use artificial intelligence in recruitment processes?
- c) How would you measure the effectiveness of a training and development program?

P.T.O.

Q3) Answer any One:

[1 × 10 = 10]

- a) Explain the impact of rewards and recognitions on employee performance and satisfaction.
- b) How does mentorship contribute to employee development and organizational success?

Q4) Answer any One:

[1 × 10 = 10]

- a) Explain the impact of feedback tools to engage employees & improve their productivity.
- b) Explain the importance of learning management system (LMS) for employee skill development?

Q5) Answer any One:

[1 × 10 = 10]

- a) Compare and contrast the advantages and disadvantages of employee experience platforms and feedback tools in enhancing engagement and productivity.
- b) Design a comprehensive technological intervention plan for improving employee wellness.



Total No. of Questions : 5]

SEAT No. :

PC2998

[6380]-75

[Total No. of Pages :2

S.Y.M.B.A.

403 - SC-OSCM-05 : E - SUPPLY CHAIN AND LOGISTICS

(2019 Pattern) (Semester- IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.*
- 2) All questions carry equal marks.*
- 3) Each question carries 10 marks.*
- 4) Draw neat diagram & illustration supportive to your answer.*

Q1) Answer any 5 out of 8 (2 marks each)

[10]

- a) List two challenges of implementing E - logistics in modern supply chain.
- b) Describe two new trend or technology in E - logistics.
- c) Name two key elements of e - supply chain.
- d) Define reverse E - logistics.
- e) What are Decision Support Systems (DSS)?
- f) Define advanced shipping notices (ASNs).
- g) What is Radio frequency Identification (RFID)?
- h) Define electronic procurement (e - procurement).

Q2) Answer any 2 out of 3. (5 marks each)

[10]

- a) What is the role of collaborative commerce in shaping the future of e - SCM.
- b) Differentiate between Intranets and Extranets in the context of logistics information sharing.
- c) What is data warehouse and how dose it support analytical tasks in e - logistics?

P.T.O.

Q3) Answer 3(a) or 3(b). [10]

- a) Describe the functions and benefits of data warehouses in e - logistics documentation.
- b) How does the world wide web facilitate logistics communication and collaboration?

Q4) Answer 4(a) or 4(b). [10]

- a) Analyze the role of Geographic Information System (GIS) in enhancing e - tracking capabilities.
- b) Explore emerging trends and technologies in e - tracking systems, such as IoT - enabled tracking devices and blockchain - based tracking platforms. How do these innovations contribute to the evolution of e - tracking in logistics?

Q5) Answer 5(a) or 5(b). [10]

- a) Explain the concept of an e-SCM scorecard. What key performance indicators (KPIs) are typically included in an e-SCM scorecard.
- b) Explore the role of e - sales in the e - commerce environment. How do e - sales strategies differ from traditional sales approaches.



Total No. of Questions : 5]

SEAT No. :

PC-2999

[Total No. of Pages : 2

[6380] - 76

M.B.A.

(404 OSCM) SC-OSCM-06: INDUSTRY 4.0

(2019 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instruction to the candidates:

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

Q1) Answer any five :

[10]

- a) Define Industry 4.0?
- b) What is Mechatronics?
- c) What is sensing & actuation?
- d) What is Smart Industry Readiness Index (SIRI)?
- e) What is Society 5.0?
- f) What is facility management?
- g) What do you mean by plant safety and security?
- h) Define leadership for Industry 4.0.

Q2) Answer any two :

[10]

- a) Describe the benefits of Robots and cobots in manufacturing sector.
- b) What are the challenges of horizontal and vertical integration in industry 4.0?
- c) What is Big Data analytics and significance of V's of big data?

P.T.O.

Q3) Answer any one :

[10]

- a) Discuss the various components of an augmented reality system. What are applications of AR system?
- b) Give the introduction to IIoT layers and Explain the applications of IIoT.

Q4) Answer any one :

[10]

- a) Explain the concept of mobile computing and discuss the Advantages and Disadvantages of mobile computing.
- b) Discuss the impact of IIoT on inventory management. Explain the benefits of IIoT in inventory management.

Q5) Answer any one :

[10]

- a) What are the advantages and disadvantages of VR? What are the applications of VR?
- b) Explain Software Defined Network (SDN) and explain the advantages and disadvantages of SDN.



Total No. of Questions : 5]

SEAT No. :

PC3000

[Total No. of Pages : 2

[6380]-77

Second Year M.B.A.

