

Total No. of Questions : 5]

SEAT No. :

PC-3079

[Total No. of Pages : 4

[6380]-101

M.B.A.

**GC - 01 : (101) : MANAGERIAL ACCOUNTING
(2021 Pattern) (Semester - I)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answers any five questions.

[10]

- a) i) P/V ratio will increase if the
 - I) there is an decrease in fixed cost
 - II) there is an increase in fixed cost
 - III) there is decrease in selling price per unit
 - IV) there is decrease in variable cost per unit
- ii) Which of the following budgets facilitates classification of fixed and variable costs :
 - I) Capital expenditure budget
 - II) Flexible budget
 - III) Cash budget
 - IV) Purchase budget
- b) State the rules of Debit and Credit for each type of accounts.
- c) Define Cost Accounting.
- d) What is idle time variance?
- e) Describe Money measurement concept with suitable example.
- f) What is a trial balance?
- g) Define Capital & Revenue expenditure.
- h) Describe P/V ratio.

P.T.O.

Q2) Answers any two questions. [10]

- Explain cost volume profit analysis.
- Is there any similarity between Management Accounting and Financial Accounting?
- Explain the users of accounting information.

Q3) a) From the following trial balance of Mr. Nadeem prepare trading and profit and loss account for the year ended 31st March 2022 and the balance sheet as on the date. [10]

Particulars	Debit	Credit
Opening stock	12,00,000	
Salaries	1,20,000	
Freight	50,000	
Purchases	12,00,000	
Bills Receivables	12,000	
Rent	75,000	
Sales		25,30,000
Reserve for bad debts		10,000
Sundry Creditors		3,26,000
Return Outwards		15,000
Bad debts	3,000	
Plant & Machinery	2,00,000	
Travelling Expenses	60,000	
Commission		10,000
Repairs to plant	12,000	
Cash at Bank	24,000	
Building	5,00,000	
Return Inwards	10,000	
Sundry Debtors	3,50,000	
Office Expenses	50,000	
Drawings	65,000	
Capital		5,00,000
Bank Loan		5,40,000
	<u>39,31,000</u>	<u>39,31,000</u>

Consider the following :-

- Closing Stock ₹ 3,50,000
- Depreciation Plant & Machinery 10% and Building 5% p.a.
- Provide Reserve @ 10% for bad debts.
- Make a provision for unpaid salaries ₹ 12,000/-
- Office expenses due but not paid ₹ 3,000/-

OR

- b) As a cost accountant you are required to prepare a statement of the cost from the following data for the year ended 31st March 2023. [10]

Opening stock of R.M.	11,43,750
Production Wages	9,60,000
Purchases	48,63,750
Sales	80,00,000
Hire of crane on job	20,000
Factory rent & rates	50,000
Power	1,00,000
Factory electricity	20,000
Insurance	20,000
Directors fees	36,000
Wages paid to Maintenance Worker	2,20,000
Sales office expenses	50,000
Auditors fees	20,000
Advertising	30,000
Machinery repairs	55,000
Depericiation of Machinery	1,32,000
Work Salary	60,000
Office Salary & expenses	1,20,000
Postage & Stationary	10,000
Storekeeper's Wages	10,000
Closing Stock R.M.	14,77,500
Traveller's Salary	24,000
Driver's Wages & other distribution expenses	96,000
Salesman's commission	20,000
Salesman's salaries	1,20,000

- Q4) a)** The following results of a company for the last two years. [10]

	2021	2022
Sales	45,00,000	50,00,000
Total Cost	40,00,000	43,00,000

As a cost accountant from the above information you are required to calculate

- Profit volume ratio
- Break even sales
- Fixed cost
- Percentage of margin of safety

OR

- b) Aadesh Enterprise Ltd. furnishes you the following information relating to the half year ended 30th June 2022. [10]

Fixed expenses	₹ 45,000
Sales value	₹ 1,50,000
Profit	₹ 30,000

During the second half the year the company has projected a loss of ₹ 10,000.

As a cost accountant you are required to calculate.

- Break Even Point for six months ending 30th June 2022.
- Margin of safety for six months ending 30th June 2022.
- Expected sales volume for the second half of the year assuming that the P/V ratio and fixed expenses remain constant in second half year also.
- B.E.P and Margin of safety for the whole year 2022.

- Q5) a) The expenses for budgeted production of 10,000 units in a Om Pvt. Ltd., Pune is furnished below. [10]

	Per Unit Amt. (₹)
Direct Material	48
Direct labour	24
Variable overheads	20
Fixed overheads (₹ 1,20,000)	12
Variable Expenses (Direct)	4
Selling Expenses (10% Fixed)	12
Administrative Expenses (₹ 40,000 Fixed)	4
Distribution Expenses (20% Fixed)	4
	<hr/> 128

A company is appointed you as a finance executive you are required to evaluate and prepare a budget for production of 7000 units and 9000 units.

OR

- b) As a finance executive you are required to assess Material Variances from the following information : [10]

- Material Cost Variance
- Material Price Variance
- Material Usage Variance
- Material Mix Variance

	Standard		Actual	
	Qty (kg.)	Price (₹)	Qty (kg)	Price (₹)
Material A	2200	4	2000	4.50
Material B	800	5	1000	4.80
	3000		3000	



Total No. of Questions : 5]

SEAT No. :

PC-3080

[Total No. of Pages : 2

[6380]-102

M.B.A. (All Programmes)

GC - 02 (102) : ORGANIZATIONAL BEHAVIOUR

(2021 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) Attempt any five.

[5 × 2 = 10]

- a) Define Motivation
- b) What is Emotional Intelligence.
- c) State the 3 ego states in Transaction Analysis.
- d) State 3 components of attitude.
- e) State 2 formal groups.
- f) What are sources of conflict in an organization.
- g) What is Eustress?
- h) Define stereotyping.

Q2) Attempt any two.

[2 × 5 = 10]

- a) Discuss the 5 stages of Group formation with examples.
- b) Explain the Maslow's Need Hierarchy of Motivation.
- c) Explain strategies to overcome resistance to change.

Q3) Attempt any one.

[10]

- a) Explain how Johari Window can be used as an effective tool to enhance interpersonal relations at workplace. Give suitable examples.

OR

- b) An organization plans to switch its leave management process from manual to online process. Explain why employee might resist change and how can a HR manager help them in overcome resistance to change. [10]

P.T.O.

Q4) Attempt any one. [10]

- a) What roles and responsibilities does a sales manager working at premium automobile company have and while selecting a sales manager which personality parameters should be high with respect to big 5 personality model? Why.

OR

- b) What type of leadership style should a supervisor of the housekeeping staff at a 5 star hotel have? Why? [10]

Q5) Attempt any one.

- a) What type of stress does traffic inspectors encounter? What measures should their superior take in order to help them manage stress effectively? [10]

OR

- b) Explain stereo typing and halo effect as perception errors. Discuss how these errors will affect performance Appraisal process and what care can be taken by the superior to avoid such errors. [10]



Total No. of Questions : 5]

SEAT No. :

PC-3081

[Total No. of Pages : 2

[6380]-103

M.B.A. (All Programmes)

GC - 03 -103:ECONOMIC ANALYSIS FOR BUSINESS DECISIONS

(2021 Pattern) (Semester - I)

Time : 2 ½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Solve any 5 questions 2 marks each.

[5 × 2 = 10]

- a) Define Economics.
- b) Define the consumption function.
- c) Write any 2 tools of Government Intervention?
- d) Explain Profit forecasting.
- e) Governments have multiple tools at their disposal to intervene when issues arise. (True/False)
- f) State the exception to law of demand.
- g) Explain Investment Functions.
- h) Formula for calculating TC is _____

Q2) Attempt any 2 having 5 marks each.

[10]

- a) What are the main objectives of pricing policies in business?
- b) Illustrate meaning of support prices with suitable example.
- c) What do we mean by Multiplier effects?

P.T.O.

Q3) a) Explain the static and dynamic model by Baumol's. **[10]**

OR

b) Write down the criteria's for Good Demand Forecasting.

Q4) a) Explain the concept of Marginal pricing methods. **[10]**

OR

b) Explain the Concept of Support Prices with suitable example.

Q5) a) What do we mean by Prevention and control of Monopolies? **[10]**

OR

b) Evaluate the measures to control Business cycles.



Total No. of Questions : 5]

SEAT No. :

PC-3082

[Total No. of Pages : 2

[6380]-104

M.B.A (All Programmes)

104 : GC - 04 : BUSINESS RESEARCH METHODS

(2021 Pattern) (Semester - I)

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 simple calculator is allowed.*

Q1) Solve any five questions :

[10]

- a) List the steps in Research Process.
- b) Write two example of independent variable.
- c) List types of Non Probability sampling methods.
- d) List the various primary data collection sources with suitable examples.
- e) List the Structure of Research Report.
- f) What do you mean by term "Hypothesis"?
- g) What is Population?
- h) Write 02 Examples of Nominal Scale.

Q2) Solve any two out of the three questions :

[10]

- a) Write Difference between "Primary Data " and "Secondary Data".
- b) Explain the Null and Alternative Hypothesis with 02 Suitable Examples.
- c) Explain applications of research in Business.

P.T.O.

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

- a) What is Research Proposal? Discuss the elements of Research Proposal with suitable example.
- b) Prepare the questionnaire for the "Student feedback survey about MBA Institute".

Q4) Solve Any one :**[10]**

- a) Discuss the various types of "Research Design with Suitable Examples"
- b) What is Probability sampling? Discuss various types of Probability sampling.

Q5) Solve any one from the following:**[10]**

- a) Draw histogram of the following data-

profit in Lakhs (Rs.)	10-20	20-30	30-40	40-50	50-60	60-70
No. of companies	10	14	24	21	19	14

Also find mode from the graph.

- b) The following table gives the classification of 100 workers according to "gender" and the "nature of work". The whether "Nature of work" is associated with "Gender".

	Skilled	Unskilled	Total
Male	40	20	60
Female	10	30	40
Total	50	50	100

(Given : Df: 01, Chi Square Table Value for 5% significant level is 3.84

Calculated Chi Square Calculated Value = 16.66

Chi square table value = 3.84)

Comment on whether hypothesis is accepted or rejected / true or false, with justification.



Total No. of Questions : 5]

SEAT No. :

PC-3083

[Total No. of Pages : 2

[6380]-105

M.B.A. (All programmes)

GC - 05 - 105: BASICS OF MARKETING

(2021 Pattern) (Semester - I)

Time : 2 ½Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer any Five:

[5 × 2 = 10]

- a) Mention the difference between customer satisfaction and customer delight.
- b) List down the components of PESTAL analysis framework.
- c) Name any four bases for segmentation for business markets.
- d) List down the five steps of consumer buying decision process.
- e) Identify two elements of physical evidence in marketing mix.
- f) Give one example of each-Tangible product and intangible product.
- g) Mention any two buying roles in consumer market.
- h) If winter season is severe, which industry lose and which one gains.

Q2) Answer any Two:

[10]

- a) Explain goods and services continuum with respect to the situation where you have checked in a five star hotel.
- b) Describe the impact of Globalization and technology on marketing.
- c) Discuss the strategies across two stages of PLC-Introduction stage and growth stage considering a luxury watch.

P.T.O.

Q3) Answer any One:

[10]

- a) Discuss the steps involved in organizational buying of a boiler in sugar industry.
- b) Develop a segmentation strategy for a new line of athletic shoes targeting young urban professionals. Justify your choice of segmentation bases.

Q4) Answer any One:

[10]

- a) Evaluate the new consumer capabilities with respect to buying of men's cosmetic products.
- b) Analyse the marketing mix strategies of any two competing fast food chains.

Q5) Answer any One:

[10]

- a) Assume you are a marketing manager in a medium sized organization which manufactures instant foods. Now the company intends to launch ready-to-eat breakfast cereal in various flavors to be sold at all leading outlets in India. Conduct environmental scanning for the company.
- b) Create a brand positioning strategy for a budget airline entering a competitive market. Differentiate the brand from existing competitors while highlighting its unique selling proposition.



Total No. of Questions : 5]

SEAT No. :

PC-3084

[Total No. of Pages : 2

[6380]-106

M.B.A.(All programmes)

106-GC- 06 : DIGITAL BUSINESS

(2021 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.*

Q1) Solve any 5 (2 marks each) :

[10]

- a) Define 'Mobile Commerce'.
- b) Define social shopping.
- c) Define the term E - tailing.
- d) List three types of digital payments.
- e) describe click and Brick models.
- f) List the components of the digital business ecosystem.
- g) List any two application of fintech.
- h) Name two types of EC order Full fill ment processes.

Q2) Solve any 2 (5 marks each) :

[10]

- a) Write short note on e-commerce with examples of e commerce platforms.
- b) Differentiate between e-catlog and traditional catalog.
- c) Write short note on E - Governance.

Q3) Solve any 1 (10 marks) :

[10]

- a) Analyze the benifits and Limitations of Auctions in E - commerce.
- b) Discuss the concept of the Internet of things and its applications in smart homes.

P.T.O.

Q4) Solve any 1 (10 marks) :

[10]

- a) Social media platforms play a crucial role in facilitating social commerce. Discuss how facebook market place has utilized social Net working features to enhance the C2C e- commerce experience for user.
- b) Evaluate the role of fintech in transforming traditional banking & finance services including E - banking, Mobile banking & pure virtual Banking & their impact on customer convenience & financial inclusion.

