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Seat No.	
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M.B.S. (Semester – II) Examination, 2014
CNO 203 (RABM) : Rural and Agribusiness Management Specialization – IV
SPECIAL AREAS IN RURAL MARKETING
(2013 Pattern)

Time : 2.30 Hours

Max. Marks : 50

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

1. a) What is FMCG goods Rural marketing ? Explain important characteristics of FMCG for Rural markets. 10
OR
b) Describe various challenges for FMCG goods in Rural marketing. 10
2. a) What are the consumer durable goods ? Explain any 2 in detail. 10
OR
b) What are the issues related to marketing of consumer durables in rural market ? 10
3. a) Write a short note on Financial services in rural market. 10
OR
b) What is the role of rural banking after independence in India ? 10
4. a) What is the major role of Indian tractor industry ? 10
OR
b) Describe Global agrochemical market scenario in detail. 10
5. a) What do you understand by Cottage industries in rural market ? How they are supporting in growing overall business ? 10
OR
b) Write a short note on nature of India Handicrafts industry. 10



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M.B.S. (Semester – II) Examination, 2014
CNO – 204 (FIN) : FINANCE SPECIALIZATION – V
Income Tax (Part – II)
(2013 Pattern)

Time : 2 Hours

Max. Marks : 50

- Instructions :** 1) **All questions are compulsory.**
2) **Each question carries 10 marks.**
3) **Use of calculator is permitted.**

1. Define income and Gross total income. 10
OR
Explain the relationship between residential status of an assessee and incidence of tax. 10
2. What are permissible deductions under the head 'profits and gains' of business or profession ? 10
OR
What expenses are specifically disallowed under the head 'profits and gains from business or profession ? 10
3. Give the list of transactions for which cost Inflation Index Rule is not applicable (exceptions to the rule of indexation). 10
OR
Explain the terms transfer and cost of improvement in case of income under the head capital gains. 10
4. Write short notes on **any two**. 10
i) Set off of losses
ii) Deffered tax
iii) Tax slabs and rates for A.Y. 2015 – 2016. 10
OR
Write a detailed note on TDS provisions and computation. 10
5. Explain tax planning in relation to business. (i.e. for managerial decisions, mergers acquisitions etc. 10
OR

P.T.O.



From the following P & L A/c calculate the income from business.

Profit and Loss Account			
Particulars	₹	Particulars	₹
To rent	80,000	By gross profit	6,50,000
To salary	1,50,000	By income from	1,50,000
To Depreciation	65,000	house property	
To Donations	18,000	By income from	
To Net profit	6,87,000	other sources	2,00,000
	10,00,000		10,00,000

Additional Information :

1. Depreciation to be allowed as per Income Tax provision is ₹ 80,000.
2. Business income of ₹ 22,000 is not shown in P & L A/c.
3. In rent expenses ₹ 18,000 is expenditure of personal nature.

10



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M.B.S. (Semester – II) Examination, 2014
CNO – 204 (RABM) : Rural and Agribusiness Management Specialization – V
ICT FOR AGRICULTURE MANAGEMENT
(2013 Pattern)

Time : 2 ½ Hours

Max. Marks : 50

Instruction : Figures to the right indicate full marks.

1. Explain leapfrogging technology and its ramifications for rural economics. **10**
OR
What is Village Resource Center ? Explain various ICT enabled rural service related to Micro Credit and Marketing. **10**
2. Explain in detail the issues and challenges for ICT information services. **10**
OR
Explain the advantage and opportunities for information services. **10**
3. Explain virtual trading floor and holistic trading services. **10**
OR
Explain the advantage and opportunities for market access ICT services. **10**
4. Explain common ICT platforms for financial services. **10**
OR
Explain the issues and challenges for ICT financial inclusion services. **10**
5. Explain Remote sensing and image processing in GIS. **10**
OR
What are issues and concerns in Land and Water Management ? **10**



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M.B.S. (Semester – II) Examination, 2014
Operations Management (OPE) Specialization – VI
CNO – 205 (OPE) : WORLD CLASS MANUFACTURING
(2013 Pattern)

Time : 2 ½ Hours

Max. Marks : 50

Instructions : All questions carry equal marks 10.

1. What is the information age in the world class manufacturing ? Explain Business challenges of the Information age.

OR

2. What is the information age competition ? Explain the manufacturing challenges of the Information Age.

3. What is world class manufacturing ? Explain Hall's framework of value added engineering.

OR

4. Write short note on :

- a) Markell's model of world class manufacturing
- b) Gunn's model of world class of manufacturing.

5. Explain :

- a) Information management tools
- b) material processing and handling tools.

OR

6. Write short notes (**any two**).

- a) Flexible manufacturing system
- b) Rapid proto typing
- c) Poka Yoke.

7. Explain manufacturing management practices in India for world class manufacturing.

OR

8. Is India ready for world class manufacturing in world class status and IT use ?

9. "Leading India towards world class manufacturing in business strategies and global competitiveness" – Justify the statement.

OR

10. Write short notes (**any two**).

- a) Need of performance measurement
- b) Quality performance
- c) The balanced score card.