403-BA-SC-BA-05: ECONOMICS OF NETWORK INDUSTRIES

(2019 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Neat diagrams are compulsory.*
- 3) *Assume suitable data if necessary.*

Q1) Attempt any 5 out of 8 (2 Marks each).

[10]

- a) Write short note on: Network for ATM.
- b) Define Network Economics.
- c) Explain: Software pricing.
- d) State the concept spectrum allocation.
- e) Explain Outline information goods.
- f) Explain role of Licensing Network Industries.
- g) Short Note: Role of Network in Airline Industry.
- h) State characteristics of network industries for cost structure.

Q2) Attempt any 2.

[10]

- a) Explain Hardware Compatibility.
- b) What is licensing and standardization in NI.
- c) Elaborate the software variety under hardware competition.

P.T.O.

Q3) a) Explain the concept economics of internet advertising. **[10]**

OR

b) Explain demand side economics of scale of externality. **[10]**

Q4) a) Elaborate: media of exchange as network. **[10]**

OR

b) As a system expert: suggest the new technology advancement adoption approach. **[10]**

Q5) a) Recommend new technology adoption approach for banking industry. **[10]**

OR

b) Analyze the role of patents, licensing and standardization in network industries. **[10]**



Total No. of Questions : 5]

SEAT No. :

PC-3001

[Total No. of Pages : 2

[6380] - 78

M.B.A.

**SC-BA-06- (404BA) ARTIFICIAL INTELLIGENCE IN
BUSINESS APPLICATION
(2019 Pattern) (Semester - IV)**

Time : 2½ Hours]

[Max. Marks : 50

Instruction to the candidates:

- 1) All questions carry equal marks.*
- 2) Figures to the right indicate full marks.*
- 3) Neat diagrams must be drawn wherever necessary*

Q1) Solve any five (2 marks each) :

- a) Explain Basic Concepts of Artificial Intelligence Brain Science
- b) Define Backword chaining
- c) Define Breadth - First search
- d) Explain K-Nearest - Neighbor classifiers.
- e) What is decision tree
- f) What is Natural Language Processing
- g) Define Heuristic Search
- h) Explain Propositional logic

Q2) Solve any two (5 marks each) :

- a) Explain stages of NLP
- b) Difference between Supervised and Unsupervised machine learning
- c) What do you understand by expert system? Discuss its advantages.

P.T.O.

Q3) Solve any one (10 marks each) :

- a) Discuss the application of NLP in Machine Translation.
- b) Explain the data mining functionalities.

Q4) Solve any one (10 marks each) :

- a) What is Machine Learning? Why Machine Learning must be performed? Explain its types.
- b) List some of the uninformed search techniques.

Q5) Solve any one (10 marks each) :

- a) Solve the water Jug problem: you are given 2 jugs, a 4-gallon one and 3 gallon one Neither has any measuring maker on it. There is a pump that can be used to fill the jugs with water. How can you get exactly 2 gallons of water into 4-gallon jug? Explicit assumptions: A jug can be filled from the pump, water can be poured out of a jug onto the ground. Water can be poured from one jug to another and that there are no other measuring devices available.
- b) Design a business application using ANN to a pattern recognition with example?



Total No. of Questions : 5]

SEAT No. :

PC-3002

[Total No. of Pages : 2

[6380] - 79

S.Y. M.B.A.

**SC-RABM-02- ICT For Agriculture Management
(404 RABM) (2019 Pattern) (Semester - IV)**

Time : 2½ Hours]

[Max. Marks : 50

Instruction to the candidates:

- 1) All questions are compulsory.*
- 2) Figures to the right indicate marks for questions/sub questions.*
- 3) Answer to the questions should be specific and to the point.*
- 4) Draw sketches wherever necessary with the pencils.*

Q1) Solve any five: :

[5 × 2 = 10]

- a) What is the role of ICT in insurance services for farmers?
- b) Define the term 'e-commerce' in agriculture.
- c) Name two ICT-enabled rural services related to health.
- d) What are the key challenges in implementing ICT in rural areas?
- e) Recall risk management in the context of Agriculture.
- f) Explain the term 'data modelling' in GIS.
- g) Name two advantages of tele-education.
- h) List two ICT tools commonly used for providing pricing services.

Q2) Solve any two :

[2 × 5 = 10]

- a) Explain the impact of ICT on agricultural marketing and sales.
- b) Discuss the challenges and solutions for financial inclusion ICT services in rural areas.
- c) Describe the role of GIS in micro resource mapping and its benefits.

P.T.O.

Q3) Solve any one :

[1 × 10 = 10]

- a) Discuss the applications, benefits and challenges of using RFID technology in agriculture. Provide specific examples to illustrate how RFID is transforming agricultural practices and improving efficiency.
- b) Elaborate the advantages and disadvantages of implementing tele education in rural areas.