Q5) Solve any 1 (10 marks) :

[10]

- a) You have been hired to design a model for peer to peer car rental platform. Discuss features like vehicle listing rental sheduling, payment processing, Insurance coverage & user reviews.
- b) You are appointed as a consultant for designing an online event planing platform. Develop a suitable business model for the same.



Total No. of Questions : 5]

SEAT No. :

PC-3085

[Total No. of Pages : 2

[6380]-107

First Year M.B.A.(All programmes)

107-GE- UL-01 : MANAGEMENT FUNDAMENTALS

(2021 Pattern) (Semester - I)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) Answer all questions . All questions carries equal marks.*
- 2) Draw neat diagrams & examples wherever necessary.*

Q1) Answer any 5 out of 8 Questions:

[5 × 2 = 10]

- a) Concept of chain of command.
- b) Explain Bench marking of Best practices.
- c) Explain work place.
- d) List out controlling tools.
- e) Explain the concept centralization.
- f) What is ethical approaches in decision making.
- g) Boundary less organization.
- h) Define SMART goal.

Q2) Answer any 2 out of 3 questions :

[2 × 5 = 10]

- a) Explain any 4 types of organization structure.
- b) Discuss the benefits of MBO in organization.
- c) Explain the skills required for a good manager.

P.T.O.

Q3) Answer any 1 of the following :

[1 × 10 = 10]

- a) "Effective control system improves overall quality of organization" - Justify the statement.
- b) Discuss various decision making styles in detail.

Q4) Answer any 1 of the following :

[1 × 10 = 10]

- a) Differentiate between boundary less organization and virtual organization with suitable examples.
- b) Elaborate the mintzberg's managerial role. What are the three areas does mintzberg use to organize the 10 roles?

Q5) Answer any 1 of the following :

[1 × 10 = 10]

- a) Examine the role of technology in changing the working structure of organization.
- b) You being an manager in MNC's asked to make your trainers understand that planning is an important management function. Discuss the ways in which you explain it. Also explain the role of planning in today's organization.



Total No. of Questions : 5]

SEAT No. :

PC-3086

[Total No. of Pages : 2

[6380] - 108
M.B.A. (All Programs)
108-GE-UL-02: INDIAN ECONOMY
(2021 Pattern) (Semester - I)

Time : 2½ 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) Explain hard and soft infrastructure
- b) Define public private partnership investment models.
- c) What is demographic dividend
- d) What are the indicators of population quality.
- e) Define two budget terminology used in India.
- f) Explain two causes of balance of payments crisis?
- g) Define Human Development Index.
- h) Define special economic zones. Give example.

Q2) Answer any two (5 marks each) :

[10]

- a) Explain the objectives of NITI Aayog
- b) What is the role of monetary policy in the Indian Economy?
- c) What is governance infrastructure?

P.T.O.

Q3) Answer any One (10 marks each) :

[10]

- a) Discuss how government intervention can correct market failures and illustrate it with examples.

OR

- b) “Tertiary sector growth rate in India is 2% per annum”. Do you agree with the statement or not. Support your answer with reasons.

Q4) Answer any One (10 marks each) :

[10]

- a) “Fiscal policy sets the direction of growth of Indian economy” - Illustrate with example

OR

- b) Explain the importance of small scale Industries (SSIs) in Indian’s economic development.

Q5) Answer any One (10 marks each) :

[10]

- a) Discuss the factors that contribute to variations in HDI across Indian states.

OR

- b) Discuss the significance of multilateral trade agreements in shaping the direction of India’s foreign trade.



Total No. of Questions : 5]

SEAT No. :

PC-3087

[Total No. of Pages : 2

[6380] - 109

M.B.A.

**109-GE-UL-03: Entrepreneurship Development
(2021 Pattern) (Semester - I)**

Time : 2 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) Define Intrapreneur
- b) Elaborate DIC
- c) Elaborate MCED
- d) Elaborate NABARD
- e) Explain social Entrepreneurship
- f) Explain Women Entrepreneurship
- g) Explain Entrepreneur.
- h) Explain Market survey

Q2) Solve any two :

[10]

- a) Discuss three phases of EDP
- b) Enlist & Explain the objectives of entrepreneurial training
- c) Illustrate Export Oriented Unit (EOU)

P.T.O.

Q3) a) Explain the role of “Rural” Entrepreneurship” in Indian economy. **[10]**

OR

b) Appraise the Innovation theory of Entrepreneurship by schumpeter.[10]

Q4) a) Enlist & Explain components of business plan in detail **[10]**

OR

b) Explain role of DIC, SISI, EDIL, NRDB in BD. **[10]**

Q5) a) Prepare a detailed project report on manufacturing dairy milk products of your choice. **[10]**

OR

b) Prepare a detailed project report on a modern Beauty spa & saloon.[10]



Total No. of Questions : 5]

SEAT No. :

PC-3088

[Total No. of Pages : 2

[6380]-110

M.B.A.(All programmes)

**110 - GE - UL - 04 : Essentials of Psychology for Managers
(2021 Pattern) (Semester - I)**

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer any five :

[5 × 2 = 10]

- a) The nervous system can be divided into two major regions _____ and _____
- b) There appear to be two types of declarative memory, _____ memory for knowledge and facts and episodic memory for personal experiences.
 - i) Procedural
 - ii) Flash bulb
 - iii) Semantic
 - iv) Autobiographic
- c) Define sensing and perceiving.
- d) Where does the word 'Psychology' come from?
- e) Abnormal functioning of amygdala leads to _____.
 - i) Anger
 - ii) Mood changes
 - iii) Loss of libido
 - iv) Autism
- f) _____ is associated with theory of evolution.
 - i) Charles Darwin
 - ii) Sigmund Freud
 - iii) James Lang
 - iv) Cannon Bard
- g) Define thinking.
- h) Mention any two trends for the new millennium in the field of psychology.

P.T.O.

Q2) Answer any two :

[10]

- a) Explain the terms sensation, perception and attention.
- b) Explain how sensory adoption is essential for everyday psychological functioning.
- c) Explain Canon Bard theory in detail.

Q3) Answer any one :

[10]

- a) Apply classical conditioning theory and bring out its usage by
 - i) Politician
 - ii) Advertiser
 - iii) Movie maker.

OR

- b) Explain how does transfer of learning work in the pracus of learning & describe learning by observing models.

Q4) Answer any one :

[10]

- a) Mention various goals of psychology. Also stress the history of psychology as a behaviour science.

OR

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

Q5) Answer any one :

[10]

- a) What are the different ways in which a manager can influence his subordinates social behaviour.

OR

- b) Describe in short kinds of social behaviour how does controlling and self adopting social behaviour work in day to day work life.



Total No. of Questions : 5]

SEAT No. :

PC-3089

[Total No. of Pages : 2

[6380]-111

M.B.A. (All Programs)

GE - UL - 05 : LEGAL ASPECTS OF BUSINESS

(111) (2021 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) All questions have internal choice.*

Q1) Attempt any five questions :

[5 × 2 = 10]

- a) Consideration.
- b) Free consent.
- c) The contract becomes _____ if it is entered into under coercion.
- d) According to the role of Goods Act, 1930, goods must be _____ and of merchantable quality.
- e) Cheque.
- f) A promissory note cannot be made payable to bearer (True/False)
- g) One person company.
- h) List the Redressal forums.

Q2) Attempt any Two:

[2 × 5 = 10]

- a) Differentiate between coercion and influence.
- b) Any 5 rights of a consumer under consumer protection Act.
- c) "All contracts are agreements but all agreements are not contracts".
Comment.

P.T.O.

Q3) a) What do you mean by negotiable instruments? What are its characteristics and types? [10]

OR

b) Mr. B. offered to sell his car to Mr. A. for Rs. 95,000/- Mr. A. accepted the offer but quoted Rs. 94,500 as a buying price. Mr. B. refused to sell the car for Rs. 94,500/- subsequently Mr. A. agrees to purchase the car for Rs. 95,000/- but Mr. B. refused to sell the car. Mr. A. sues Mr. B. for the specific performance of the contract. Will he succeed and why? [10]

Q4) a) Explain the composition and powers of district forum under consumer Protection Act. [10]

OR

b) Explain the significance of object clause of the Memorandum of Association. How it can be altered. [10]

Q5) a) What do you mean by performance of contract? State the rights and duties of the buyer as per the Sale of Goods Act 1930. [10]

OR

b) Define conditions and warranties. what are the circumstances when conditions can be treated as a warranty. [10]



Total No. of Questions : 5]

SEAT No. :

PC-3090

[Total No. of Pages : 2

[6380]-112

M.B.A. (All Programs)

112 GE - UL - 06 : DEMAND ANALYSIS AND FORECASTING

(2021 Pattern) (Semester - I)

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 5 :

[5 × 2 = 10]

- a) Define demand estimation in demand forecasting.
- b) List out the criteria of a good forecasting method.
- c) Describe the main advantages and limitations of survey data.
- d) Define purpose of forecast.
- e) What is trend analysis?
- f) What is Macro level and Firm level forecasting?
- g) What are the applications of forecasting?
- h) What is staffing forecast?

Q2) Answer any Two :

[2 × 5 = 10]

- a) Differentiate between Short Run Forecast and Long-Term Forecast.
- b) Explain Holt's two parameter method with appropriate example.
- c) Explain how Cross Impact Analysis is useful to the mobile phone manufacturer.

P.T.O.

Q3) Answer any One:

[1 × 10 = 10]

- a) Distinguish between secular trend, seasonal variations and cyclical fluctuations. How would you measure secular trend in the given data?
- b) What is Candidate Product? Explain the new product forecasting process with appropriate example.

Q4) Answer any One :

[1 × 10 = 10]

- a) List different Exponential Smoothing Methods and elaborate it with appropriate examples.
- b) What is the significance of demand forecasting in business decisions? Critically examine the various methods of Quantitative demand forecasting.

Q5) Answer any One :

[1 × 10 = 10]

- a) Electric vehicle demand is estimated to grow by 12 percent over the next five years (F.Y. 2024-29) supported by automobile industry. Analyze 4 components of time series in the light of this statement.
- b) Comment on the following statement and justify your standpoint. “Statistical methods are frequently used and deemed more effective compared to alternative approaches for demand forecasting.”



Total No. of Questions : 5]

SEAT No. :

PC3091

[6380]-201

[Total No. of Pages : 2

First Year M.B.A. (All Programs)

201- GC-07 : MARKETING MANAGEMENT

(2021 Pattern) (Semester - II)

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 out of eight questions :

[10]

- a) Define Product.
- b) Define Price.
- c) Define Place.
- d) Define Promotion.
- e) Enlist Phases of NPD.
- f) Define Advertising.
- g) Define Shopping Goods.
- h) Define Services.

Q2) Answer any two.

[10]

- a) Explain Phases of New product Development.
- b) Write Difference between Goods & Services.
- c) Write various pricing strategies.

Q3) a) Design Distribution strategies for New Smart T.V. set.

[10]

OR

b) Design suitable pricing strategies for a Five Star Hotel.

[10]

P.T.O.

Q4) a) Explain factors affecting selection of promotion mix to be used for an electric bike in Maharashtra. **[10]**

OR

b) Prepare suitable promotion mix for following. **[10]**

- i) Perfume Brand for men.
- ii) Perfume Brand for women.

Q5) a) Prepare a detailed marketing plan for New Brand of Mobile Handset. **[10]**

OR

b) Prepare a detailed marketing plan for new Brand of fresh fruit juice. **[10]**



Total No. of Questions : 5]

SEAT No. :

PC5110

[Total No. of Pages : 6

[6380]-202R

First Year M.B.A. (All Programmes)
202 GC - 08 : FINANCIAL MANAGEMENT
(2021 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) Attempt all questions.*
- 2) Each question carry Equal Marks.*
- 3) Use of simple calculator is allowed.*

Q1) Answer the following (Any 5)

[10]

- a) What is Leverage?
- b) What is Working Capital management?
- c) What exactly the Internal Rate of Return signifies?
- d) _____ Decision are related with selection of assets.
 - i) Financing
 - ii) Investment
 - iii) Dividend Policy
 - iv) Fund Requirement
- e) The term of capital structure denotes _____.
 - i) Equity fund, Preference capital and long term debts.
 - ii) Total of liability side of the Balance sheet
 - iii) Total Shareholder fund
 - iv) Types of capital issued by the company
- f) _____ is also called as statement of sources and application of fund.
 - i) Fund Flow statement
 - ii) Cash Flow statement
 - iii) Common size statement
 - iv) Comparative statement
- g) _____ the payback period better is the profitability.
 - i) Greater
 - ii) Shorter
 - iii) Break even
 - iv) None of the above
- h) Working capital is also called _____.
 - i) Recurring capital
 - ii) Regular capital
 - iii) Circulating capital
 - iv) None of the above

P.T.O.

Q2) Answer in Brief (Any two)

[10]

- a) Differentiate between: Fund Flow Statement and Cash Flow Statement.
- b) What do you understand by cost of capital? Explain the various types of cost of capital.
- c) Explain the Different methods of Evaluating Capital Expenditure Decision.
- d) Explain the elements that constitute the working capital of a company.

Q3) The following is the Balance Sheet of ABC Ltd. as on 31st March 2024. [10]

Balance sheet as on 31.03.2024

Liabilities	Amount	Assets	Amount
Share Capital	1,00,000	Land and Building	70,000
Profit and Loss A/C	35,000	Plant and Machinery	1,75,000
12% Debenture	2,10,000	Stock in Trade	1,00,000
Creditors	50,000	Debtors	50,000
Bills Payable	25,000	Bills Receivable	5,000
		Bank	20,000
Total	4,20,000	Total	4,20,000

Calculate:

- a) Current Ratio
- b) Liquid Ratio
- c) Inventory to working Capital
- d) Debt to Equity
- e) Capital Gearing Ratio

OR

Following Balance sheet have been extracted from the records of XYZ Ltd.
[10]

Balance Sheet of XYZ Ltd.