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M.B.S. (Semester – II) Examination, 2014
CNO – 204 (MKT) : Marketing Management Specialization – V
CUSTOMER RELATIONSHIP MANAGEMENT
(2013 Pattern)

Time : 2½ Hours

Max. Marks : 50

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

1. a) Discuss the important relationship management theories.
OR
b) Explain the concept of CRM. Discuss strategic CRM and operational CRM.
2. a) Discuss what is a new customer ? Discuss prospecting and KPI of a customer acquisition programme.
OR
b) What is customer retention ? Discuss the strategies for customer development.
3. a) Explain the concept of Data Mining and Data Warehousing. Also enlist and discuss the privacy issues.
OR
b) Mention and explain the seven core customer management strategies.
4. a) What is a network ? Discuss :
 - i) Business networks and CRM
 - ii) Scope of CRMOR
b) Explain the concept of value creation. Discuss Alliance between non-competing firms and alliance between competing firms.
5. a) Bring out the relationship between organizational roles and CRM. Also mention strategic goals of CRM.
OR
b) Write short note on (**any two**) :
 - i) Empowerment
 - ii) Network and virtual organizations
 - iii) Person-to-person contacts.



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M.B.S. (Semester – II) Examination, 2014
CNO 204 (HR) : Human Resource Management (HR) Specialization – V
EMPLOYEE REWARD MANAGEMENT
(2013 Pattern)

Time : 2 Hours

Max. Marks : 50

Instructions : 1) *All questions are compulsory.*

2) *Each question has an internal option.*

3) *Each question carries 10 marks.*

4) *Figures to the **right** indicate marks for that question/sub-question.*

5) *Your answers should be **specific** and to the point.*

6) *Support your answers with suitable live examples.*

7) *Draw **neat** diagrams and illustrations supportive to your answer.*

1. A) Define Reward Management. Discuss the concept of Reward Management, its aims and achieving the aims of reward system. 10

OR

- B) Describe the elements of a reward system and analyse the factors affecting to reward management policy and practice. 10

2. A) What is meant by 'grade and pay structure' ? Explain the types of grade and pay structure with suitable examples from different industries. 10

OR

- B) Explain how HR manager can develop grade and pay structure ? Explain the factors affecting pay levels. 10

3. A) Write short notes on : 5
- a) Individual pay and team pay 5

- b) Paying for organisational performance 5

OR

- B) Write short notes on : 10

- a) Impact of Environment on reward management.

- b) Shop floor pay

P.T.O.



4. A) Discuss the considerations affecting the rewards of directors (boardroom pay) and senior executives with suitable examples. **10**

OR

- B) What is international reward strategy ? Explain the guiding principles for international reward management. **10**

5. A) Explain the features of rewards for sales representatives and customer service staff in turn. **10**

OR

- B) What is meant by rewarding knowledge workers ? Explain the approaches to rewarding knowledge workers with suitable examples. **10**



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M.B.S. (Semester – II) Examination, 2014
Finance Specialization – VI
CNO 205 (FIN) : FINANCIAL RISK MANAGEMENT
(2013 Pattern)

Time : 2.30 Hours

Max. Marks : 50

Instructions : 1) There are **five** questions **each** of **10** marks.
2) **All** questions are **compulsory** with **internal** choice.

1. Discuss Modeling Risk Factors using implied volatility in value-at-risk measures. 10
OR
Describe the following terms : 10
 - a) Measuring risk and return
 - b) Probability and distributions of assets.
2. Discuss how ARMA process is used in generating currency forecasts and decision making. 10
OR
Critically analyze the concept and computation of VAR using variance-covariance approach. 10
3. Discuss risk environment in Indian Forex markets. 10
OR
Describe currency risk analysis in global investing. Explain cross currency risk analysis. 10
4. What is the rationale behind the rating used by credit rating agencies ? 10
OR
Describe Indian environment in VAR applications to NSE, BSE, NCDEX and CCIL. 10
5. Explain the integration of credit risk analysis into VAR techniques. 10
OR
Explain an integrated approach to risk management considering issues such as operational, supervisory, legal and accounting risk in an institution. 10



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M.B.S. (Semester – II) Examination, 2014
CNO 205 (SCM) : Supply Chain Management (SCM) Specialization – VI
SUPPLY CHAIN PERFORMANCE MEASUREMENT
(2013 Pattern)

Time : 2½ Hours

Max. Marks : 50

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

1. a) Make a list and explain the decision areas in SCM by considering various functions which are a part of SCM ? 10
OR
b) Explain the role of distribution and logistics in supply chain performance with the help of suitable examples. 10
2. a) “Customer service and cost of supply chain are two main evaluation parameters for performance of supply chain”. Explain. 10
OR
b) Discuss about drawbacks of traditional approaches to performance measurement of supply chain and its implications on corporate strategy. 10
3. a) What do you understand by Economic Value Added ? State its importance with respect to performance measurement of supply chains. 10
OR
b) What are the advantages of balanced scorecard and activity based costing over traditional approaches to performance measurement of supply chains ? 10
4. a) Explain the concept of SCOR metrics and its application in supply chain management. 10
OR
b) Discuss excellence model promoted by European foundation for quality management. 10
5. a) Discuss supply chain comprehensive metrics in detail. 10
OR
b) Explain the linkage of supply chain metrics with overall company’s strategic objectives with help of suitable examples. 10



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**M.B.S. (Semester – II) Examination, 2014
CNO – 203 – C : Computer Specialization
OOD CONCEPTS AND BASIC JAVA
(2008 Pattern)**

Time : 3 Hours

Max. Marks : 70

Note : 1) Question 1 and 8 are **compulsory**.
2) Solve **any five** from remaining.

