

Total No. of Questions : 7]

SEAT No. :

[Total No. of Pages :1

P1340

[4679]-1

P.G.D.H.M.

PPM & OB

(2009 Pattern) (Semester - I)

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

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

Q1) Write short Notes (Any Two):

- a) Forecasting.
- b) Taylor's principles.
- c) Decentralisation.
- d) Departalisation.

Q2) What are different leadership styles? Explain with examples.

Q3) What do you understand by OB? Explain fundamental concept of OB.

Q4) What is planning? Why it is called foundation for other functions of management? Explain.

Q5) Write short notes (Any 2):

- a) Employee morale
- b) Organisation Research.
- c) Control process.
- d) MBO.

Q6) Explain communication process. Write in detail about effective communication in Hospitals.

Q7) What is Group cohesiveness? How will you improve group cohesiveness.

EEE

Total No. of Questions : 4]

SEAT No. :

P1354

[4679]-1001

[Total No. of Pages :1

P.G. (DHM)

**PRINCIPLES AND PRACTICES OF MANAGEMENT AND
ORGANISATIONAL BEHAVIOR
(2013 Pattern) (Semester - I)**

Time : 3 Hours]

[Max. Marks :50

Instructions to the candidates:

- 1) *Q. 1 is compulsory and carries 20 marks.*
- 2) *Attempt any 3 questions from remaining. Each question carries 10 marks.*

Q1) Write short notes on any 2 from each Group:

Group A:

- a) 3 dimensional role of Manager.
- b) Difference between “Power” and “Authority”.
- c) Non-Budgetary control Technique.
- d) ‘Line Authority’ and “Staff Authority”.

Group B:

- a) Group Dynamics.
- b) Personality Determinents.
- c) Factors affecting ‘Perception’.
- d) Maslow’s Hierarchy of Needs.

Q2) Define “Management”. Explain the management functions in brief.

OR

Explain historical evolution of Management.

Q3) Explain the importance of study of O.B. in relation to hospital management.

OR

What is ‘Decision Making’? Explain the factors influencing Decision Making. Also explain limitations in ‘Rationality in Decision Making.

Q4) Explain different modes of O.B.

OR

What is ‘Morale’ and ‘Motivation’? What kinds of schemes you will suggest to motivate hospital staff.

EEE

Total No. of Questions : 5]

SEAT No. :

P1355

[4679] - 1002

[Total No. of Pages : 3

P.G.D.H.M.

**102: MANAGERIAL ACCOUNTING AND FINANCIAL
MANAGEMENT**

(2013 Pattern) (Semester - I)

Time : 3 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

- Q1) a)** Fill in the blanks with appropriate word given in the bracket. **[5]**
- i) Debit the Receiver. Credit the ——.
(giver, give, received).
 - ii) The left hand side of a ledger A/c is called —— side.
(credit, debit, front).
 - iii) Depreciation is a —— A/c.
(Real, Nominal, Personal).
 - iv) Money value of the reputation of business is called as ——.
(patent, copyright, goodwill).
 - v) Journal is a book of —— entry.
(prime, secondary, third)
- b)** State whether following statements are true or false. **[5]**
- i) Trial balance is a list of Accounts.
 - ii) Balance sheet is a statement and not an A/c.
 - iii) The excess of the current liability over the current Asset is called as working capital.
 - iv) Salary appearing in trial balance is debited to Trading A/c.
 - v) Patent is a Nominal A/c.

P.T.O.

Q2) Write Short Notes on any TWO. [10]

- a) Depreciation.
- b) Working capital.
- c) Types of Account.
- d) Trial balance.

OR

Explain the difference between Financial Accounting and Management Accounting? [10]

Q3) What do you mean by budgetary control? Explain the different types of budgets. [10]

OR

Write short Notes on any TWO: [10]

- a) OPD. Register.
- b) Cost sheet.
- c) P/V Ratio.
- d) Ratio Analysis.

Q4) The sales and profit during two years were as follows: [10]

Year	Sales	Total cost
2011	1,50,000	1,30,000
2012	1,70,000	1,45,000

You are required to calculate:

- a) The P.V. Ratio.
- b) The Break Even point.
- c) The sales required to earn-profit of Rs. 40,000.
- d) The profit made when sales are Rs. 2,50,000.
- e) The margin of safety for 2011 and 2012.