Liabilities	2022-23	2023-24	Assets	2022-23	2023-24
Share Capital	1,00,000	1,10,000	Land and Building	40,000	38,000
General Reserve	14,000	18,000	Plant and Machinery	37,000	36,000
Profit and Loss A/C	16,000	13,000	Investment	10,000	21,000
Creditors	8,000	5,400	Stock	30,000	23,400
Bills Payable	1,200	800	Bills Receivable	2,000	3,200
Provision for Taxation	16,000	18,000	Debtors	18,000	19,000
Provision for Doubtful Debts	400	600	Bank Balance	6,600	15,200
			Preliminary Exp.	12,000	10,000
Total	1,55,600	1,65,800	Total	1,55,600	1,65,800

Additional Information:

- Depreciation Charged on Plant ₹4,000.
- Provision for Taxation made ₹19,000 during the year 2023-24.
- Interim Dividend ₹8,000 was paid during 2023-24.
- A piece of Machinery was sold for ₹8,000 during 2023-24. It had been costing ₹12,000. Depreciation of ₹7,000 was provided on that.

Prepare Fund Flow Statement.

Q4) Amrish Ltd. is considering investing in a project that is expected to cost ₹10,00,000 and has an effective life of 5 years. The projected cash inflow for this period is as follows: **[10]**

Year	Amount (₹)
1	4,00,000
2	2,50,000
3	3,50,000
4	4,00,000
5	7,00,000

Calculate:

- Net Present Value @ 10% Rate of Discount
- Internal Rate of Return

OR

RJM Co. Ltd. whose cost of capital is 10% is considering two mutually exclusive proposals, A and B the details for which are as follows: **[10]**

Particulars	Proposal A (₹)	Proposal B (₹)
Initial Investment	10,00,000	10,00,000
Projected Cash Inflow		
1 st year	1,00,000	6,50,000
2 nd year	2,50,000	6,00,000
3 rd year	3,50,000	6,00,000
4 th year	5,50,000	5,75,000
5 th year	7,50,000	5,25,000

Calculate:-

- Net Present Value @ 10% rate of discount.
- Profitability index.

Q5) The Board of Directors of AAW Ltd. request you to prepare a statement showing the working capital requirements for a level of activity of 60,000 units of output for the year. **[10]**

The cost structure for the company's product for the above mentioned activity level is given below.

	Cost per Unit (₹)
Raw materials	10
Direct labour	4
Overheads	6
Total	20
Profit	5
Selling price	25

- a) Past experience indicates that raw materials are held in stock, on an average for 2 months.
- b) Work in progress (100% complete in regard to materials and 50% for labour and overheads) will be half a month's production.
- c) Finished goods are in stock on an average for 1 month.
- d) Credit allowed to suppliers: 1 month.
- e) Credit allowed to debtors: 2 months.
- f) A minimum cash balance of ₹ 10,000 is expected to be maintained.

Prepare a statement of working capital requirements.

OR

Calculate the working capital requirement of “LJL Ltd.”

[10]

Particular	Cost per unit (Rs.)
Raw material	400
Direct labour	150
Overheads	300
Total Cost	850
Profit	150
Selling price	1000

Additional information's:

- a) Output 1,20,000 units per annum.
- b) Raw material in stock 1 month.
- c) Work in progress - one Month (consider 100% Raw material & 50% labour & OH).
- d) Finish goods in stock 1month.
- e) Credit allowed by suppliers - 1month.
- f) Credit allowed to debtors 2 months.
- g) Delay in payment of wages half month.
- h) Delay in payment of overheads half month.

Assume that production is carried out evenly throughout a year. All the sales are credit sales.



Total No. of Questions : 5]

SEAT No. :

PC3093

[6380]-203

[Total No. of Pages : 2

F.Y.M.B.A. (All Programmes)

203-GC-09: HUMAN RESOURCE MANAGEMENT

(2021 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer any five (2 Marks Each)

[10]

State or Explain the Following Terminologies

- a) Role of HRM
- b) Training and development
- c) Employee Retention
- d) Fringe Benefits
- e) Define Job Analysis
- f) Grievance Procedure
- g) Components of salary
- h) HR Accounting

Q2) Answer any Two of the following. (5 Marks Each)

[10]

- a) Explain the concept of succession planning and its importance in organizational sustainability.
- b) Discuss the advantages and challenges of e-learning in modern education.
- c) Explain the concept of job design and its relevance in enhancing employee performance and job satisfaction.

Q3) Answer any One of the following.

[10]

- a) Define the term HRM. Explain the scope and objectives of HR. Mention about the challenges faced by HRM.

OR

- b) Define Human Resource Planning: State its importance and objectives. Explain HRP Process, along with its Barriers.

P.T.O.

Q4) Answer any One of the following. **[10]**

- a) What is HRIS? Write about Need, Advantages & Uses of HRIS.

OR

- b) What is performance appraisal? State its Importance. Explain the various methods of performance appraisal in brief.

Q5) Answer any One of the following. **[10]**

- a) What is Employees Separation? Explain in detail about different ways of Employee Separation?

OR

- b) State the Objectives & importance of Compensation Management. Write its Process.



Total No. of Questions : 5]

SEAT No. :

PC3094

[6380]-204

[Total No. of Pages : 2

First Year M.B.A. (All Programmes)

GC-10-204: OPERATIONS AND SUPPLY CHAIN MANAGEMENT

(2021 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.*

Q1) Solve any 5 out of the 8 from the following. (2 Marks each) [10]

- a) Define “Quality”.
- b) Define “Internal Customer”.
- c) What is “Operation Process”?
- d) List out the “Current Challenges of Operations Management”.
- e) Write the meaning of Production, Planning and Control.
- f) Write down the factors to be considered in Capacity Planning.
- g) List out the Classification Methods in Inventory Control.
- h) Enumerate the various Types of Inventory.

Q2) Answer Any 2 out of 3 (5 Marks each) [10]

- a) Explain the Significance of Operations Management.
- b) Explain Service System Design Matrix with Diagram.
- c) Differentiate between Physical Distribution, Logistics and SCM.

Q3) a) Build a Generalized Supply Chain Model for any Automobile Industry and explain. [10]

OR

- b) Write and explain various roles to be formed by PPC department.

P.T.O.

Q4) a) Explain in details the elements of Total Quality Management with examples. **[10]**

OR

b) Explain the Process-Product Matrix in detail with examples.

Q5) a) Explain the various Costs associated with the Inventory. **[10]**

OR

b) Explain in details the Supply Chain Management and customer service linkages.



Total No. of Questions : 5]

SEAT No. :

PC3095

[Total No. of Pages : 2

[6380]-205

First Year M.B.A. (Fintech)

205-FIN: FINANCIAL MARKETS & BANKING OPERATIONS

(2021 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Solve any five.

[10]

- a) Define Spot Market
- b) Define Forward Market
- c) Define New Issue Market
- d) Define the term MICR
- e) Define Mobile Banking
- f) Define ADR
- g) Define the term Derivatives
- h) Define the term IMPS

Q2) Solve any two.

[10]

- a) Distinguish between Commercial & Cooperative Bank.
- b) Distinguish between Capital & Money Market.
- c) Distinguish between NEFT & RTGs.

Q3) Solve any one.

[10]

- a) Illustrate the various capital Market Instruments.

OR

- b) Analyze the role of central Bank in Money Market.

P.T.O.

Q4) Solve any one.

- a) Explain the role of the Indian Financial system in Economic development. **[10]**

OR

- b) “Banks are important Financial Intermediary in the financial system”
Evaluate.

Q5) Solve any one.

[10]

- a) What do you mean by Electronic Banking How has technology benefitted the banking Industry.

OR

- b) Evaluate the various Global debt Instruments used in capital Market.



Total No. of Questions : 5]

SEAT No. :

PC3096

[6380]-206

[Total No. of Pages : 2

First Year M.B.A. (Digital Marketing)

205-DM-SC-DM-01 : FUNDAMENTALS OF DIGITAL MARKETING

(2021 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.

[5×2=10]

- a) Which of following is correct depiction of digital marketing?
 - i) E-mail marketing
 - ii) Social media marketing
 - iii) Web marketing
 - iv) All of above
- b) _____ doesn't fall under category of digital marketing.
 - i) TV
 - ii) Bill board
 - iii) Radio
 - iv) All of above
- c) Micro blogging can be defined as _____
 - i) Mobile blogs
 - ii) Blogs posted by companies instead of an individual
 - iii) Blogs in compassing limited individual posts, which are typically limited by character count.
 - iv) None of above
- d) Which of the following comes under e-mail marketing?
 - i) Email news letters
 - ii) Lead marketing
 - iii) Digesits
 - iv) All of above
- e) How important is the authentication process in email marketing?
 - i) Not important
 - ii) Can be skipped
 - iii) Very important
 - iv) Depend on individual

P.T.O.

- f) Which of the following is most command delivery channel for mobile marketing?
- i) Text
 - ii) Voice call
 - iii) Graphic
 - iv) Search engine marketing
- g) How many types of pillars do we have in Digital Marketing?
- i) 1
 - ii) 2
 - iii) 3
 - iv) 4
- h) In mobile marketing, full form of LBS is _____
- i) Location Based service
 - ii) List Based service
 - iii) Lead Based service
 - iv) None of the above

Q2) Solve any 2. [2×5=10]

- a) What is meaning & process of Digital Marketing?
- b) Discuss important role of Digital Marketing for increasing the sales.
- c) Give differences between SEO & SEM.

Q3) Solve any one. [1×10=10]

- a) What is Digital Marketing? Discuss types of Digital Marketing?
- b) Discuss the benefits & challenges of Digital Marketing.

Q4) Solve any one. [1×10=10]

- a) Explain difference between traditional Marketing & Digital Marketing?
- b) What are benefits & challenges of search engine marketing?

Q5) Solve any one. [1×10=10]

- a) Define “Email marketing.” Briefly describe types of Mobile Marketing?
- b) What is significance of video marketing? Discuss issues & challenges of blogs.



Total No. of Questions : 5]

SEAT No. :

PC3097

[6380]-207

[Total No. of Pages : 2

First Year M.B.A. (Project Management)
205-PRJ-SC-PRJ-01: FUNDAMENTALS OF PROJECT
MANAGEMENT
(2021 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer any 5 out of 8 (2 Marks each) **[10]**

- a) What is project life Cycle?
- b) Project definition and Importance.
- c) What is Work Breakdown structure (WBS)?
- d) Outline the types of Closure activities.
- e) Any 4 qualities of project manager.
- f) Explain the role of ethics in project management.
- g) Explain the term “Opportunity Management”.
- h) Explain CPM and PERT.

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

- a) Discuss the difference between managing and leading in the context of project management.
- b) Describe the process of Creating a database for estimating resources.
- c) Discuss the Implications of Organizational culture for organizing projects.

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

- a) Define and differentiate between direct cost, indirect cost and overhead cost in project management. Give examples of each type of cost.
- b) What key principles should project managers follow when developing estimates to ensure accuracy and reliability.

P.T.O.

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

[10]

- a) Explain the concept of key performance Indicators (KPIs) and key performance measures (KPMs).
- b) Describe the five stage team development Model Commonly used in Project Management.

Q5) Answer 5(a) 5(b)

[10]

- a) What are the basic rules to follow when developing project networks. Give examples of two rules and explain their significance in project planning.
- b) Explain the concept of Contingency planning in risk Management.



Total No. of Questions : 5]

SEAT No. :

PC3098

[6380]-208

[Total No. of Pages : 2

First Year M.B.A. (Fintech Management)

**SC-206-FINTECH: BASIC R PROGRAMMING IN FINTECH
MANAGEMENT**

(2021 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions 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.*
- 5) *Graph paper will not be provided.*

Q1) Solve any five:

[5×2=10]

- a) Define Fintech management and explain its relevance in the modern business landscape.
- b) Describe the need for R programming in Fintech operations, highlighting its advantages.
- c) Distinguish between data, information and Knowledge.
- d) Describe the role of GUIs like Deducer and R Commander in simplifying R programming for data analysis purposes.
- e) What is the significance of Spatial Analysis in the context of data exploration and interpretation?
- f) Explain the different stages of data maturity within an organization and their implications for decision-making processes.
- g) List four characteristics that define good questions in analytical decision-making processes.
- h) What are the debugging tools available in R programming, specifically in the context of Fintech operations?

Q2) Solve any two:

[2×5=10]

- a) Describe the characteristics of the R environment and its significance in the field of data analysis.
- b) Illustrate the process of reading and writing files in R, emphasizing its importance in data handling and manipulation tasks.
- c) How can Finance Analysts leverage artificial intelligence and machine learning methods to assess investment opportunities within Fintech operations?

P.T.O.

Q3) Solve any one:

[1×10=10]

- a) Discuss the prospects of business analytics and its potential implications for the management of Fintech operations.
- b) Examine the various data types within R and elucidate their roles in representing and manipulating information.

Q4) Solve any one:

[1×10=10]

- a) Explore the fundamentals of data structures in R, including vectors, lists, data frames, matrices, arrays, and factors. Discuss their respective advantages and the suitability of each approach in different analytical contexts.
- b) Discuss the utilization of functions such as `str()`, `summary()`, `head()`, and `tail()` and `class()` for inspecting and summarizing data in R. Additionally, elaborate on the implementation of SQL join operations within R for data integration.