Q4) Solve any one :

[1 × 10 = 10]

- a) Analyse the impact of e-auction systems on traditional agricultural markets.
- b) Discuss the strategies for mitigating issues in land management using GIS.

Q5) Solve any one :

[1 × 10 = 10]

- a) Examine the challenges and opportunities of Integrating remote sensing technologies in modern agriculture.
- b) As a consultant, develop a plan to use ICT for enhancing agricultural productivity in a specific region, considering local challenges and opportunities.



Total No. of Questions : 5]

SEAT No. :

PC-3003

[Total No. of Pages : 2

[6380]-80

M.B.A

**PHARMA AND HEALTH CARE REGULATORY
ENVIRONMENT IN INDIA**

**404 : SC- PHCM-02 (2019 Pattern) (Semester - IV)
(Minor Specialization)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) Answer any Five. Each question carries 2 marks:

[10]

- a) Explain the term offer and acceptance in Pharma context.
- b) What is the purpose of consumer protection Act?
- c) What is the Environmental scanning?
- d) State four types of intellectual property Rights?
- e) What is trade mark?
- f) Explain the term copy right?
- g) What will happen when we use void in argument passing?
- h) Explain the term Trade secrets?

Q2) Answer any Two

[10]

- a) Explain the General law of contract.
- b) "Globalization leads to flow and exchange of APIs across the Globe". What do you understand out of this statement?
- c) Write Essentials of void Contract.

P.T.O.

Q3) a) Identify medico- legal problems in relation to health administration. **[10]**

OR

b) Examine the steps involved in commissioning of hospitals? Explain any example of hospital commissioning. **[10]**

Q4) a) Analyse the current pharma and Healthcare market scenario in Indian context. **[10]**

OR

b) Explain Drugs and cosmetics Act 1940. **[10]**

Q5) a) Discuss the Recent Judgement of supreme court having implication for health professionals? **[10]**

OR

b) Elaborate the Role of IPR in pharma Business? **[10]**



Total No. of Questions : 5]

SEAT No. :

PC-3004

[Total No. of Pages : 3

[6380] - 81

M.B.A.

**SC-THM-02: Tourism & Travel Management
(404 THM) (2019 Pattern) (Semester - IV)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Attempt any 5 out of below mentioned MCQs :

[5 × 2 = 10]

- i) A person who travels on foot is known as
 - a) Pouching
 - b) Way Tarer
 - c) Cosmopolitan
 - d) None of these
- ii) Illegal hunting of animals or land is under official protection, is known as
 - a) Pouching
 - b) Cosmopolitans
 - c) Way Tarer
 - d) None of these
- iii) The combination of geographic and demographic segmentation is known as
 - a) Geodemographic
 - b) Psychographic
 - c) Segmentation
 - d) None of these
- iv) The main aim of the tourism industry in India is
 - a) To spread word of mouth & create repeat visitors
 - b) To spread word of month
 - c) Create repeat visitors
 - d) None of these.

P.T.O.

- Q2)** Brief about travel agency and its functions. What are the preparations required in order to fulfill tourist's expectation. **[10]**

“Travel insurance is very essential while any one starts the travel”. Define this statement with suitable example.

- OR

What are the components of tours package? Also define the pricing strategy In tourism industry.

- OR

Explain Eco tourism and its principals, trends and Functions with suitable examples.

Q5) Attempt any TWO short questions :

[5 marks each]

- a) Mass Tourism
- b) Sports tourism
- c) Religious tourism

OR

Attempt any TWO out of following in short :

- a) Adventure tourism
- b) Business Tourism
- c) Medical Tourism



Total No. of Questions : 5]

SEAT No. :

PC-3005

[Total No. of Pages : 2

[6380]-82

M.B.A.

**404 IB - SC - IB 02 : GLOBAL TRADE & LOGISTICS
MANAGEMENT**

(2019 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Any Five out of Eight :

- a) Who is CHA?
- b) Define the term export.
- c) What is a political environment?
- d) Define Terminal facility.
- e) What is C & FA.
- f) What is an incoterm?
- g) Write about VIMS.
- h) What is a Third Party Logistics.

Q2) Any Two out of Three :

- a) Write about Multimodal Transportation:
- b) Write a note on legal environment in International Business Environment
- c) Explain the process of containerization with suitable examples.

P.T.O.

Q3) a) Explain the Comparative Advantages theory with relevant examples.

OR

b) Comment on the economic and political environment in International Business Environment.