1. Answer in short. 10
 - a) What is Java virtual machine ?
 - b) What is overriding ?
 - c) Explain interfaces.
 - d) Try-catch block, explain with example.
 - e) What is border layout ?
2. Design GUI for voter registration. Accept voter details using different controls. Show accepted details in text area after clicking “register” button (Assume structure with atleast four fields). 10
3. Explain Applet life cycle with example. 10
4. Write a Java application to read content of file and convert it into upper case and store it in another file. 10
5. Create thread to display prime numbers from 0-500. 10
6. Explain Access modifiers in Java with suitable examples. 10
7. Explain event delegation model in Java. 10
8. Write short notes (**any 2**) : 10
 - a) Arrays in Java
 - b) Super keyword
 - c) String class
 - d) Thread priorities.



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M.B.S. (Semester – II) Examination, 2014
CNO 203 (MKT) : Marketing Management Specialization – IV
INTERNATIONAL MARKETING
(2013 Pattern)

Time : 2.30 Hours

Max. Marks : 50

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

1. A) Explain concept of International Marketing. What are the forces driving International Marketing and what are the challenges in this field ? **10**
OR
B) Discuss the following International market groups – EU, ASEAN, SAFTA, NAFTA. **10**
2. A) Write a note on product adaptation vs. product standardization. **10**
OR
B) Explain International Trade Product Life Cycle. **10**
3. A) What are the major factors to be covered in a price quotation, term of sale and pricing strategies ? **10**
OR
B) Explain the factors affecting International Price Determination. **10**
4. A) Discuss International distribution channels with relevant examples. **10**
OR
B) Explain the various aspects of International supply management. **10**
5. A) One of your friends is willing to export handicrafts from India. Explain to your friends, export promotion activities undertaken by the organizations/institutions, he should get in touch with. **10**
OR
B) Discuss the challenges of International advertising and measures to overcome. **10**

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M.B.S. (Semester – II) Examination, 2014
FINANCE SPECIALIZATION – IV
CNO 203 : (FIN) : International Finance
(2013 Pattern)

Time : 2½ Hours

Max. Marks : 50

Instructions : 1) Figures to the **right** indicate **full** marks.
2) **All** questions carry **equal** marks, i.e. **10** marks.

1. a) What is IMF ? Discuss the role of IMF in globalised economy.
OR
b) Explain the nature and scope of International Finance.
2. a) Write short notes on :
 - i) FEMA
 - ii) Types of Exchange Risk.OR
b) “All hedging is speculation, but all speculation is not hedging”. Discuss.
3. a) Explain the various participants in global capital market.
OR
b) What are the various challenges faced by a finance manager due to financial meltdown in the globalized era ?
4. a) Explain the concept of loan syndication with its merits and demerits.
OR
b) Distinguish between foreign bonds and Euro bonds. Also discuss why Euro bonds make up the lion’s share of the international bond market ?
5. a) Write a detailed note on IFRS on foreign transactions.
OR
b) What are the advantages and disadvantages of centralized cash management ?



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M.B.S. (Semester – II) Examination, 2014
CNO 203 (OPE) : Operations Management (OPE) Specialization – IV
TOYOTA PRODUCTION SYSTEM
(2013 Pattern)

Time : 2½ Hours

Max. Marks : 50

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

1. A) Explain 4P model of the Toyota way.

OR

B) Write about “Traditional Process Improvement Vs. Lean Improvement”. **10**

2. A) What are the objectives and benefits of Heijunka ? How does the concept of Heijunka help in manufacturing process ?

OR

B) Explain the concept “Create Continuous Process Flow”. **10**

3. A) Explain “standardised tasks and processes are the foundation of continuous improvement and employee empowerment”.

OR

B) In TPS, Maxim is “use reliable, thoroughly tested technology”. Comment. **10**

4. A) TPS believes in philosophy “develop exceptional people and teams” – Comment.

OR

B) Explain the concept “Respect your extended networks of partners and suppliers”. **10**

5. A) Discuss “Become a learning organisation through relentless and continuous improvement”.

OR

B) Explain TPS philosophy of decision making and implementation. **10**



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M.B.S. (Semester – II) Examination, 2014
CNO 203 IB : INTERNATIONAL BUSINESS MANAGEMENT SPECIALIZATION – IV
Global Logistics and Supply Chains
(2013 Pattern)

Time : 2.30 Hours

Max. Marks : 50

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

1. a) What is Global Logistics ? Explain importance of logistics documents in global logistics. **10**
OR
b) Describe air transportation. Explain importance of Air Cargo in logistics. **10**
2. a) What are types of ships in global logistics ? Explain any two in detail. **10**
OR
b) What are the merits and demerits of railway transportation ? **10**
3. a) Describe shipping corporation of India. **10**
OR
b) What is the role of shipping agent in shipping transportation ? Explain bulk carriers in shipping. **10**
4. a) What are the major ports in India ? Explain importance of any two in detail. **10**
OR
b) What is International Chamber of shipping ? Explain major seaports of the world in brief. **10**
5. a) What do you mean by origin of containerization ? Explain recent developments in containerization. **10**
OR
b) What is general and specific cargo service ? Describe container classification in brief. **10**