Q5) From the following balances, prepare Trading and profit and loss Account and balance sheet, relating to the year ending 31st March, 2013. **[10]**

<u>Particulars</u>	-	₹
Capital	-	10,000
Creditors	-	1,200
Return outward	-	500
Sales	-	16,400
Bills payable	-	500
Plants & Machinery	-	4,000
Sunday Debtors	-	2,400
Drawings	-	1,000
Purchases	-	10,500
Return Inwards	-	300
Wages	-	5,000
Bank	-	1,000
Repairs	-	50
Stock	-	2,000
Rent	-	400
Manufacturing exp	-	800
Trade exp	-	700
Bad debts	-	200
Carriage	-	150
Fuel and power	-	100

Adjustments:-

- a) Closing stock was valued at ₹.1,450.
- b) Depreciate plant and Machinery by ₹.400.
- c) Allow 5% Interest on capital.
- d) A sum of ₹.40 is outstanding for repairs.



Total No. of Questions : 5]

SEAT No. :

P1356

[4679]-1003

[Total No. of Pages :1

P.G.D.H.M.

103:HOSPITAL PLANNING & PROJECT MANAGEMENT

(2013 Pattern) (Semester - I)

Time : 3 Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) Discuss the importance of the 'Financial Analysis' of a new Hospital project.

Q2) Discuss the significance of carrying out the market analysis at the time of Launching a new multispeciality Hospital project.

Q3) Discuss the criteria for selection of site for a 300 bedded Hospital.

Q4) Describe the components of Hospital Engineering services.

Q5) Write short notes on any Two:

- a) Isolation ward.
- b) Labour Room unit.
- c) Land scaping.
- d) Sewage disposal.

EEE

Total No. of Questions : 5]

SEAT No. :

P1358

[4679] - 1005

[Total No. of Pages : 1

P.G.D.H.M.

105-HOSPITAL ADMINISTRATION

(2013 Pattern) (Semester - I)

Time : 3 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Describe the duties and responsibilities of a Hospital Administrator of a 300 bedded Multi-Speciality Corporate Hospital. **[10]**

Q2) How will you organize a seminar on International marketing of medical tourism for your Hospital. **[10]**

OR

Explain the various sources of acquiring infection in a hospital along with its remedies.

Q3) Suggest the procedure you would follow for disposal of hospital waste in a 100 bedded Multi-speciality Hospital. **[10]**

OR

State and explain the working of Front Office Department of a 300 bedded Corporate Hospital.

Q4) Write short notes on any two: **[10]**

- a) OT List
- b) Medical records Department
- c) Matron's Report
- d) Role of a Ward Executive

Q5) Write short notes on any two: **[10]**

- a) Hospital Indices
- b) ALOS
- c) Incidence and Prevalence
- d) New born security



Total No. of Questions : 7]

SEAT No. :

[Total No. of Pages : 1

P1766

[4679] - 101

P.G.D.H.M.

101: PPMOB

(2012 Pattern) (Semester - I)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) “Management is an art of getting things done through and with others”. Explain in light of different functions of Management.

Q2) Explain Henry Fayol’s contribution to the field of Management.

Q3) Explain the concept of Group Dynamics by emphasizing process of Group formation.

Q4) Define organisational behaviour? Explain various disciplines that contribute to the field of OB.

Q5) Explain the concept of Organisational structure also explain different organisational structures.

Q6) Explain the concept of Motivation by explaining any two theories of motivation.

Q7) Write short notes on (Any two).

- a) Building blocks of personality.
- b) Process of Decision making.
- c) Process of communication.
- d) Scientific Management.



Total No. of Questions : 6]

SEAT No. :

P1347

[4679]-102

[Total No. of Pages : 2

P.G.D.H.M.