Q4) a) Write about the poster's Diamond model with relevant examples.

OR

b) Comment on the export incentives and facilities in International Trade.

Q5) a) Differentiate between the absolute advantages theory and comparative advantage theory with relevant examples.

OR

b) Write about the Hecksher-Ohlin theory in detail with relevant examples.



Total No. of Questions : 5]

SEAT No. :

PC-5185

[Total No. of Pages : 2

[6380] - 91

M.B.A.

**336 HR: Human Resource Accounting & Compensation
Management
(Revised 2016 Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Solve any one from each question.*
- 2) *All questions are compulsory.*
- 3) *All questions carry equal marks.*

Q1) a) Explain Human capital? What do you understand by the term Investment in Human Resource. **[10]**

OR

b) Explain HR Accounting and state its objectives and development **[10]**

Q2) a) Demonstrate Human capital investment from the prospective of HRA. Explain the various strategies and rate of Return on human capital **[10]**

OR

b) Determine various costs involved in Recruitment & training. Explain it with suitable example. **[10]**

Q3) a) Elucidates Human Resource Audit and it objective. **[10]**

OR

b) Explain in detail the classification of various cost in HR Accounting. **[10]**

P.T.O.

Q4) a) Write a note : [10]

- i) Group & Individual incentive
- ii) Fair & Real wages

OR

- b) What is the role of compensation and rewards in modern organization what are the advantages of a fair compensation system. [10]

Q5) a) Explain the concept of Retirement plan? Explain the types of retirement plan? [10]

OR

- b) What is VRS? Highlight the benefits and problem of VRS? [10]



Total No. of Questions : 5]

SEAT No. :

PC-5186

[Total No. of Pages : 2

[6380] - 92

M.B.A.

336 IT: E-Business and Business Intelligence
(Revised 2016) (Semester - III)

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 E-Business? How E-Business acts as a significant business segment of future? **[10]**

OR

b) With an illustration, show the typical E-Business architecture for a MNC Company. **[10]**

Q2) a) Write a short note. (Any Two) **[10]**

- a) e-SCM
- b) Mobile Commerce
- c) Online community building.

OR

b) Why are CRM solutions implemented in organizations? Explain the impact of Internet advertising on Consumer Behavior. **[10]**

Q3) a) What is E-Business Strategy? Explain legal issues and challenges related to E-Business.? **[10]**

OR

b) Business to consumer transactions are growing worldwide, and many new businesses are Starting online. Discuss the process of launching an E-business for a Fashion Store. **[10]**

P.T.O.

Q4) a) Define the terms-Data, Information, Knowledge and Wisdom. Explain the significance of Business Intelligence in modern trade? **[10]**

OR

b) ONYX is a leading cloud based website development portal which enables users to develop their own websites and platforms for business. It is a rapidly growing company with a very large customer base. The company required an analytics and reporting tool that could analyze and manage huge volumes of data and that too quickly. It also wanted to monitor the customer conversion, usage pattern and behavior. Discuss how Business Intelligence can help ONYX to grow. **[10]**

Q5) a) In this increasingly competitive age, managing and retaining customer is the key to business success. How can Business Intelligence be used in CRM to gain competitive advantage? **[10]**

OR

b) Modern Organized retail trade in India is on the growth trajectory. Explain how BI Tools can be used in the Retail Trade (Supply Chain). **[10]**



Total No. of Questions : 5]

SEAT No. :

PC-5187

[Total No. of Pages : 2

[6380]-93

M.B.A.

**433 IT: Software Project Management
(Revised 2016) (Semester - IV)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) What is Function Point Analysis? Explain the process of calculating Function points with suitable example. **[10]**

OR

Explain various Steps in Project Planning and Project Evaluation.

Q2) What is Software Project Management? Differentiate between Software Projects and Other Projects. **[10]**

OR

Why Software Quality is important parameter in software project? What are the possible ways to enhance the quality of software?

Q3) “Effective risk management helps you to detect potential threats and opportunities in a project early on”. Justify. **[10]**

OR

Give the importance of strategic assessment and technical assessment in software project evaluation.

P.T.O.

Q4) What is Extreme Programming? Why it is important in project management? Explain. [10]

OR

Write short notes on :

- a) Microsoft project
- b) Change Control

Q5) Draw the project network diagram for activities and predecessor given below; [10]

Activity	Immediate Predecessor Activity
A	-
B	A
C,D	B
E	C
F	D
G	E,F

OR

You have been asked to develop an application to automate the library which contains different modules and various reports including issue, return, fine etc. Write a statement of scope, project initiation and project planning for the project.