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M.B.S. (Semester – II) Examination, 2014
Technology Management Specialization – IV
CNO 203 (TM) : TECHNOLOGY TRANSFER AND COMMERCIALIZATION
(2013 Pattern)

Time : 2.30 Hours

Max. Marks : 50

Instructions : 1) *All questions are compulsory.*
2) *Figure at right indicates full marks.*

1. Explain various steps in technology commercialization process. **10**

OR

1. What is Technology Transfer ? State various way by which technology transfer can happen. **10**

2. Elaborate on technology valuation and impact analysis. **10**

OR

2. Describe how Market Assessment and Alignment of Technology is done. **10**

3. Describe Industry Analysis and Trends and Competitive Analysis and its importance in Business Plan. **10**

OR

3. Elaborate on various financial requirements while formulating business plan. **10**

4. Describe Start-up companies, Spin-off companies and Joint Ventures. **10**

OR

4. Elaborate on business plan and its relevance to Science and Technology Policy. **10**

5. Bio-degradable plastic bags are developed by a company with collaborating with National Chemical Laboratory. The technology provides a hygienic way of disposing food waste. The Plasto Safe Ltd., Mumbai has shown interest in commercializing the product. Elaborate on how such technology transfer and transmission will take place. **10**

OR

5. New technology for automobile manufacturing is available. A leading automobile company in India want to adopt such technology. Elaborate on how technology valuation and impact analysis should be done by a company. **10**



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M.B.S. (Semester – II) Examination, 2014
CNO 204 (IT) : Information Technology Management Specialization – V
INFORMATION SECURITY AND AUDIT
(2013 Pattern)

Time : 2.30 Hours

Max. Marks : 50

Instruction : All questions are compulsory.

1. Explain the importance of physical security and biometric controls for protecting information security assets. 10
OR
Explain information security risk analysis fundamentals.
2. How to secure wireless networks ? 10
OR
Define digital communication. Describe security issues in it.
3. What is Firewall ? How it helps to secure the information assets ? 10
OR
Explain intrusion detection systems.
4. Explain Audit Procedure with its flowchart in Audit. 10
OR
Discuss Auditing Techniques in detail.
5. Write short notes on (**any two**) : 10
 - a) Security issues in VPN
 - b) ISA standards
 - c) CAATT (Computer Assistance Audit Tool and Techniques)
 - d) Encryption and Decryption.



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M.B.S. (Semester – II) Examination, 2014
CNO 204 (TM) : TECHNOLOGY MANAGEMENT SPECIALIZATION – V
Technology Use and Assessment
(2013 Pattern)

Time : 2 Hours

Max. Marks : 50

- Instructions :** 1) **All** questions are **compulsory**.
2) **All** questions carry **equal** marks.
3) **Each** question carries **10** marks.
4) Figures to **right** indicate marks for that question/sub question.
5) Support your answer with suitable examples.

1. A) Explain in details Technology Assessment from organizations point of view. **10**
OR
B) Explain Technology assessment criteria of stakeholders interest. **10**
2. A) Describe the relevance of Technology with Government and politics. **10**
OR
B) Explain in details influence of Technology on Energy and Environment. **10**
3. A) Describe in details decision analysis in Technology assessment Techniques. **10**
OR
B) Write short notes on : **10**
1) Simulation Methods
2) Brain Storming.
4. A) Explain use of Technology in system and product acceptability. **10**
OR
B) Explain usability attributes of Technology use. **10**
5. A) Explain validity and reliability in research on Technology use. **10**
OR
B) Explain in details importance of conducting research on technology use. **10**



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M.B.S. (Semester – II) Examination, 2014
MODELING TECHNIQUES AND IT FOR OPERATIONS MANAGEMENT
CNO 203-D : Operation Materials Specialization
(2008 Pattern)

Time : 3 Hours

Max. Marks : 70

- Instructions :** 1) Answer **any 5** questions.
2) **All** questions carry equal **14** marks.
3) **Use** of simple calculator is **allowed**, not scientific calculator.

1. What is modeling process ? What are the limitations of modeling in decision making in operations ?
2. What is the concept of ERP system ? How it is applied in operation management ?
3. Explain Goal Programming concept and formulation of its programming model with suitable example.
4. Describe role of IT (Information Technology) in design, production planning and layout in operational management.
5. What is simulation technique ? Explain increasing importance of this technique in operation management.
6. Solve the following linear programming problem using simplex method.
Maximize $Z = 6X + 8Y$
Subject to
 $2X + 3Y \leq 18$
 $4X + 2Y \leq 20$
 $X, Y \geq 0$
7. Explain the concept and application of Design of Experiment (DOE).
8. Write short notes on **any two** of the following :
 - a) Decision Tree
 - b) Software for Project Scheduling
 - c) Job Sequencing
 - d) Certainty and uncertainty in business models.