Q5) Solve any one:

[1×10=10]

- a) As a financial analyst, how would you generate insightful data visualizations using appropriate graphical plots for credit card datasets, incorporating parameters such as age, gender, education level, marital status, credit limits, transaction counts, and utilization ratios?
- b) Elaborate on the methods of data cleaning and inspection in R, utilizing functions such as `grepl()`, `grep()`, `sub()`, `summarize()`, and `list()`.



Total No. of Questions : 5]

SEAT No. :

PC3099

[Total No. of Pages : 2

[6380]-209

First Year M.B.A. (Digital Marketing)

SC-DM-02-206-DM: CONSUMER BEHAVIOUR IN DIGITAL ERA

(2021 Pattern) (Semester - II)

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.*
- 4) Draw suitable charts/diagrams wherever necessary.*

Q1) Answer any five

[10]

- a) Who are E-customers & E-consumers?
- b) What do you mean by B2C & B2B buyers?
- c) What is D2C market?
- d) What is phygital buying?
- e) Give brief about E-consumer Buyer Generations.
- f) Enlist different modes of e-consumer buying process.
- g) What is TAM in digital marketing?
- h) What is UTAUT in digital marketing?

Q2) Solve any two

[10]

- a) Discuss the role of social Media influencers in consumer Decision Making.
- b) Explain various dimensions of consumerism.
- c) How consumer search digital platforms can help in predicting consumer needs & demands?

Q3) Solve any one

[10]

- a) Design e - Buyer Decision process for a customer buying mobile phone.
- b) Write in detail how e - Consumer persona has significance in Digital Marketing.

P.T.O.

Q4) Solve any one:

[10]

- a) Discuss in detail how macro-external marketing environment will influence digital consumer buying of Laptop.
- b) Examine the role of Digital consumer community forum's by companies & consumers for decision making.

Q5) Solve any one

[10]

- a) Construct a digital marketing mix for a company into a business of good delivery.
- b) Construct a digital marketing for a company into grocery delivery.



Total No. of Questions : 5]

SEAT No. :

PC3100

[6380]-210

[Total No. of Pages : 2

First Year M.B.A. (Project Management)

**206-PRJSC-PRJ-02: TOOLS AND TECHNIQUES IN PROJECT
MANAGEMENT**

(2021 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.*

Q1) Answer any five from the following eight (2 Marks each) **[10]**

- a) Define Focus Group.
- b) Define Reserve Analysis.
- c) Define What-If Analysis?
- d) What is Prompt Lists?
- e) Define Resource Optimization.
- f) What is Mind Mapping?
- g) What is Data Representation?
- h) Define Analogous Estimating.

Q2) Answer any two from the following three (5 Marks each) **[10]**

- a) Explain the Data Gathering in Project through Benchmarking.
- b) Explain the Context Diagram and Funding Limit Reconciliation.
- c) Explain the Performance Index and Regression Analysis.

Q3) a) Describe the Sensitivity Analysis and Stakeholder Analysis with suitable example. **[10]**

OR

- b) Describe the Rolling-Wave Planning and Earned Value Analysis with suitable example. **[10]**

P.T.O.

Q4) a) Explain the Cause-and-Effect Diagram with suitable example. **[10]**

OR

b) Explain the Control charts for Attributes with suitable example. **[10]**

Q5) a) Discuss the Precedence Diagramming and Decision Tree with suitable example. **[10]**

OR

b) Discuss the Parametric Estimating, To-Complete Performance Index and Variance at completion with suitable example. **[10]**



Total No. of Questions : 5]

SEAT No. :

PC3101

[Total No. of Pages : 3

[6380]-211

First Year M.B.A. (All Programmes)

**207-GE-UL-07: CONTEMPORARY FRAME WORKS IN
MANAGEMENT**

(2021 Pattern) (Semester - II)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *For question No. 1 - Answer any 5 out of 8 questions.*
- 2) *For question No. 2 - Answer any 2 out of 3 questions.*
- 3) *For questions No. 3,4,5 - Answer any 1 out of 2 questions.*
- 4) *Each question carries 10 marks.*

Q1) Solve any 5. (2 marks each)

[5×2=10]

- a) The Organisations with level 4 leaders think _____
 - i) 'First Who Then What'
 - ii) 'First What Then Who'
 - iii) Neither (i) nor (ii)
 - iv) both (i) and (ii)
- b) Leadership is about advancing others, not about advancing yourself. The critical question is this: Are you making things better for the people who follow you?
 - i) Law of addition
 - ii) Law of the Respect
 - iii) Law of the lid
 - iv) Law of the Connection
- c) Author of the book '5 dysfunctions of team is _____
 - i) Chetan Bhagat
 - ii) Patrick Lencioni
 - iii) Jim Collins
 - iv) Maxwell
- d) As per the book 'Emotional intelligence' there are 2 minds of an individual, which are they _____
 - i) Physical and Psychological
 - ii) Emotional and Mental
 - iii) Emotional and Rational
 - iv) Emotional and Intelligent

P.T.O.

- e) What is Habit?
 - i) An everyday thing we do that “makes” or “breaks” us
 - ii) A routine
 - iii) A result of what we do
 - iv) A schedule we follow
- f) When the right leader and the right timing come together, incredible things happen. An organization achieves its goals, reaps remarkable rewards, and gains momentum. This is a law of _____.
 - i) Law of timing ii) Law of big mo
 - iii) Law of navigation iv) Law of Sacrifice
- g) Recognize your own emotions and how they affect your thoughts and behaviour.
 - i) Self-Regulation ii) Self-Awareness
 - iii) Self-Motivation iv) Social Skill
- h) As per this book, there is a common misperception among people who aren't leaders that leadership is all about position, perks, and power. But the reality is that leadership requires _____.
 - i) Qualification ii) Sacrifice
 - iii) Potential iv) References

Q2) Solve any two. (5 marks each) [10]

- a) Differentiate between ‘Trait EI’ and ‘Ability EI’.
- b) What is dysfunction 1 – Absence of trust. Provide suggestions to overcome it.
- c) How balance between optimism and pessimism be achieved.

Q3) Solve any one. [10]

- a) Explain ‘7 habits of highly effective people’.
- b) Explain below listed concepts (any 5)
 - i) The law of the lid
 - ii) The law of influence
 - iii) The law of navigation
 - iv) The law of empowerment
 - v) The law of big mo
 - vi) The law of explosive growth
 - vii) The law of legacy
 - viii) The law of the inner circle

Q4) Solve any one.

[10]

- a) What do you mean by the hedgehog concept? Why is the hedgehog concept is fundamental for organisations to move from good to great?
- b) Why is it important for individuals to sharpen the saw? What are the various ways adopted for sharpening the saw?

Q5) Solve any one.

[10]

- a) Elaborate the concept of 'Put first thing first' with the help of four quadrants of time management.
- b) What is meaning of 'Social Skills' & How Social Skills can be achieved?



Total No. of Questions : 5]

SEAT No. :

PC3102

[Total No. of Pages : 2

[6380]-212

First Year M.B.A. (All Programmes)

208-GE-UL-08 : GEOPOLITICS & WORLD ECONOMIC SYSTEMS

(2021 Pattern) (Semester - II)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Attempt any five questions (2 marks each):

[5×2=10]

- a) State the meaning of foreign exchange.
- b) What are intellectual property rights?
- c) What is meant by protectionism?
- d) What is meant by Exchange Rate?
- e) Define market economy and mixed economy.
- f) Define cultural integration with suitable example.
- g) What are non-tariff trade barrier?
- h) What is the Global Economy?

Q2) Attempt any two (5 marks each) :

[2×5=10]

- a) Examine the functions of WTO.
- b) “Globalization increases the GDP of a nation” Is it true? Explain.
- c) Discuss the different tariff trade barriers.

P.T.O.

Q3) Attempt any one :

[10]

- a) Analyze the rational of companies going global.
- b) Do you think that the U.S. is no more a hegemon in the world economy? Explain your answer with the help of suitable data and examples.

Q4) Attempt any one :

[10]

- a) 'WTO aims at sustainable development' : Illustrate with the help of functions and objectives of WTO.
- b) Examine the objectives, progress and problems of SAARC.

Q5) Attempt any one :

[10]

- a) "Reforms in international monetary system are brought about by the establishment of International Monetary Fund". Explain.
- b) "Crude oil prices play a major role in the global economy"; Explain with the help of current world geo political conditions.



Total No. of Questions : 5]

SEAT No. :

PC3103

[Total No. of Pages : 2

[6380]-213

M.B.A.- I (All Programmes)

**209 GE - UL - 09 : START UP AND NEW VENTURE MANAGEMENT
(2021 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) Answer any five. (2 Marks Each)

[10]

- a) Define entrepreneurship.
- b) Describe one element of the entrepreneurial ecosystem.
- c) Define the term “customer discovery”.
- d) Define the term “financial roadmap”.
- e) List out four components of financial statements.
- f) Define entrepreneurial leadership.
- g) Define the term “executive summary”.
- h) Purpose of a business plan.

Q2) Answer any Two of the following. (5 Marks Each)

[10]

- a) Evaluate the role of the marketing and sales strategy in a business plan, considering its impact on revenue generation and market penetration.
- b) Assess the process of recruiting, selecting, and hiring the first employee for a startup, outlining best practices and potential pitfalls.
- c) Analyze the behavior and motivations typically associated with successful entrepreneurs, citing relevant examples.

Q3) Answer any One of the following. (10 Marks Each)

[10]

- a) Examine the causes of failure in entrepreneurship, including product-market fit, financing issues, and managerial shortcomings, and propose strategies to address each factor effectively.
- b) Critically evaluate different go-to-market strategies that startups can adopt, considering their advantages, disadvantages, and suitability for various industries.

P.T.O.

Q4) Answer any One of the following. (10 Marks Each)

[10]

- a) Evaluate the impact of the MSDE schemes like STAR on enhancing the employability and entrepreneurial skills of the workforce, and their contribution to overall economic growth.
- b) Critically evaluate the different board models available for startups, considering factors such as stage of growth, industry, and strategic objectives.

Q5) Answer any One of the following. (10 Marks Each)

[10]

- a) Examine the innovative methods of presenting a business plan, such as mind maps and animated videos, and discuss their advantages and limitations compared to traditional formats.
- b) Discuss the importance of handling doubts about business survival for an entrepreneur's long-term success.

* * *

Total No. of Questions : 5]

SEAT No. :

PC3104

[6380]-214

[Total No. of Pages : 2

F.Y.M.B.A. (All Programmes)

210: GE-UL-10: QUALITATIVE RESEARCH METHODS

(2021 Pattern) (Semester - II)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Write short note (any 5)

[5×2=10]

- a) Triangulation
- b) Ethnography
- c) Focus Group
- d) Sampling
- e) Focused interview
- f) Construction
- g) Validity
- h) Objectivity

Q2) Solve any two

[2×5=10]

- a) Differentiate between Qualitative & Quantitative research.
- b) Explain different techniques of interview in Qualitative research methods.
- c) What is ethics in qualitative research. Explain with suitable examples.

Q3) Solve any one

[1×10=10]

- a) What are Longitudinal Qualitative Studies. Describe its application for qualitative research with suitable examples.
- b) Explain different unit Research design. How to measure the appropriateness of the particular approach to the same.

P.T.O.

Q4) Solve any one

[1×10=10]

- a) In the words of Thomas kuh, “qualitative methods are not well suited for testing hypothesis”. Discuss the suitability of the statement with suitable example.
- b) Describe the relationship between validity and reliability in research.

Q5) Solve any one

[1×10=10]

- a) Design a qualitative research approach on the following.
 - i) A survey on investment behaviour of household in Maharashtra.
 - ii) A survey on consumer attitude, preference towards E- Commerce.
- b) What are the probable outcomes of linking Qualitative and Quantitative Results.



Total No. of Questions : 5]

SEAT No. :

PC3105

[Total No. of Pages : 3

[6380]-215

M.B.A.-I (All Programmes)

**211 GE-UL-11 : BUSINESS GOVERNMENT & SOCIETY
(2021 Pattern) (Semester - II)**

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer any five of the following:(2 marks each)

[10]

- a) Discuss the concept of privatization.
- b) Explain the meaning of economic inequality.
- c) Discuss the concept of social responsibilities of business.
- d) Define term 'Foreign Direct Investments.(FDI)
- e) What do you mean by Multi-National Corporation.(MNC)
- f) Define the Build Operate & transfer (BOT) model.
- g) _____ is responsible for regulating business activities.
 - i) Ministry of Corporate Affairs
 - ii) SEBI
 - iii) RBI
 - iv) Competition Commission of India
- h) Which of the following countries has extensively used PPPs in infrastructure development?
 - i) United States
 - ii) Germany
 - iii) India
 - iv) All of the above

P.T.O.

Q2) Write short notes on any two of the following.(5 marks each) **[10]**

- a) Discuss privatization of telecommunication & railways.
- b) “Domestic organisation find it very difficult to cop with global competition”. Do you agree comment.
- c) Explain the advantages of globalization with Relevant example.

Q3) Answer any one of the following.(10 marks each) **[10]**

- a) Discuss the rationale For Public Private Partnership (PPP) and explain the Build Operate and Transfer Model.
- b) Explain How demography & technology import business environment.

Q4) Answer any one of the following.(10 marks each) **[10]**

- a) “Foreign Direct investment play major role in the Development of a Nation Economy” comment.
- b) Example the globalization of brands and its implication on MNCs.