**102: Managerial Accounting and Financial Management
(2012 Pattern) (Semester-I)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Question No.1 is compulsory.*
- 2) *Attempt any four questions from Q.No2 to 6*
- 3) *Figures to the right indicate full marks.*
- 4) *Use of simple calculators is allowed.*

Q1) a) Explain the following: [5]

- i) Depreciation
 - ii) Double entry book keeping system.
- b) Classify the following Accounts into personal real and Nominal A/Cs:[5]
- i) Bank
 - ii) Machinery
 - iii) Wages
 - iv) Madhuri A/C
 - v) Investment

Q2) Write short notes on any three: [15]

- a) OPD. Register.
- b) Break even analysis.
- c) Cost sheet.
- d) Working capital
- e) Ledger.
- f) Trial balance.

Q3) Define ratio analysis and highlight the advantages and limitations of ratio analysis? [15]

OR

What is Budget and budgetary control? What are the different types of Budgets?

Q4) Explain the difference between Management Accounting and Financial Accounting? [15]

P.T.O.

Q5) Journalise the following transactions in the books of m/s. Prakash traders:[15]

March 2012 1.Mr. Prakash started business with cash of Rs.1,00,000/-

- 4 Deposited Cash in to Bank Rs. 30,000/-
- 5 Purchased goods from shah bros. Rs. 25,000/-
- 7 Sold goods for cash Rs. 10,000/-
- 9 Purchased computer of Rs. 20,000/-
- 15 Withdrawn carn from bank Rs. 10,000/-
- 20 Paid shah Bros. By cheque Rs.25000/-
- 25 Paid salary Rs.8000/-
- 30 Paid wages Rs.2000/-
- 31 Received commission Rs.5000/-

Q6) X.Y.Z company wishes to arrange overdraft facilities with its bankers during the period of April to june 2004 when it will be manufacturing mostly for stock prepare cash Budget for the above period from the following data:[15]

Month Year	Sales	Purchases	Wages
Feb, 2004	1,80,000	1,24,800	12,000
Mar, 2004	1,92,000	1,44,000	14,000
April, 2004	1,08,000	2,43,000	11,000
May, 2004	1,74,000	2,46,000	10,000
June, 2014	1,26,000	2,68,000	15,000

Additional information:-

- a) 50% credit sales are realized in the month following the sales and the remaining 50% in the second month following.
- b) Creditors are paid in the month following the month of purchases
- c) Wages are paid in the month following the month of wages.
- d) Cash at bank on 01/ 04 /2004 Rs.25,000/-

□□□

Total No. of Questions :7]

SEAT No. :

P1348

[4679]-103

[Total No. of Pages :1

P.G.D.H.M.

103:HOSPITAL PLANNING & PROJECT MANAGEMENT

(2012 Pattern) (Semester - I)

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

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

Q1) Describe the application & importance of Feasibility study in hospital planning project. **[14]**

Q2) Describe Architect's Brief & its usefulness in hospital planning project. **[14]**

Q3) Describe Phasing of activities in hospital planning project. **[14]**

Q4) Explain energy conservation in hospital planning project. **[14]**

Q5) Describe the layout of Operation Theatre of a 300 bedded multi speciality hospital so as to have effective infection control. **[14]**

Q6) Describe circulation in a 300 bedded multi speciality hospital so as to facilitate smooth movements of patients & staff members. **[14]**

Q7) Write short notes on any two of the following. **[14]**

- a) Landscaping in hospitals.
- b) Parking in hospitals.
- c) PERT chart.
- d) Sampling for a research project.

EEE

Total No. of Questions : 7]

SEAT No. :

P1349

[4679] - 105

[Total No. of Pages : 1

P.G.D.H.M.

**105: HOSPITAL ADMINISTRATION
(2012 Pattern) (Semester - I)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Describe responsibilities of hospital administrator of a 300 bedded Public Charitable Trust hospital. **[14]**

Q2) Describe administration of CSSD in a 300 bedded multi specialty hospital. **[14]**

Q3) Describe application & importance of hospital utilization statistics in a 100 bedded multi specialty corporate hospital. **[14]**

Q4) Describe hospital waste management in a 300 bedded multi specialty hospital. **[14]**

Q5) Explain how you will organize a seminar on International marketing & Medical Tourism for your hospital employees. **[14]**

Q6) Write short notes on any two of the following. **[14]**

- a) Matron's report.
- b) Patient's complaints.
- c) Exit interviews.
- d) House keeping department.