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M.B.S. (Semester – II) Examination, 2014
Information Technology Management (IT) Specialization – IV
CNO 203 (IT) – SOFTWARE QUALITY ASSURANCE
(2013 Pattern)

Time : 3 Hours

Max. Marks : 50

***Instruction** : Figures to the **right** indicate **full** marks.*

1. Attempt the following questions (**Any one**). **10**
 - a) Distinguish between Software Quality Assurance and Software Quality Control.
 - b) Explain the content of Software Quality Assurance Plan.

2. Attempt the following questions (**Any one**). **10**
 - a) What is Review ? What is its purpose ? Explain different types of review.
 - b) What is Software Testing ? Explain verification and validation.

3. Attempt the following questions (**Any one**). **10**
 - a) What is SEI CMM ? Explain levels of CMM in detail.
 - b) "Quality Metrics is important in the Software Development Organization". Justify.

4. Attempt the following questions (**Any one**). **10**
 - a) Explain McCall's Quality Model in detail.
 - b) Explain Pre-Project SQA Components.

5. Write short notes on (**Any two**). **(5×2=10)**
 - a) Verification and Validation
 - b) Inspection
 - c) ISO 9001



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M.B.S. (Semester – II) Examination, 2014
CNO 203(HR) : Human Resource Management (HR) Specialization – IV
GLOBAL HR
(2013 Pattern)

Time : 2.½ Hours

Max. Marks : 50

- Instructions :** 1) *All questions are compulsory.*
2) *Each question carries 10 marks.*
3) *Figures to the **right** indicate marks for that question.*

1. A) Define International HR. Distinguish between domestic and international HR. **10**
OR
B) Discuss the role of Human Resource Management in managing international business ethics. **10**
2. A) What are the challenges faced in staffing for international assignment ? **10**
OR
B) Enumerate the selection criteria for international appointments. **10**
3. A) What role does the predeparture training play in international jobs ? **10**
OR
B) How is the performance management handled in multinational companies ? **10**
4. A) Discuss the role played by the trade union in multinationals. **10**
OR
B) How is the management of international HR influenced by trade union ? **10**
5. A) How are the underdeveloped nations prey to social dumping ? **10**
OR
B) How does digital economy influence international HR ? **10**



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M.B.S. (Semester – II) Examination, 2014
CNO 203 (SCM) : SUPPLY CHAIN MANAGEMENT SPECIALIZATION – IV
Supply Chain Planning
(2013 Pattern)

Time : 2.30 Hours

Max. Marks : 50

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

1. a) What is forecasting ? What is importance of forecasting in business ? Also explain role of forecasting in supply chain. 10
OR
- b) Which are traditional forecasting techniques ? Explain each in brief. 10
2. a) Explain the importance of demand management in supply chain management. Also discuss about collaborative planning. 10
OR
- b) What is customer service level ? Should company go for maximum customer service level or bear stock out cost ? Comment. 10
3. a) What is aggregate planning in manufacturing organization ? Explain role of aggregate planning in supply chain. 10
OR
- b) "In modernized supply chains, planning is gaining more importance". Discuss the same with reference to constraints of resources. 10
4. a) "Supply chain management is one of the dynamic decision making area because of uncertainties in supply chain". Discuss in detail. 10
OR
- b) "Managing demand is the most critical part of supply chain management". Discuss the strategies of managing demands and seasonality in supply chains. 10
5. a) Discuss in detail various challenges faced in network configuration. 10
OR
- b) What is network distribution in SC ? Explain trade off between service and cost due to network decisions. Discuss role of network decisions on responsiveness of SC. 10



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M.B.S. (Semester – II) Examination, 2014
CNO 203 (FBM) : Rural & Agribusiness Management (RABM)
Specialization – IV
INTRAPRENUERSHIP
(2013 Pattern)

Time : 2.30 Hours

Max. Marks : 50

Instructions : 1) *All questions are compulsory with internal choices within the questions.*
2) *Figures to the right side indicate full marks.*

1. What are the risks to be an intrapreneur ? Also discuss in detail the benefits of an intrapreneur. 10
OR
What are the responsibilities of an intrapreneur ? How an intrapreneur is different from entrepreneur ? 10
2. What is idea generation and mobilization ? How the role of intrapreneur and manager differs ? 10
OR
What are the design considerations of idea generation ? How it helps the intrapreneur ? 10
3. How valuing the experimental culture helps the organizational growth ? Discuss with suitable examples. 10
OR
How the experimentation process to test the feasibility of ideas is developed ? What are the benefits of doing the same ? 10
4. How Performance Measurement of commercialization is done ? Discuss in detail. 10
OR
Negotiating Compensation for Idea and Effort is the most difficult task for intrapreneur. Justify the statement. 10
5. How Community approach helps in intrapreneurship development ? Discuss with suitable example. 10
OR
How the concept of intrapreneurship helps in sustained competitive advantage ? What should be the ideal feedback mechanism in organization for intrapreneurship development ? 10



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M.B.S. (Semester – II) Examination, 2014
CNO 204 (OPE) : Operations Management (OPE) Specialization – V
QUALITY MANAGEMENT STANDARDS
(2013 Pattern)

Time : 2 ½ Hours

Max. Marks : 50

Instructions : 1) Answer *all* questions.
2) *All* questions carry *equal* marks.