Q5) Answer any one of the following.(10 marks each) **[10]**

- a) “Corporate social responsibility plays. The very Important role in business success”. Comment with relavant example.
- b) Critically discuss the macro economic crisis and its impact on the India Economy.



Total No. of Questions : 5]

SEAT No. :

PC3106

[6380]-216

[Total No. of Pages : 2

First Year M.B.A. (All Programs)

212-GE-UL-12 : BUSINESS PROCESS RE-ENGINEERING

(2021 Pattern) (Semester - II)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

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

[10]

- a) Define information storage.
- b) State any 2 objectives of BPR.
- c) What is reduced cost?
- d) List any 2 goals of BPR.
- e) What planning & scheduling?
- f) What is TQM?
- g) List any 2 BPR methodologies.
- h) What is internal business process?

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

[10]

- a) Discuss ERP in detail.
- b) Explain Just in Time.
- c) Define role if IT in engineering.

P.T.O.

Q3) Answer 3(a) or 3(b).

[10]

- a) What principles are used in BPR?
- b) Draw the structure of change management and explain the steps involved in change management.

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

[10]

- a) What is Production Planning? Explain in brief.
- b) Point out the relationship between BPR and Information Technology.

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

[10]

- a) Support the statement 'Role of information technology is important in Reengineering.'
- b) Explain different BPR methodologies in detail.

x x x

Total No. of Questions : 5]

SEAT No. :

PC3107

[Total No. of Pages : 2

[6380]-217

M.B.A. - I

205-SC-SER-01: SERVICE MANAGEMENT

(2021 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.*

Q1) Solve any five.

[10]

- a) Define service marketing.
- b) Service encounter.
- c) Service leadership.
- d) Service Blueprint.
- e) Market segmentation.
- f) What is service economy.
- g) Goods Vs services.

Q2) Solve any two.

[10]

- a) Classify the services.
- b) Short note on integrated service marketing.
- c) Discuss Goods Vs services.

Q3) a) Explain Service Leadership with eg.

[10]

OR

- b) Discuss the role of technology in service marketing.

[10]

P.T.O.

Q4) a) What is the nature of service marketing. [10]

OR

b) Discuss service Encounter of Online Hotel Booking. [10]

Q5) a) Give an real time eg. of successful service marketing strategy by any Retail outlet. [10]

OR

b) Discuss zone of Tolerance in details. [10]



Total No. of Questions : 5]

SEAT No. :

PC3108

[6380]-218

[Total No. of Pages : 2

First Year M.B.A. (Service Management)

206-SC-SER-02: SERVICES OPERATIONS MANAGEMENT

(2021 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

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

[10]

- a) Define service strategy?
- b) What is Poka-Yoke?
- c) How can service Design goals be achieved?
- d) Discuss two benefits of Outsourcing services.
- e) Define SERVQUAL.
- f) State “Holistic service design”.
- g) Define “strategic service vision”.
- h) Explain the concept ‘Cost of quality’.

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

[10]

- a) Describe the Competitive Role of Information in services.
- b) What is Walk - Through - Audit (WtA) and How to design Walk - Through Audit (WtA)
- c) Describe the concept Quality function Deployment.

Q3) Answer 3(a) or 3(b)

[10]

- a) Why service supply relationship is essential to develop service firm?
- b) Describe the factors to analyze service design & overall Business change?

P.T.O.

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

[10]

- a) What are the General principles of service Design? Discuss the process Design Principles for service Design.
- b) What are Designing measurement methods & metrics?

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

[10]

- a) Illustrate Customer Delight in Services. Who is responsible for delighting prospects & customers?
- b) Explain Customer Behaviour in service settings? Discuss the three stage model of service consumption.



Total No. of Questions : 5]

SEAT No. :

PC3109

[Total No. of Pages : 2

[6380]-301

S.Y. M.B.A. (All Programmes)

301-GC-11 : STRATEGIC MANAGEMENT

(2021 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Solve any five from the following :

[10]

- a) Name three level of strategy.
- b) Define distinctive competitiveness.
- c) List barriers to implementation of strategy.
- d) Enlist four organization structures.
- e) Define strategy canvas.
- f) Enlist the tangible resources in an organisation.
- g) Define concept of leverage.
- h) What is business continuity planning?

Q2) Solve any two from the following.

[10]

- a) Explain four action framework.
- b) What is the role of stakeholders in strategic management?
- c) Explain strategic advantage profile.

Q3) Solve any one from the following :

[10]

- a) Apply internet strategies for a media house planning to launch an e-newspaper.
- b) Discuss the differentiation strategy in the present competitive environment for Hospitality Industry.

P.T.O.

Q4) Solve any one from the following : **[10]**

- a) “Balanced score card as an effective tool for strategy evaluation”. - Justify.
- b) A liquor manufacturing company would like to divert from it's current market and goods. Suggest and explain the various strategic options available with the company.

Q5) Solve any one from the following : **[10]**

- a) Prepare and explain value chain analysis using a porter's model for Healthcare Industry in Indian Context.
- b) In August 2021. Viacom 18 Media Pvt. Ltd. (Viacom 18). a part of Reliance Industries Ltd. (RIL). a multinational conglomerate and India's largest private sector company acquired the media rights for Italy's popular football league. Serie A. The media rights included broadcast and digital. In addition, Viacom 18 acquired the media rights for the Spanish football league La Liga apart from the rights for the ATP masters (Tennis) and Abu Dhabi T10 (Cricket) Tournaments. In September 2021. Viacom 18 won the broadcasting rights for FIFA World Cup in Qatar held in 2022 for US\$ 60 million. In the same month. Viacom 18 hired royal sports broadcasting. Company star sports (part of the star India network) Executive Vice President of Advertising Sales. Anil Jayaraj as CEO of it's sports business.

He was made responsible for creating content and acquiring the media and broadcasting rights for the company.

Question : Prepare and explain Environmental Appraisal using Environmental Threat and opportunity profile for Viacom 18 Media Private Limited.



Total No. of Questions : 5]

SEAT No. :

PC3110

[6380]-302

[Total No. of Pages :3

S.Y.M.B.A. (All Programmes)

302-GC-12 : DECISION SCIENCE

(2021 Pattern) (Semester- III)

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 simple calculator is allowed.*

Q1) Solve any five questions:

[10]

- a) Define probability.
- b) Define dependent event.
- c) Define independent event.
- d) What is pure strategy game?
- e) Explain Principal of Dominance.
- f) Sample space in probability.
- g) Define saddle point.
- h) List techniques of initial solution for Transportation problem.

Q2) Answer any two out of three questions:

[10]

- a) Explain role of quantitative techniques in decision making.
- b) With suitable example elaborate difference between CPM and PERT.
- c) Describe Elements of Queuing system in detail.

P.T.O.

Q3) Solve Any One:**[10]**

- a) The following table gives the arrival pattern at a coffee counter for 1 minute interval:

Number of Persons Arriving	0	1	2	3	4	5	6	7
Frequency	5	10	15	30	20	10	5	5

Simulate the arrival using following random numbers and find average arrival. 5, 25, 16, 80, 35, 48, 67, 79, 90, 19.

- b) Vitamin A and B are found in two different foods F_1 and F_2 . One unit of food F_1 contains 3 units of vitamin A and 4 units of vitamin B. One unit of food F_2 contains 6 units of vitamin A and 3 units of vitamin B. One unit of food F_1 and F_2 cost Rs. 4 and Rs. 5 respectively. The minimum daily requirement (for a person) of vitamin A and B is 80 and 100 units respectively. Assuming that anythings in excess of daily minimum requirement of vitamin A and B is not harmful, find out the optimum mixture of foods F_1 and F_2 at the minimum cost which meets the daily minimum requirement of vitamin A and B. Formulate this as a LPP.

Q4) Solve Any One:**[10]**

- a) Find the value of the game and the optimal actions for the players:

Player A	Player B			
	I	II	III	IV
I	2	-2	4	1
II	6	1	12	3
III	-3	2	0	6
IV	2	-3	7	1

- b) Solve the following transportation problem for initial feasible solution by using VAM.

	I	II	III	IV
A	40	30	10	20
B	30	25	0	13
C	19	21	20	10
D	0	5	12	17

Q5) Solve any one from the following:

[10]

- a) Pay-offs of three acts X, Y, Z and the states of Nature of L, M, N are given below:

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

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

- b) A card is drawn at random from a well shuffled pack. Find the probability that:
- i) It is not a spade
 - ii) It is a face card



Total No. of Questions : 5]

SEAT No. :

PC-3112

[Total No. of Pages : 2

[6380]-304

S.Y.M.B.A. (Digital Marketing)

**304 - DM - SC - DM - 03 : SOCIAL MEDIA MARKETING
(2021 Pattern) (Semester - III)**

Time : 2 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*

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

[10]

- a) Write any 2 job roles of project social media manager?
- b) What is crowdsourcing?
- c) What is social identity?
- d) Name any 2 tools used for content creation.
- e) Name any 2 types of social media?
- f) Any 2 differences between social media marketing and traditional media marketing?
- g) Define social media metrics.
- h) Which among the following is a social networking site?
 - i) Facebook
 - ii) LinkedIn
 - iii) Google
 - iv) A&B

Q2) Solve any two of the following sub-questions

[10]

- a) What is social CRM? How is it different from traditional CRM?
- b) How can brands use social media to develop earned media value?
- c) How can brands create identities in social communities?

P.T.O.

Q3) a) What are the relevant demographic, psychographic and behavioural characteristics of the segments useful in planning a social media marketing strategy? **[10]**

OR

b) Explain how to create an ad campaign of a newly opened Café in your area with the help of 1 Social Media platforms mentioned below **[10]**

i) Facebook

ii) Instagram

Q4) a) Which media sharing sites should we use to publish content? How should we build links between our social media sites, owned media sites, and affiliates to optimize our sites for search Engines? **[10]**

OR

b) How can we develop opportunities for customer reviews and ratings that add value to our prospective customers **[10]**

Q5) a) List the points to be considered while creating a social media marketing plan. **[10]**

OR

b) Explain any 2 approaches retailers can take towards social commerce from promotion of their products and services. Illustrate with a help of a suitable example **[10]**



Total No. of Questions : 5]

SEAT No. :

PC-3113

[Total No. of Pages : 2

[6380]-305

M.B.A.(Project Management)

**304 PRJ : PROJECT ESTIMATION, COST & RISK
MANAGEMENT**

(2021 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) Solve any Five :

[10]

- a) Explain the concept of project monitoring & control.
- b) Define the term direct costs?
- c) State the benefits of project risk management.
- d) Enlist various components of project estimating.
- e) Explain the concept of project estimation.
- f) State the challenges of project cost management.
- g) State the objectives of project risk management.

Q2) Solve any Two :

[10]

- a) Differentiate between qualitative & quantitative risk analysis methods.
- b) State the goals of project audit.
- c) Explain the risk assessment steps.

P.T.O.

Q3) a) Explain the concept of project control & monitoring along with techniques of monitoring & control. **[10]**

OR

b) Write a detailed note on Risk Identification.

Q4) a) Explain the concept of project risks & illustrate various types of project risks. **[10]**

OR

b) Discuss various techniques of project estimating.

Q5) a) Explain the process of project risk management. **[10]**

OR

b) Analyze the feed-forward technique with its advantages & disadvantages.



Total No. of Questions : 5]

SEAT No. :

PC-3114

[Total No. of Pages : 3

[6380]-306

M.B.A.(Fintech)

**305FT: SC-FT-04 FINANCIAL MODELING WITH EXCEL
(2021 Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Solve any five :

[10]

- a) What is the difference between IRR and XIRR?
- b) What do you mean by Discounted Cash Flow?
- c) When can "If OR" function be used?
- d) Give example of Absolute and Mixed Referencing.
- e) Which of the following function is used to calculate Equated Monthly Instalment?
 - i) PV
 - ii) PMT
 - iii) Rate
 - iv) FV
- f) Explain Quarterly Forecasting.
- g) Explain "TEXTJOIN" function.
- h) List some uses of Financial Modeling.

Q2) Solve any two :

[10]

- a) What is financial modeling? Why is it useful? Is it only confined to the company's financial affairs?
- b) How to design a revenue schedule?
- c) Define Sensitivity Analysis in Financial modeling.

P.T.O.

Q3) Solve any one :

- a) It is said that a good excel model needs to be realistic, user-friendly and flexible. Justify the statement giving appropriate examples. [10]

OR

- b) From the following table find sales data for Q_3 for all years using 'V Lookup' function. Give steps to arrive at the same. Give syntax for V Lookup and H Lookup (Rs in '000)

Row/Column		A	B	C	D	E
	Quarter	2011	2012	2013	2014	2015
2	Q_1	104	292	805	291	418
3	Q_2	219	403	946	704	324
4	Q_3	528	83	450	956	865
5	Q_4	980	854	314	388	695

Q4) Solve any one :

- a) i) "There are various types of financial models, each with a distinct function and degree of complexity. The choice of model depends on the specific investment scenario and the information available, as well as the analyst's experience and expertise". Discuss the statement in light of use of financial models. [10]

OR

- ii) A project requires an initial investment of Rs. 9,50,000. It has a life of 5 years. The company has raised loan for the required amount @ 10% p.a. Show that steps to calculate NPV, PI and IRR using Excel functions. Following is the cash inflow for years 1 to 5 .

Year	Cash Inflow
1	3,00,000
2	3,22,000
3	3,72,000
4	4,40,000
5	4,74,000

- b) Write syntax for NPV, and IRR.