Q7) Write short notes on any two of the following. **[14]**

- a) Emergency Medical Services in hospital.
- b) Medical certificates.
- c) Infection control nurse.
- d) OT list.



Total No. of Questions :5]

SEAT No. :

[Total No. of Pages : 3

P1341

[4679]-2

P.G.D.H.M.

**102:MANAGERIALACCOUNTINGANDFINANCIALMANAGEMENT
(2009 Pattern) (Semester-I)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Classify the following accounts into personal, real, Nominal A/cs. [5]

- | | |
|---------------|---------------|
| a) Wages | b) Machinery |
| c) Ramesh A/c | d) Copy right |
| e) Postage | |

B) State whether the following statements are true or false: [5]

- a) Ledger is a primary book.
- b) Depreciation is nominal A/c.
- c) Budget is a pre-determined plan of Action.
- d) Current Assets -current liabilities = working capital.
- e) Capital expenditure is money spent on buying fixed assets.

Q2) Write short notes on any three: [15]

- a) Double entry book keeping system.
- b) Ratio analysis .
- c) Depreciation.
- d) Trial balance.
- e) P/V Ratio

P.T.O.

Q3) A.B.C. Company wishes to arrange overdraft facilities with its bankers during the period of April to June 2004, when it will be manufacturing mostly for stock. Prepare cash budget for the above period from the following data indicating the extent of bank facilities the company will require at the end of each month: **[15]**

Month/Year	Sales	Purchases	Wages
Feb. 2004	1,80,000	1,24,800	12,000
March 2004	1,92,000	1,44,000	14,000
April 2004	1,08,000	2,43,000	11,000
May 2004	1,74,000	2,46,000	10,000
June 2004	1,26,000	2,68,000	15,000

Additional Information:-

- a) 50% of Credit Sales are realized in the month following the sales & the remaining 50% in the second month following.
- b) Creditors are paid in the month following the month of purchases.
- c) Wages are paid in the month following the month of wages.
- d) Cash at bank on 01.04.2004 Rs.25,000.

Q4) The sales and profit during two years were as follows: **[15]**

Year	Sales	Total Cost
2009	1,50,000	1,30,000
2010	1,70,000	1,45,000

You are required to calculate:

- a) The P.V. Ratio.
- b) The Break Even point.
- c) The sales required to earn a profit of Rs.40,000.
- d) The profit made when sale are Rs. 2,50,000.
- e) The Margin of safety for 2009 and 2010.

Q5) From the following information supplied for Finolex Pvt. Ltd., prepare a statement showing the cost of production and goods sold for the period 1.1.2009 to 31.1.2009.

Opening stock	40,00,000
Raw materials purchased	5,00,00,000
Wages paid	2,50,00,000
Factory overheads	80,00,000
W.I.R(1.1.2009)	10,00,000
W.I.P.(31.1.2009)	20,00,000
Closing stock of raw material on 31-1-2009	30,00,000
Opening stock of finished goods on 1-1-2009	80,00,000
Closing stock of finished goods on 31-1-2009	70,00,000
Selling & distribution overheads	10,00,000
Administrative overheads	25,00,000
Sales	10,00,00,000

[15]

□□□

Total No. of Questions : 6]

SEAT No. :

P1359

[4679]-2001

[Total No. of Pages :1

P.G.D.H.M.

HUMAN RESOURCE MANAGEMENT

(2013 Pattern) (Semester - II)

Time : 3 Hours]

[Max. Marks :50

Instructions to the candidates:

- 1) *Q No. 6 is compulsory and carries 10 (Ten) marks.*
- 2) *Attempt any four questions from the remaining questions.*

Q1) Explain importance of HRM with reference to legal and administrative responsibilities of Hospital Management.

Q2) What is "Performance Management system? What type of P.M. method you will recommend to any hospital.

Q3) Explain the agencies created under I.D Act for resolving industrial disputes.

Q4) How would you prepare 'Duty Roster' for hospital staff. What precautions are required to be taken?

Q5) Explain the functions of Administration Dept in any multispeciality hospital.

Q6) Write short notes on any Two:

- a) Collective Bargaining process.
- b) 'Dress code' in hospital.
- c) Problems of Nursing staff.
- d) Career planning of Non-medical staff.