1. Explain in detail QMS standard. How it is implemented in industry ?

OR

Explain the criteria of CMMI for implementation and requirement for certification.

2. What are the key clauses for QMS process standards ?

OR

Explain the role of MR in an organisation.

3. Explain the key clauses for EMS standards.

OR

Explain in details the implementation and operations in EMS standards.

4. What are the key clauses of OHSAS 18001 : 2007 standard ?

OR

Explain the planning process of OHSAS 18001 : 2007.

5. Describe the study of impact registers and SOPs.

OR

Explain procedural manual for QMS in service and manufacturing industry.

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M.B.S. (Semester – II) Examination, 2014
International Business Management Specialization – V
CNO 204 (IB) : FOREIGN EXCHANGE MANAGEMENT
(2013 Pattern)

Time : 2 ½ Hours

Total Marks : 50

Instruction : All questions carry equal marks (10).

1. What is the concept of 'Foreign Exchange' ? Explain Exchange Rate and its types.
OR
2. Explain Gold standard and Bretton woods system.
3. What is Balance of Payment ? State the Balance of Payment framework.
OR
4. Explain the determination of rate of exchange. What is monetary portfolio balance ?
5. Write the exchange rate overshooting. Explain the J-curve effect.
OR
6. What is the concept of 'Trade Balance' ? Explain the effect of depreciation on Trade Balance.
7. Explain the nature and function of foreign exchange market.
OR
8. Explain the methods of quoting exchange rates. State the 'Expectation Theory'.
9. What is the concept of currency ? Explain the determination of their market value.
OR
10. Write short notes on **(any two)** :
 - a) Euro currency market and its instruments.
 - b) Credit risk of Swaps.
 - c) Foreign exchange regulation in India.
 - d) Basic techniques of Exposure management.



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M.B.S. (Semester – II) Examination, 2014
CNO 204 (SCM) : Supply Chain Management Specialization – V
SUPPLY CHAIN COORDINATION
(2013 Pattern)

Time : 2.30 Hours

Max. Marks : 50

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

1. a) What are the adverse effects of lack of coordination between Industrial Service Supply Chain ? 10
OR
b) What is the importance of Coordination of Supply chain with Retail functions for market expansions ? 10
2. a) Explain in detail Pricing obstacles and Operational obstacles to coordination in supply chain. 10
OR
b) What is Bull Whip effect impact on replenishment lead time, transportation cost and labour cost for logistics ? 10
3. a) How is building strategic partnerships and Trust valuable within a supply chain ? 10
OR
b) Discuss designing pricing strategies to stabilize orders in detail. 10
4. a) Explain in detail Deterrence based view and process based view in building strategic partnerships in SC. 10
OR
b) Discuss designing effective conflict resolution mechanisms in detail. 10
5. a) What are the different CPFR scenarios and how do they benefit supply chain partners ? 10
OR
b) Explain in detail risks and hurdles for CPFR implementation. 10
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M.B.S. (Semester – II) Examination, 2014
CNO 204 (FBM) : Family Business Management – V
MANAGING, GROWING AND EXISTING THE NEW VENTURE
(2013 Pattern)

Time : 2.30 Hours

Max. Marks : 50

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

1. A) “Resources as a sources of competitive advantage” – Do you agree with this statement ?
Discuss in detail.

OR

- B) What are new entry strategies for entry exploitation ?

2. A) Discuss various growth strategies in detail.

OR

- B) What do you mean by financial control and explain various types of mediums to control finances for a firm.

3. A) What is franchising ? And explain the types of franchising.

OR

- B) What are Acquisition and Merger ? Explain difference and advantages of both.

4. A) What do you mean by Going Public ? What are alternatives to going public ?

OR

- B) Explain the terms : timing of going public and underwriter selection.

5. A) What is Bankruptcy ? Explain how to prepackage bankruptcy.

OR

- B) What is meaning of harvesting strategy and explain harvesting strategies ?



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M.B.S. (Semester – II) Examination, 2014
CNO 205 (MKT) : Marketing Management Specialization – VI
RETAIL MARKETING
(2013 Pattern)

Duration : 2.30 Hours

Max. Marks : 50

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

1. A) Explain the role of retailer in a distribution channel. What are the functions of a retailer ? 10
OR
B) Define Retailing. Discuss the drivers of growth of retail in the country. 10
2. A) What makes location decisions in retailing, strategic in nature ? Discuss with suitable examples the factors necessary to consider before selecting a final site for any store. 10
OR
B) Explain steps involved in choosing a retail location and methods of evaluating a trading area. 10
3. A) Compare between the top management's merchandising strategy and merchandise planner's merchandising approach. 10
OR
B) What are the differences between a fashion, fad, and staple ? How should a merchandise planner manage ? 10
4. A) How important is the role of pricing in retail marketing mix ? Briefly discuss the various retail pricing approaches available to the retailer. 10
OR
B) Explain the role of communication in retailing and how do we implement and evaluate the retail communications programs. 10
5. A) Discuss the major national and international players in the retail world. 10
OR
B) Explain the impact of FDI on Indian retail market. 10



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M.B.S. (Semester – II) Examination, 2014
CNO 205 (IT) : INFORMATION TECHNOLOGY MANAGEMENT SPECIALIZATION – VI
Data Warehousing and Data Mining
(2013 Pattern)

Time : 2½ Hours

Max. Marks : 50

Instruction : All questions are compulsory.