Q5) Solve any one :

- a) Albert took a home loan of Rs. 50.00 lacs for a tenure of 15 years. He agreed to pay interest @ 9% p.a. Show excel steps for calculating EMI. The table should reflect year opening balance, Annual Payment, Interest component, Principal repaid and closing balance. [Show your calculations]. **[10]**

OR

- b) Create one input data table from the following data and also show the steps to arrive at the Table. Consider units sold at 350, 400 and 450

Number of units sold = 400

Selling price per unit = Rs. 60/-

Variable purchase cost per unit = Rs. 30/-

Tax Rate = 35%



Total No. of Questions : 5]

SEAT No. :

PC-3115

[Total No. of Pages : 2

[6380]-307

S.Y. M.B.A. (Ditital Marketing)

SC:DM-04-305-DM : Digital Marketing Research

(2021 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) Attempt any five out of eight :

[10]

- a) Data can be _____ type.
 - i) Both qualitative and Quantitative
 - ii) Only Quantitative
 - iii) Only Qualitative
 - iv) None of these
- b) Ethics are strongly related to
 - i) Social Norms
 - ii) Values
 - iii) Moral code of conduct
 - iv) All of the above
- c) Enumerate Bulletin Board Group Benefits.
- d) List typical uses of Social Networks in Research.
- e) Which of the following represents the strongest possible linear relationship between two Quantitative variables?
 - i) -1
 - ii) 0
 - iii) 1
 - iv) Choices (i) & (iii)
 - v) Choices (i), (ii), (iii)
- f) Cite examples of Recent trends in Marketing Research.

P.T.O.

- g) "Sampling cases" can be defined as
 - i) Sampling using a sampling frame
 - ii) Identifying people who are suitable for Research
 - iii) Literally the researcher's brief case
 - iv) A sampling of people, newspapers, television program etc.
- h) Which one among the following variables cannot be expressed in quantitative terms?
 - i) Numerical Aptitude
 - ii) Marital status
 - iii) Socio - Economic Status
 - iv) Professional Attitude

Q2) Attempt any two out of three : [10]

- a) Differentiate between Qualitative and Quantative Research with example.
- b) Articulate the scope of digital marketing Research.
- c) Discuss the strengths and weaknesses of blog and buzz mining.

Q3) Answer any one : [10]

- a) Summarize the opportunities and threats in Digital Marketing Research.
- b) Design an Online Survey for your client data bases by defining the terms used in Online Surveys.

Q4) Answer any one : [10]

- a) List and explain the Ethical & Quality issues of Social Media.
- b) Evaluate opportunities and threats in Digital Marketing Research with an example.

Q5) Answer any one : [10]

- a) Design a Qualitative Research Design on the following :
 - i) A survey on consumer perception of "E-Commerce" with reference to Amazon.
 - ii) A survey on consumer attitude, preference towards Digital Banking.
- b) Illustrate multidimensional scaling technique with example and how it is used for branding position.



Total No. of Questions : 5]

SEAT No. :

PC-3116

[Total No. of Pages : 2

[6380]-308

S.Y.M.B.A. (Project Management)

**305 - SC - PRJ - 04 : PROJECT MANAGEMENT,
EXECUTION & MONITORING
(2021 Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) *All questions are compulsory.*
- 2) *All question carries equal marks.*
- 3) *Figures to the right indicates marks for the questions.*

Q1) Solve any five **[10]**

- a) Enlist any four tools and techniques for conducting procurements.
- b) Explain in short any two tools & techniques for Directing & managing project work.
- c) What is project execution? Enlist various strategies for project execution.
- d) What is project? Define project management?
- e) How do you manage project knowledge?
- f) What is project monitoring?
- g) What are the project resources?
- h) Describe direct cost with respect to project.

Q2) Solve any two **[10]**

- a) Discuss conducting procurements for executing projects.
- b) Describe stakeholder's engagement with respect to executing projects.
- c) Explain project management life cycle in brief.

Q3) Solve any one **[10]**

- a) Describe how to choose effective channels for team communication.
- b) Explain various tools, templates and processes to monitor and control the project.

P.T.O.

Q4) Solve any one

[10]

- a) Describe various phases of procurement management life cycle.
- b) Motivating your team is extremely important for the successful execution of the project. Comment on above statement.

Q5) Solve any one

[10]

- a) Evaluate the triple constraints for any real time project of your choice.
- b) With the help of Input - Tools & Techniques - output, describe monitor and control of project work.



Total No. of Questions : 5]

SEAT No. :

PC3117

[6380]-309

[Total No. of Pages : 2

S.Y.M.B.A. (All Programmes)

306 GE-UL-13 : INTERNATIONAL BUSINESS ECONOMICS

(2021 Pattern) (Semester - III)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Answer all questions, draw diagrams wherever necessary.*

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

- a) What does the term International Debt mean?
- b) Define the term “Tariff”.
- c) What is a “Quota”?
- d) The WTO was established on
 - i) January 1, 1995
 - ii) January 1, 1994
 - iii) January 1, 1947
 - iv) January 1, 1996
- e) Define the term “Arbitrage”.
- f) Define the term “Forward Market”.
- g) BRICS is the association of 5 developing national economics namely : Brazil, Russia, India, China and _____.
 - i) South Africa
 - ii) South America
 - iii) Syria
 - iv) Spain
- h) Define Anti-dumping duty under the WTO.

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

- a) Identify and explain the Unilateral Trade Policy.
- b) Explain the Gold Exchange standard.
- c) Discuss Dumping Duty under the WTO.

P.T.O.

Q3) Answer 3(a) or 3(b)

[10]

- a) Demonstrate the difference between Absolute advantage & Comparative advantage theory.

OR

- b) Sketch the role played by Euro crisis in International Business Economics with relevant examples.

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

[10]

- a) Demonstrate the importance of Hecksher - Ohlin model of Factor Abundance.

OR

- b) Critically discuss in detail the Financial crisis & the International Monetary Fund.

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

[10]

- a) Critically discuss the impact of Covid-19 on the foreign exchange transactions.

OR

- b) The G-20 has played an important role for economic integration in India. Critically evaluate the statement.

x x x

Total No. of Questions : 5]

SEAT No. :

PC-3118

[Total No. of Pages : 2

[6380]-310

M.B.A.

**307-GE-UL-14 : INTERNATIONAL BUSINESS
ENVIRONMENT**

(2021 Pattern) (Semester - III)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) *All questions are compulsory.*
- 2) *Answer all questions, draw diagrams wherever necessary.*

Q1) Remembering (Answer Any 5 out of 8) :

[10]

- a) Define the term "BREXIT".
- b) Define Multinational corporation.
- c) The World Trade Organisation was established on _____
 - i) 1 January 1995
 - ii) 30 October 1996
 - iii) 10 October 1992
 - iv) 1 February 1995
- d) Define corporate social Responsibility.
- e) What does the term "FDI" mean?
- f) Define International Business.
- g) Define Reverse Globalisation.
- h) Globalisation refers to _____.
 - i) A more integrated and interdependent world
 - ii) Global Warming
 - iii) Less foreign trade and investment
 - iv) Lower incomes worldwide

P.T.O.

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

- a) Discuss the modes of entry in International Business.
- b) "Ethics and Corporate social Responsibility is the key to International Business success", Discuss.
- c) Describe the modes of FDI.

Q3) Applying (Answer any 1 out of 2) : [10]

- a) Demonstrate the Role of IMF & World Bank in International Business.

OR

- b) Sketch the role played by Economic and Legal Environment in International Business.

Q4) Analysing (Answer any 1 out of 2) : [10]

- a) Critically discuss the impact of Digitalisation on International Business.

OR

- b) Bring out the role played by Outsourcing and Global Value Chains issues in International Business.

Q5) Evaluating / Creating (Answer any 1 out of 2) : [10]

- a) Examine the impact of Covid - 19 Pandemic on Globalisation with relevant examples.

OR

- b) Examine the growing concern for ecology in International Business Environment.



Total No. of Questions : 5]

SEAT No. :

PC-3119

[Total No. of Pages : 2

[6380]-311

M.B.A.

308-GE-UL:15: PROJECT MANAGEMENT
(2021 Pattern) (Semester - III)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer any Five:

[10]

- a) How do you manage project risk effectively?
- b) What are the key components of a project communication.
- c) What is the purpose of gantt chart in project management.
- d) How do you define project scope.
- e) Define the critical path method (cpm).
- f) Define the term project baseline.
- g) Explain the concept of resource leaveling in project management.

Q2) Answer any Two:

[10]

- a) Explain the project management audit process.
- b) Explain the activities carried during the project closure.
- c) Elaborate code of ethics & professional conduct for project manager.

P.T.O.

Q3) a) Explain project management process groups. [10]

OR

b) Draw the stake holder power vs interest grid & explain the stake holders of project. [10]

Q4) a) A survey conducted in the year 2021 by project management institute heighlights 12% of projects have failed in recent years. Elaborate the statement & explain the common causes of project failure. [10]

OR

b) Compare & contrast positive risk response & negative risk response & draw the probability & impact matrix. [10]

Q5) a) Comment on conflict in project teams. [10]

OR

b) Draw the project management golden triangle & explain the components of it. [10]



Total No. of Questions : 5]

SEAT No. :

PC-3120

[Total No. of Pages : 2

[6380]-312

M.B.A. (all Programmes)

309-GE-UL16: KNOWLEDGE MANAGEMENT

(2021 Pattern) (Semester - III)

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) Answer any Five:

[10]

- a) Define Data. Explain with an example.
- b) What do you mean by capabilities.
- c) Define Epistemology.
- d) Explain knowledge transfer.
- e) Define the innovation.
- f) What do you understand by qualitatius measures.
- g) Define Tacit knowledge.
- h) List the KM tools.

Q2) Answer any Two :

[10]

- a) Write a short note on feature of knowledge management.
- b) Discuss communitis of practice.
- c) Draw role of information technology in knowledge management.

P.T.O.

Q3) a) Explain in detail characteristics of knowledge management. **[10]**

OR

b) Explain in detail evaluation of knowledge management.

Q4) a) Define the term knowledge Audit. Explain in detail the need & Benefits of Knowledge Audit. **[10]**

OR

b) Explain in detail the objectives & goals in knowledge management.

Q5) a) Explain application & effectiveness of knowledge management in service industry. **[10]**

OR

b) Explain in detail codification methods.



Total No. of Questions : 5]

SEAT No. :

PC-3121

[Total No. of Pages : 2

[6380]-313

M.B.A. (All Programmes)

GE UL-17-310: CORPORATE GOVERNANCE

(2021 Pattern) (Semester - III)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Solve Any 5:

[10]

- a) Define CSR.
- b) Define Independent Director.
- c) Define full time director.
- d) Define nominated director.
- e) Define corporate Governance.
- f) Define public limited company.
- g) Enlist stock exchange in India.
- h) Define Audit committee.

Q2) Solve any Two :

[10]

- a) Define share holders & state their rights.
- b) Explain concept of whistle blower.
- c) Write a short note on Board of Direction.

Q3) a) Explain Role of investor association in secure shareholders rights. [10]

OR

- b) Describe need & importance of corporate governance.

[10]

P.T.O.

Q4) a) "Corporate Governance is not any the responsibility of listed company but also private & public companies" Do you agree? Justify. **[10]**

OR

b) Elaborate Recommendation of Narayan Murthy committee on corporate Governance. **[10]**

Q5) a) Evaluate the Role of chairman & M.D in the recent corporate frauds in India. Also suggest measures to handle such cases. **[10]**

OR

b) Explain importance of triple Bottom Line in accordance to CSR in India. **[10]**



Total No. of Questions : 5]

SEAT No. :

PC-3122

[Total No. of Pages : 2

[6380] - 314

M.B.A (All programmes)

**311-GE-UL-18: Management of Non-Profit Organizations
(2021 Pattern) (Semester - III)**

Time : 2 Hours]

[Max. Marks : 50

Instruction to the candidates:

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

Q1) Solve any five (2 marks each) :

[10]

- a) In the income and expenditure Account, all revenues expenses are centered on the _____.
 - i) Left - hand side
 - ii) Liability side
 - iii) Right hand side
 - iv) Asset side
- b) Income and Expenditure Account, generally indicates _____.
 - i) Cash Balance
 - ii) Capital Fund
 - iii) Net profit/loss
 - iv) Surplus/Deficit
- c) The Receipt and payment account of a Non Profit organization is a
 - i) Nominal Account
 - ii) Real Account
 - iii) Income statement account
 - iv) Financial statements
- d) Income and Expenditure Account is based on
 - i) Cash Accounting
 - ii) Accrual Accounting
 - iii) Government Accounting
 - iv) Management Accounting
- e) What is the payment account and receipt of the non - profit organization?
 - i) Real account
 - ii) Income Proof
 - iii) Check
 - iv) Account of the nominee

P.T.O.

Total No. of Questions : 5]

SEAT No. :

PC-3123

[Total No. of Pages : 2

[6380]-315

S.Y. M.B.A.(Service Management)

304-SER-SC-03 : SERVICES MARKETING

(2021 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 examples wherever necessary.*
- 4) Draw neat & labelled diagram wherver necessary.*

Q1) Solve any five :

[5 × 2 = 10]

- a) What is zone of Tolerance in services?
- b) Explain characterstics of services?
- c) Define market penetration.
- d) Explain concept of Test marketing.
- e) List the importance of communication.
- f) What is Diret marketing? Give example.
- g) Explain the term franchising.
- h) List the significance of service location.

Q2) Solve Any Two :

[2 × 5 = 10]

- a) Explain the different distribution channels in services.
- b) What is product life cycle, explain in detail?
- c) Define branding? Explain types of Branding in services.

P.T.O.

Q3) Solve any one :

[1 × 10 = 10]

- a) What are the various approaches to pricing in services.
- b) Explain the Extended services marketing mix (7P's).

Q4) Solve any one :

[1 × 10 = 10]

- a) Explain the physical Evidence with significance? Describe the elements also.
- b) Elaborate the role of Research and innovation in services marketing?

Q5) Solve any one :

[1 × 10 = 10]

- a) Explain the process of New services Development. List the reason for service failure.
- b) Design the services Blue print for Airline.



Total No. of Questions : 5]

SEAT No. :

PC-3124

[Total No. of Pages : 2

[6380]-316

S.Y. M.B.A. (Service Management)

**305-SC-SER-04 : CONSUMER BEHAVIOUR IN
SERVICES MANAGEMENT
(2021 Pattern) (Semester III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer any 5 :

[10]

- a) Who is opinion leader?
- b) Enumerate Buying Roles.
- c) What is ZMOT?
- d) Recall the concept of Reference groups.
- e) What is mean by consumer motivation?
- f) What is social Mobility?
- g) Give the types of customer loyalty.
- h) Enlist methods for measuring consumer satisfaction.

Q2) Answer any 2 :

[10]

- a) Discuss the importance of consumer behaviour in the service industry.
- b) What are search, Experience and credence properties in consumer decision making process?
- c) Explain the cross-cultural influences over service industry with the help of suitable examples.

Q3) a) What are the levels of consumer Involvement? Explain the dimensions of consumer involvement. **[10]**

OR

- b) Illustrate importance of consumer attitude in the service sector with the help of example. **[10]**

P.T.O.

Q4) a) Explain the role of technology in present era of services marketing. **[10]**

OR

b) "Your culture is your Brand". Do you agree with this statement? Justify your answer. **[10]**

Q5) a) Design a services marketing plan for the new player in online food aggregator business operating in Indian Market. **[10]**

OR

b) Construct a service Recovery Model for a network services provider dealing with complaints made by its customers who are suffering from poor 5G connectivity. **[10]**



Total No. of Questions : 5]

SEAT No. :

PC3125

[Total No. of Pages : 2

[6380]-401

Second Year M.B.A. (All Programs)

401-GC-14 : ENTERPRISE PERFORMANCE MANAGEMENT

(2021 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) Answer the following short questions (Any 5) :

[10]

- a) Define 'Transfer Price'.
- b) What is GMROI?
- c) State the meaning of 'Cost Audit'.
- d) What is 'Goal Congruence'?
- e) What is 'Spread'?
- f) What is 'Financial Inclusion'?
- g) What is 'Profit Centre'?
- h) What is 'Management Audit'?

Q2) Answer the following (Any 2) :

[10]

- a) Describe the process of Capital Budgeting.
- b) Enlist 7 criteria's of Malcom Baldrige framework.
- c) What is 'Balanced Score Card'. Explain with examples.

Q3) Explain performance evaluation parameters for retail industry.

[10]

OR

Explain the project control process in detail. Also state the need of measuring project variances.

P.T.O.

Q4) Discuss the importance of ‘Audit Function’ as a performance measurement tool. Also differentiate between Statutory Audit & Internal Audit. [10]

OR

Explain various performance evaluation parameters for Banks.

Q5) Explain various KPI used to measure performance of ‘E Commerce’ Industry. [10]

OR

ABC Ltd. is a manufacturing company which has Division A & Division B. Division ‘A’ produces three products P, Q & R. Each product can be sold in open market in following manner.

Particulars	Product ‘P’	Product ‘Q’	Product ‘R’
Maximum external sales (units)	900	600	400
Selling price per unit	146	122	100
Variable cost of production			
Div A	46	34	38
Labour hours required per unit			
Div A	10	12	6

Product ‘Q’ can be transferred to Div ‘B’ but maximum quantity that might be required for transfer is 300 units.

Div B can buy similar product in the market at a price of Rs. 55 per unit. What should be the transfer price per unit for 300 units of ‘Q’. If the total labour hours available with Div ‘A’ are

- a) 13000 hours
- b) 8000 hours



Total No. of Questions : 5]

SEAT No. :

PC3126

[6380]-402

[Total No. of Pages :2

S.Y.M.B.A. (All Programmes)

402-GC-15 : INDIAN ETHOS & BUSINESS ETHICS

(2021 Pattern) (Semester- IV)

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) Solve any Five:

[5×2=10]

- a) Which theory is associated with the Triguna Theory?
 - i) OSHA Model
 - ii) PLUS Model
 - iii) WE Theory
 - iv) VEDA Model
- b) What is the primary focus of the Laws of Karma in business settings?
 - i) Financial growth
 - ii) Ethical conduct
 - iii) Employee satisfaction
 - iv) Customer retention
- c) Which Indian scripture provides Leadership Pointers according to the syllabus?
 - i) Ramayana
 - ii) Mahabharata
 - iii) Vedas
 - iv) Arthashastra
- d) Which model is used for Ethical decision making process?
 - i) WE Theory
 - ii) PLUS Filter Model
 - iii) Theory K
 - iv) VEDA Model
- e) Define- Corporate Social Responsibility (CSR).
- f) Define - Corporate Rishi Model.
- g) Define- Intellectual Property Rights.

Q2) Solve any two:

[2×5=10]

- a) Evaluate the Management lessons derived from Indian heritage scriptures such as Mahabharata and Ramayana.
- b) What is 'value system'? Discuss value system with suitable example.
- c) Discuss the Concept of Indian Model of Management within the Indian sociopolitical environment.

P.T.O.

Q3) a) Discuss the importance of ethics in modern business management. Evaluate integration ethical principles into managerial practices for sustainable business development with suitable examples. [10]

OR

b) Critically examine the concept of corporate social responsibility (CSR) in contemporary business environments. Discuss strategies for effectively integrating CSR into corporate strategies to maximize its positive impact. [10]

Q4) a) Discuss the process of ethical Decision-making. Elaborate the models of Ethical Decision making process. [10]

OR

b) What is the STEP Model and the PLUS Filter Model as frameworks for ethical decision-making processes in business. Compare and contrast these models, highlighting their strengths and limitations. [10]

Q5) a) You are appointed as a corporate ethics officer for a leading Indian conglomerate operating in sectors prone to natural resource depletion and environmental degradation. Develop a comprehensive corporate strategy that integrates ethical principles with sustainable business practices to address challenges related to climate change and natural resource management. [10]

OR

b) In the wake of recent corporate scandals and banking frauds in India, critically analyze the role of personal responsibility and moral reasoning among executives, regulators, and stakeholders involved. Propose ethical strategies and regulatory reforms to prevent future occurrences of such unethical practices in the banking sector. [10]



Total No. of Questions : 5]

SEAT No. :

PC-3127

[Total No. of Pages : 2

[6380]-403

M.B.A.(Fintech)

403-SC: FINANCIAL REPORTING & ANALYSIS

(2021 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) Attempt the following questions (Any 5 out of 8):

[10]

- a) State the types of financial statement.
- b) What is conservatism?
- c) Define contingent liabilities?
- d) GAAP stands for:
 - i) Generally Accepted Accounting Provisions.
 - ii) Generally Accepted Accounting Policies.
 - iii) Generally Accepted Accounting Principles.
- e) Which accounting principle states that companies and owners should be treated as separate entities?
- f) Due to which concept, accounting does not record non-financial transactions?
- g) Define Concept of materiality.
- h) What is faithful representation in financial statements?

P.T.O.

Q2) Solve any Two : [10]

- a) Objectives of financial statements.
- b) Value added statement.
- c) Contingent liabilities.

Q3) Solve any One : [10]

- a) Explain Indian Accounting standard (ASL) for presentation of financial statements.

OR

- b) Explain changes in Accounting Estimates and Errors.

Q4) Solve any One : [10]

- a) Prepare the format of part-II-statement of profit and loss and notes to financial statements with examples.

OR

- b) Prepare the format of part-I-Balance sheet and statement of changes in equity.

Q5) Solve any One : [10]

- a) Explain in details Indian As-33" Earning per share" with relevant examples.

OR

- b) Explain the varied financial instruments in accounting.



Total No. of Questions : 5]

SEAT No. :

PC-3128

[Total No. of Pages : 3

[6380] - 404

M.B.A.(Digital Marketing)

DM 403-SC-DM-05: DIGITAL MARKETING CHANNELS
(2021 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) *Relevant examples are must in each answer to support the answer*

Q1) Answer Any 05 out of 07 (2 Marks each) :

[5 × 2 = 10]

- 1) Which of the following is NOT a function of digital marketing channels?
 - a) Promotion
 - b) Physical distribution
 - c) Risk-taking
 - d) Product development
- 2) What is the primary benefit of email marketing?
 - a) It is the most cost-effective
 - b) It allows for mass communication
 - c) It enables personalized communication with customers
 - d) It replaces all other digital channels
- 3) What is channel disintermediation?
 - a) Adding more intermediaries in the distribution process
 - b) Removing intermediaries from the distribution process
 - c) Managing conflicts among channel members
 - d) Increasing the number of channel relationships

P.T.O.

- 4) Which of the following digital channels is primarily used for building authority and trust through content?
- a) Paid searches
 - b) Blogs
 - c) Social media ads
 - d) Email newsletters
- 5) What is a common challenge of implementing an Omni-channel strategy?
- a) High cost of TV advertising
 - b) Integrating online and offline channels seamlessly
 - c) Limited reach of social media
 - d) Inadequate content creation
- 6) Which channel is best suited for engaging directly with customers?
- a) Print ads
 - b) Social media
 - c) Billboards
 - d) TV commercials
- 7) What term describes the dependence and interdependence between channel members?
- a) Channel conflict
 - b) Channel management
 - c) Channel power
 - d) Channel relationship

Q2) Answer Any 02 out of 03 (5 Marks Each) :

[2× 5 = 10]

- a) Describe the difference between a “gray market” and a “black market”.
- b) Why are email marketing campaigns considered a “push” marketing strategy, while social media marketing can be both “push” and “pull”?
- c) Explain the importance of identifying the appropriate digital marketing channels for a service company.

Q3) Answer any 01 out of 02 (10 marks each) :

[10]

- a) Imagine you are creating a digital marketing campaign for a travel agency. Analyze the target audience and suggest a combination of DM channels that would be most effective in reaching them.

OR

- b) A local bakery wants to increase online orders. Identify two DM channels they could leverage and explain how they would use each channel to achieve their goal

Q4) Answer any 01 out of 02 (10 marks each) :

[10]

- a) Design a comprehensive digital marketing channel strategy for a startup food delivery service, considering various channels such as social media, search engine marketing, and email marketing. Provide rationale for each channel selection and outline key tactics for implementation.

OR

- b) Evaluate the effectiveness of a specific DM channel (e.g., social media) for promoting a new B2B (business-to-business) product launch. What criteria would you use for your evaluation?

Q5) Answer any 01 out of 02 (10 marks each) :

[10]

- a) Imagine you are a marketing consultant. Create a proposal for a digital marketing campaign to promote the launch of a new mobile fitness app. Specify the target audience, the DM channels you would recommend, and the key metrics for measuring success.

OR

- b) Many businesses struggle to engage their customers on social media. Design a creative interactive social media campaign to increase brand engagement for a local coffee shop.



Total No. of Questions : 5]

SEAT No. :

PC-3129

[Total No. of Pages : 2

[6380] - 405

M.B.A.(Project Management)

**SC-PRJ-05-PRJ 403: PROCUREMENT & CONTRACT
MANAGEMENT IN PROJECT**

(2021 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 questions :

[5 × 2 = 10]

- i) Two role of Project Procurement manager
- ii) Definition of centralised procurement
- iii) Two types of project contract
- iv) Meaning of letter of Inotent
- v) Two types of payments to contractors.
- vi) Full form of EVM.
- vii) Meaning of Cost analysis.

Q2) Elaborate project procurement management and differentiate between centralized and decentralized procurement. [10]

OR

Explain Risk management in procurement and what are the precautionary measurement a manager takes while analysing risk in project.

P.T.O.

Q3) Analyse project procurement management plan with reference to projects scheduling and project's budgeting **[10]**

OR

Explain "Contract management" its objectives and types.

Q4) Explain the "Termination of contractual relationship" and settlement process in a project management. **[10]**

OR

Explain the "Legal aspects of Procurement management". Also elaborate the rights of sellers and buyers in case of a termination of a contract.

Q5) Attempt any two questions: **[2 × 5 = 10]**

- i) Turnkey contract Vs Non-turnkey contracts
- ii) Tenders
- iii) 6 Major product procurement processes
- iv) "EMD" – Earnest Money Deposit.



Total No. of Questions : 5]

SEAT No. :

PC-3130

[Total No. of Pages : 2

[6380] - 406

S.Y. M.B.A. (Fintech)

404 SC: CURRENT TRENDS IN FINTECH

(2021 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]

- 1) Define Fintech
- 2) Define Machine Learning
- 3) Define Digital Lending
- 4) Applications of Fintech
- 5) What is Unified Payment Interface?
- 6) Define Business Process Reengineering
- 7) UIDAI

Q2) Solve any Two :

[2× 5 = 10]

- 1) Discuss the primary reasons behind the increasing need for Fintech
- 2) Discuss the role of Artificial Intelligence in Fintech.
- 3) Explain the working and benefits of Immediate Payment Service

P.T.O.