1. What is data mining ? Explain data mining functionalities in detail. **10**
OR
Define dimension modeling. Explain various types with example.
2. What is data warehousing ? Explain data warehousing architecture with neat diagram. **10**
OR
What is OLAP ? What are the 3 types of OLAP Servers ?
3. Explain different backend tools and utilities of data warehousing. **10**
OR
What is data cube ? Explain OLAP data indexing.
4. What is data processing ? Explain major tasks associated with it. **10**
OR
Explain data reduction and data cube aggregation.
5. Explain clustering and its methods in data mining. **10**
OR
Discuss how data mining is helpful in retail industry.

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M.B.S. (Semester – II) Examination, 2014
CNO - 205 (HR) : Human Resource – Management Specialization – VI
CHANGE MANAGEMENT
(2013 Pattern)

Time : 2 ½ Hours

Max. Marks : 50

N.B. : 1) **All** questions are **compulsory**.
2) **All** questions carry **equal** marks.

1. Define Change. Explain why change is essential for any organisation to make progress.

OR

1. Define change. Discuss the seven phases of change.

2. Change : A Managerial necessity. Comment.

OR

2. Explain the necessity to implement change in changing environment and technology.

3. Explain the various areas of change.

OR

3. Discuss the challenges involved in implementing change.

4. Discuss the organizational Development Model of change in detail.

OR

4. What is learning organization ? Discuss the concept in detail.

5. “Leader is the person behind implementing change in organization”. Comment.

OR

5. Explain with the help of suitable example how Leader can lead change in an organization.

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M.B.S. (Semester – II) Examination, 2014
CNO 205 (IB) : International Business Mgt. (IB) Specialization – VI
GLOBAL COMPETITIVENESS AND STRATEGIC ALLIANCES
(2013 Pattern)

Time : 2 Hours

Max. Marks : 50

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

1. Explain the various factors that determines the international environment.

OR

Explain the role of Government in national competitiveness study.

2. What is the role of quality and productivity in achieving world class competitiveness.

OR

Give suitable examples of management of technology and how it helps to gain competitiveness advantages.

3. Explain various causes for lack of competitiveness of Indian firm.

OR

How to build global competitiveness of Indian Car Manufacturer ?

4. Define Joint venture and strategic alliance. Explain the benefits and scope of strategic alliance.

OR

Write 3 successful joint venture in Indian business environment and their reasons for the success.

5. World leading car manufacturer intend to launch its luxury high-end model in India. How do you think other car manufacturer should react to its plan ?

OR

A construction company specialized in pre-engineering giant steel constructions for factories and ware houses, have short listed Russia and China for the first overseas market entry. Which country would you suggest for the venture ?



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M.B.S. (Semester – II) Examination, 2014
CNO205 (RABM) : RURAL AND AGRIBUSINESS MANAGEMENT (RABM)
SPECIALIZATION –VI
Millennium Development Goal
(2013 Pattern)

Time : 2.30 hrs

Max. Marks : 50

Instructions : 1) *All questions are compulsory with internal choices within the questions.*

2) *Figures to the right side indicate full marks.*

1. Discuss the fundamental concept of MDG (Millennium Development Goals). How the MDG originated ? How India's MDG (Millennium Development Goals) is aligned strongly with international commitments. 10

OR

1. What are the eight Millennium Development Goals (MDG) ? What are the issues in development of Indian agriculture ? 10
2. What is the role of agriculture in meeting MDG (Millennium Development Goals) ? What do you mean by marginalization of agriculture ? explain in details. 10

OR

2. Do you find the prospect of reducing poverty by 2015 with the help of MDG (Millennium Development Goal) ? What do you mean by marginalization of poverty under structural adjustment ? 10
3. What is the contribution of agriculture towards the current growth path in country ? How the poverty could be reduced through agriculture led economic growth ? 10

OR

3. What is the contribution of MDG (Millennium Development Goal) towards eradicating poverty and Hunger ? Discuss in details. 10
4. What are the emerging issues in meeting MDG (Millennium Development Goals) ? What is a Macroeconomic reform ? How it would contribute to rural and agricultural development ? Discuss in details. 10

OR

4. How rural infrastructure would contribute to agricultural growth and also in achieving MDG (Millennium Development Goals) ? How policy actions and trade policies impact on Millennium Development Growth ? Discuss in details. 10
5. Justify with relevant examples that foreign private direct investment contributes to rural infrastructure development ? Discuss the role of governance structures in agriculture for achieving the MDG's (Millennium Development Goals) Explain with examples. 10

OR

5. Does foreign private direct investment contribute to rural infrastructure development ? Explain with relevant examples. 10



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M.B.S.(Semester – II) Examination, 2014
CNO 205 (FBM) : Family Business Management (FBM) Specialization – VI
PRIVATE EQUITY
(2013 Pattern)

Time : 2.30 Hours

Max. Marks : 50

- Instructions :** a) **All questions are compulsory.**
b) **Each question has an internal option.**
c) **Each question carry 10 marks.**

1. Define venture capital industry. Explain the venture capital funds. 10
OR
Explain the differences in fund development of private equity and venture capital. 10
2. Discuss the approaches to inventorying base of opportunities in PE. 10
OR
How private equity evolved as fund development in emerging markets ? 10
3. Explain the working of private equity with international financial institutions like IFC and world banks. 10
OR
What are the special issues in setting up of a system for deal processing of private equity. 10
4. Explain the buyout considerations in deal structuring of PE. How it contrasts with U.S. systems. 10
OR
Explain the basic universal PE/VC valuation method. 10
5. Explain the types of risks of local listing of PE/VC. 10
OR
Discuss the strategies for domestic and offshore trade sales of PE. 10



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M.B.S. (Semester – II) Examination, 2014
CNO. 205(TM) : Technology Management Specialization – VI
MANAGING INNOVATIONS – II
(2013 Pattern)

Time : 2. 30 Hours

Max. Marks : 50

- Instructions :** 1) **All** questions are **compulsory**.
2) **Neat** diagrams must be drawn **wherever** necessary.
3) Figures to the **right** side indicate **full** marks.
4) Assume **suitable** data if necessary.

1. a) Explain Market Uncertainty endogeneity in context of Innovations. Discuss Generic strategies for worldwide Innovation. 10
OR
b) Explain Acquisition and Mergers. Write note on strategic alliances and Licensing. 10
2. a) Explain the concept of technology transfer with respect to Innovations. What is value stock ? 10
OR
b) Discuss about value stock and Techno-economic factors. 10
3. a) What is the National government role in Innovations ? Why it is necessary ? 10
OR
b) How the Innovations (R and D) are Financed ? What is the effect of politics and government for financing R and D ? 10
4. a) How are Innovations carried in service organization ? Discuss the types of innovation in services. 10
OR
b) What are a Customer Intelligence, Customer Intimacy and Customer Innovations ? State its benefits. 10
5. a) Write note on : 10
i) Social Innovations
ii) Organization Innovation.
OR
b) Write note on Business innovations and Process Innovations. 10



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M.B.S. (Semester – II) Examination, 2014
Marketing Management Specialization
CNO. 203(A) : MARKETING STRATEGY AND RELATIONSHIP MARKETING
(2008 Pattern)

Time : 3 Hours

Max. Marks : 70

Instructions : i) Attempt **any five** questions.
ii) **All** questions carry **equal** marks.

1. Explain the role of Marketing Managers in Business Strategy formulation.
2. What is the meaning of sustainable Competitive Advantage ? Illustrate some Competitive Advantages of
 - i) Passenger Car Companies
 - ii) Cola companies
3. Suppose you are to start a business in Processed, Packaged Food Industry ; Identify
 - i) Major market segments
 - ii) Customer buying motivations
 - iii) Unmet needs of your target market
4. How transactional approach of marketing has evolved to be relationship marketing ? Explain.
5. Distinguish the role of relationship marketing in Industrial Consumer and services marketing.
6. Describe the concept of 'Six Markets Framework'. How it helps in building longterm customer relationships ?
7. Write short notes (**any two**) :
 - i) Nicher Strategies
 - ii) Constraints in strategic Marketing
 - iii) Learning Organizations
 - iv) Lifetime Customer Value(LCV)



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M.B.S. (Semester – II) Examination, 2014
FINANCE SPECIALIZATION
CNO 203 B : Legal and Procedural Aspects Finance
(2008 Pattern)

Time : 3 Hours

Max. Marks : 70

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

1. State the provisions of Companies Act 1956 regarding
 - a) Removal of Director
 - b) Appointment of Auditors
2. Who can conduct cost Audit ? State the provision in the company Act regarding appointment of cost auditor.
3. Explain role and duties of Company Secretary regarding amendments in Memorandum and Articles of Association.
4. "Corporate Social Responsibility is to be considered as an investment and not as a charity"
Elaborate the statement.
5. Write short note on (**any three**) :
 - a) Disqualification of Director
 - b) Qualified Audit Report
 - c) Liability of employer under Payment of Gratuity Act.
 - d) Available surplus under payment of Bonus act.
 - e) Minimum Wages under minimum wages and Payment of Wages Act.
6. In what way does the Payment of Bonus Act, 1965 regulate the payment of bonus to employees linked with productivity ? What restrictions apply in such cases on payment of bonus to an employee ?
7. Explain the provisions of company's Act regarding Oppression and mismanagement.



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M.B.S. (Semester – II) Examination, 2014
CNO (203 E) : HRM – Specialisation
PERFORMANCE MANAGEMENT SYSTEMS
(2008 Pattern)

Time : 3 Hours

Max. Marks : 70

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

1. a) Define Performance Management System and explain the objectives of Performance Appraisal. 15
b) Explain the process of Training Need assessment. 10
2. How career planning and compensation management helps to design an effective performance management system ? 15
3. Discuss the importance of linking individual goals with the organisational goals. 15
4. Discuss the straight ranking method and critical incident method of performance appraisal in detail. 15
5. Write short notes on **any two** of the following : 15
 - a) MBO
 - b) 360° appraisal
 - c) Career Planning
 - d) Goal setting Procedure.