Q3) Solve Any One :

[10]

- 1) How is Blockchain technology transforming the lending and Crowd Funding sectors?
- 2) Analyze the importance of Business Process Reengineering in digital transformation

Q4) Solve Any One :

[10]

- 1) Outline the global regulations governing Fintech and their implications on the industry
- 2) State s salient features of various acts that governs digital transactions in India

Q5) Solve Any One :

[10]

- 1) Explain Cryptocurrency in detail. State the advantages and disadvantages.
- 2) Discuss the various domestic regulations in India that affect Fintech and their impact on innovation and consumer protection



Total No. of Questions : 5]

SEAT No. :

PC-3131

[Total No. of Pages : 2

[6380] - 407
M.B.A.
DIGITAL MARKETING
404 DM: SC-DM-06: Marketing 5.0
(2021 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) Attempt all questions.*
- 2) Make suitable assumptions wherever necessary.*
- 3) All questions carry equal marks.*

Q1) Solve Any Five of the following :

[10]

- a) Define Digital Marketing.
- b) State Marketing touch points.
- c) Define Martech
- d) Write 2 Applications of Machine Learning in Marketing.
- e) Write Promises of Digitalization.
- f) Recall the meaning of Customer Lifetime Value (CLV).
- g) Define 'polarization of jobs in Marketing 5.0'.
- h) Summaries 'Next tech' with example.

Q2) Solve Any Two of the following :

[10]

- a) Compare and contrast generation Y vs Z.
- b) Differentiate between 'Technology Vs Human'.
- c) 'Human Centricity' is need of an hour in Marketing - Comment.

P.T.O.

Q3) a) Personalized sense and Response Philosophy is the tool to cater the individual with more customized offering - Discuss. **[10]**

OR

b) Discuss in detail the term 'Bionics'- 'The six way by which technology mimics humans'. **[10]**

Q4) a) How can contextual marketing help to make website more accessible for visitors. **[10]**

OR

b) Define 'Augmented marketing'. Explain in detail how augmented marketing can help the organization to increase the chances of sales. **[10]**

Q5) a) The application of Agile principles in marketing project management requires quick and concise documentation. Develop A one page Agile marketing worksheet for a Grocery Retailer. **[10]**

OR

b) "Phygital Marketing" is new normal after covid - 19. As a marketing manager of the mobile handset company how you will set strategy for selling the product in open market with high competition. Also Design Distribution channel to make your product available and visible at place of usage of leverage the value. **[10]**



Total No. of Questions : 5]

SEAT No. :

PC-3132

[Total No. of Pages : 2

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M.B.A. (Project Management)

**SC-PRJ-06: Governance, Continuity and Ethics in Project
Managemet**

(2021 Pattern) (Semester - IV) (404 PRJ)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Attempt Any 5 questions out of 7 mentioned below : [5 × 2 = 10]

- a) Write two characteristics of project management.
- b) Two steps of networking building process
- c) Definition of project planning.
- d) Explain Risk management.
- e) Two skill sets of a project manager
- f) Two ethical issues in ethical decision making process.
- g) Two core elements of project planning.

Q2) Explain project management and project plan's steps. [10]

OR

Explain 7 steps network building process and its limitations.

P.T.O.

Q3) Explain following types of project planning

[10]

- i) Budget planning
- ii) Quality planning
- iii) Procurement planning.

OR

Elaborate project controlling process and mention its advantages and disadvantages.

Q4) Elaborate “Ethics” in project management and write 10 characteristics of ethical managers. **[10]**

OR

Explain the causes of “unethical behaviour” and what are the benefits of maintaining professional ethics.

Q5) Explain ethical decision making framework and what are the barriers to ethical decision making. **[10]**

OR

Explain “risk management” in project management and mention the advantages of risk management in project management.



Total No. of Questions : 5]

SEAT No. :

PC-3133

[Total No. of Pages : 2

[6380]-409

S.Y. M.B.A. (All programmes)

**405-(GE-UL-19) : GLOBAL STRATEGIC MANAGEMENT
(2021 Pattern) (Semester IV)**

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *All questions carry equal marks.*
- 3) *All questions contain internal options.*

Q1) Answer any five out of the following :

[5 × 2 = 10]

- a) Which factors will you consider while designing a global strategy?
- b) Enlist 4 criteria of sustainable competitive advantage.
- c) How cross border acquisition performance can be measured?
- d) Enlist theories of organizational adaptation.
- e) What are global multicultural alliances.
- f) Enlist the factors those benefit with country risk analysis.
- g) List drivers that operate the Market intelligence.
- h) How value potential can be assessed at global level.

Q2) Answer any **two out** of the following :

[2 × 5 = 10]

- a) How local responsiveness grid can be utilized, for services business?
- b) Elaborate benefits of Market Intelligence program.
- c) Differentiate between global and local alliances.

Q3) a) What are advantages of single matrix model and multi business matrix model. **[10]**

OR

- b) Which are five competitive generic strategies? Compare them in the form of usage to the individual company? **[10]**

P.T.O.

Q4) a) What are the differences in mergers and acquisitions? [10]

OR

b) What factors are driving industry changes and what impacts will they have? [10]

Q5) a) Recommend benefits of Piggybacking over joint ventures. [10]

OR

b) What issues can emerge with strategy implementation in the global context. [10]



Total No. of Questions : 5]

SEAT No. :

PC-3134

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M.B.A.

**406 - GE - UL - 20 : TECHNOLOGY COMPETITION &
STRATEGY**

(2021 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 5 out of 8 (2 marks each) :

- a) Explain the term "Artificial Intelligence".
- b) What do you mean by "Collaborative Arrangements"?
- c) What is the full name of the acronym "BCG" used in business strategic tools?
- d) Name any one example of technological advancement that has impacted the society.
- e) Define the term "Business Strategy".
- f) What is Technology Intelligence?
- g) What are the various characteristics of technology and competitive advantage?
- h) What is Dynamic of change?

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

- a) Explain the significance of technological strategies in risk mitigation & productivity improvement?
- b) What do you mean by the term technological intelligence & what is its importance in today's era of modernization?
- c) Explain various contemporary challenges in mapping the technological environment?

P.T.O.

Q3) Answer any 1 out of 2 (10 marks each) :

- a) Design a basic framework for implementing a "Technology Intelligence" system in a start-up environment?

OR

- b) Compare & contrast the strategic recommendations for "Cash Cows" and "Stars" in the BCG matrix in detail.

Q4) Answer any 1 out of 2 (10 marks each) :

- a) Apply the concept of a SWOT matrix to organise the strengths & weaknesses of "Swiggy's" current technological capabilities as well as the opportunities & threats it can face in Tech Industry.

OR

- b) Compare the focus of the customer - supplier relationship with the product - user relationship in technology companies.

Q5) Answer any 1 out of 2 (10 marks each) :

- a) Create a questionnaire using the product - evaluation matrix concept, for carrying out a survey of "Samsung" smart phones.

OR

- b) Assess the effectiveness of using the $x - y$ coordinating method for graphing non-linear equations?



Total No. of Questions : 5]

SEAT No. :

PC3135

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[Total No. of Pages : 2

S.Y.M.B.A. (All Programmes)
407 - GE-UL-21 : CYBER LAW
(2021 Pattern) (Semester - IV)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer the following (Attempt any five)

[10]

- a) What is M-commerce.
- b) What is cyber crime.
- c) Cyber Space.
- d) E-Taxation.
- e) Digital Signature.
- f) Trade mark Disputes.

Q2) Write short note (any two)

[10]

- a) Reverse Hijacking.
- b) Cyber Tribunal & Appellate Tribunal.
- c) Patent Right.

P.T.O.

Q3) What is role of WIPO in the development of copy right protection. [10]

OR

As a company manager how you will protect your company trade mark.

Q4) What is SPDI? State the various protection methods. [10]

OR

What is cloud computing? As IT head of your company how you will protect your company data from various attacks.

Q5) What is Cryptography Laws explain with example. [10]

OR

Explain the concept of EDI. What are the various legal issues in the EDI.

x x x

Total No. of Questions : 5]

SEAT No. :

PC-3136

[Total No. of Pages : 2

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M.B.A. (All Programs)

**408 - (GE - UL - 22) : CORPORATE SOCIAL
RESPONSIBILITY & SUSTAINABILITY**

(2021 Pattern) (Semester - IV)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Make necessary assumptions, wherever required*
- 3) *All questions carry equal marks.*

Q1) Solve any 5 out of 8 :

[5 × 2 = 10]

- a) What tax benefits can be availed under CSR?
- b) What do you mean by shareholders activism?
- c) What are the benefits of CSR?
- d) The four components of CSR.
- e) What are the basic elements of social responsibility?
- f) Explain philanthropic responsibility of CSR.
- g) Define shareholder value theory and stakeholder theory.
- h) Relationship between CSR and Sustainability.

Q2) Solve any 2 out of 3 :

[2 × 5 = 10]

- a) Which Section of Companies Act 2013, describe the provisions regarding 'Additional Directors'?
- b) How can companies adhere to the sustainability principle of CSR?
- c) What is the composition of the CSR Committee?

P.T.O.

Q3) Solve (a) or (b) :

[10]

- a) What is corporate sustainability reporting? Explain the sustainability indices-'principles of responsible investment'.

OR

- b) Elucidate arguments for and against the corporate social responsibility.

Q4) Solve (a) or (b) :

[10]

- a) How does corporate social responsibility influences on sustainable development of corporate? Discuss with examples.

OR

- b) Which drivers have pushed corporates to take up CSR in India?

Q5) Solve (a) or (b) :

[10]

- a) The parliament approved the new Companies Bill, which mandates that companies of a certain size append 2% of their three-year average annual profit towards CSR, is a landmark. One as it makes India among the first nations to have social welfare spending as part of company statute bylaw. Private philanthropies set up by India's business leaders can be looked at as models for CSR. The first step towards developing a CSR strategy is to define a maximum of 2-3 social issues.

- i) Is CSR different from the traditional concept of corporate philanthropy?
- ii) Give your opinion on whether CSR should be voluntary or enforced.

OR

- b) Enlighten different models of CSR briefly.



Total No. of Questions : 5]

SEAT No. :

PC-3137

[Total No. of Pages : 2

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M.B.A.(Service Management)

403 SER-SC-SER-05: SERVICES ANALYTICS

(2021 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Attempt all questions.*
- 2) *Make suitable assumptions wherever necessary.*
- 3) *All questions carry equal marks.*

Q1) Solve any 5 out of 8:

[5 × 2 = 10]

- a) What is the purpose of service analytics?
- b) Define Customer segmentation & Targeting.
- c) Enlist the type of Customer Analytics.
- d) Define Analytics.
- e) Need of Analytics in Services Marketing.
- f) Define Diagnostic & Predictive Analytics.
- g) Define Customer Analytics.
- h) Which type of analytics, uses statistical and machine learning techniques?
 - i) Prescriptive
 - ii) Decisive
 - iii) Descriptive
 - iv) Predictive

P.T.O.

Q2) Solve any Two :

[2 × 5 = 10]

- a) Recall methods to leverage Tableau for continuous improvement in customer touchpoints, providing specific examples.
- b) Explain how analytics can be employed to instil a culture where customer service is everyone's responsibility, supported by case studies or examples.
- c) Explain the uses Services Analytics.

Q3) a) Apply customer analytics techniques to a case study in the financial services sector to identify patterns in customer behavior and suggest strategies for customer retention and acquisition. **[10]**

OR

- b) Explain various benefits of Customer service Analytics.

Q4) a) Analyze the use of Tableau in implementing service analytics strategies for enhancing customer touchpoints in the healthcare sector. Provide insights into how data visualization can improve patient experience. **[10]**

OR

- b) Compare and Contrast types of Analytics.

Q5) a) Analyze the application of analytics in improving service quality and managing consumer behavior in the aviation industry. Evaluate the effectiveness of data-driven approaches in enhancing customer satisfaction and loyalty. **[10]**

OR

- b) Apply analytics concepts to improve the service marketing mix elements like process, people, and physical evidence in a real estate agency. Discuss potential strategies and their impact on customer satisfaction.



Total No. of Questions : 5]

SEAT No. :

PC-3138

[Total No. of Pages : 2

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M.B.A.(Service Management)

404 SER SC-SER-06: E - Services

(2021 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Attempt any Five questions :

[10]

- a) Define e - services
- b) Differentiate between traditional services and e - services.
- c) Explain briefly the three types of e - services.
- d) How did traditional services evolve into e - services? Provide at least two factors.
- e) Explain the role of the Industrial revolution in digitizing services.
- f) Describe one factor driving the emergence of e - services.
- g) The shift from fixed price to dynamic pricing is a characteristics of _____.
- h) Define B2B e - services.

Q2) Attempt any Two :

[2× 5 = 10]

- a) Explain in digital consumer buying process.
- b) Explain the driving factors of managing service operations.
- c) How does the shift form service buying to service experience buying impact e - service providers?

P.T.O.

- Q3) a)** Discuss the transformation from traditional to digital service marketing mix from the perspective of service providers. **[10]**

OR

- b) Analyse in differences between buying services at specific service points and buying services anytime, anywhere. Provide insights into how service providers can adapt to this shift in consumer behavior.
- Q4) a)** Imagine you are a service provider planning to transition your traditional services to digital platforms. Describe the steps you would take to understand the digital consumer segments. **[10]**

OR

- b) Discuss the applications of E - services in tourism sector.
- Q5) a)** In service Industry, occasional service failures are inevitable. consider courier service as an example. What can be effective-e-service recovery strategies in courier service failure and how do they contribute to maintain customer satisfaction and loyalty. **[10]**

OR

- b) Elaborate the concept of physical evidence in E - service. Discuss why is it considered significant in shaping customer preception and satisfaction.