EEE

Total No. of Questions : 5]

SEAT No. :

P1360

[4679] - 2002

[Total No. of Pages : 1

P.G.D.H.M.

**202: LAWS RELATED TO HOSPITAL & MEDICAL SERVICES
(2013 Pattern) (Semester - II)**

Time : 3 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Describe Criminal Courts in India & their powers. **[10]**

Q2) Describe Dying declaration & its procedure in hospitals. **[10]**

OR

Describe Code of Medical Ethics. **[10]**

Q3) Describe how you will obtain & renew The Bombay Shops & Establishment Act for a new hospital. **[10]**

Q4) Describe how will you avoid litigation against hospitals. **[10]**

OR

Describe the concept of Medical negligence in hospitals & medical services. **[10]**

Q5) Write short notes on any two of the following. **[10]**

- a) Maternity Benefit Act
- b) MTP Act.
- c) Consent form
- d) Brain dead patient & human organ transplant Act.



Total No. of Questions : 5]

SEAT No. :

P1768

[Total No. of Pages : 1

[4679]-2003

P.G.D.H.M.

**203 : MATERIALS MANAGEMENT AND INVENTORY CONTROL
(2013 Pattern) (Semester-II)**

Time : 3 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) What are the principles of materials management? Explain scope, functions and objectives. **[10]**

Q2) How will you classify hospital materials? Discuss its importance in the management of stores. **[10]**

Q3) Discuss various methods of inventory control. **[10]**

Q4) Discuss the functions of the purchase departments. **[10]**

Q5) Write short notes on Any Two: **[10]**

- a) Codification.
- b) Rate contract.
- c) Reorder level.
- d) Black listing of firms.



Total No. of Questions : 7]

SEAT No. :

P1350

[4679]-201

[Total No. of Pages :1

P.G.D.H.M.

**201: HUMAN RESOURCE MANAGEMENT
(2012 Pattern) (Semester - II)**

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

- 1) Attempt any five questions.*
- 2) Each question carries 14 marks.*

- Q1)* Explain importance and functions of HRM in multispeciality hospital.
- Q2)* How would you determine the requirement of number of 'Nurses' in any 100 bed hospital (with ICU facility).
- Q3)* What are the different 'sources' of getting manpower for new hospital. Explain each ones importance.
- Q4)* What are the methods of "Identifying Training needs" for hospital staff?
- Q5)* How salary levels /structure is decided while finalising the same in new hospital.
- Q6)* Explain the step-by-step process of taking 'Disciplinary action' against the person involved in misconduct'.
- Q7)* Write short notes on (Any Two):
- a) Job Analysis 4 Job Description.
 - b) Job satisfaction & morale.
 - c) Importance of 'Dress code' in hospital.
 - d) Issues relating to Nursing staff.
 - e) Counseling for Training.

EEE

Total No. of Questions : 7]

SEAT No. :

P1351

[4679]-202

[Total No. of Pages : 1

PGDHM

202: Laws related to Hospital & Medical services

(2012 Pattern)(Semester-II)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Describe Code of Medical Ethics. **[14]**

Q2) Explain the application of Indian Contract Act in hospital & medical services. **[14]**

Q3) Describe the procedure of obtaining & renewal of license under “Pre-natal Diagnostic Technique, Regulation & prevention of misuse Act 1994(PNDT Act). **[14]**

Q4) How will you avoid litigation under Consumer Protection Act as Hospital Administrator in hospital & medical services. **[14]**

Q5) Explain the concept of Cadaver donation in a kidney Donation program under Transplantation of human organs Act 1994. **[14]**

Q6) Write short notes on any two of the following: **[14]**

- | | |
|----------------------------|-----------------------|
| i) Powers of Session Court | ii) High risk consent |
| iii) Affidavit | iv) MTP Act |

Q7) Write short notes on any two of the following: **[14]**

- | | |
|---------------------------------|---------------------------------|
| i) Birth-Death Registration Act | ii) Indian Trade Union Act 1926 |
| iii) Post mortem | iv) Police Inquest |

□□□

Total No. of Questions :7]

SEAT No. :

[Total No. of Pages :1

P1352

[4679]-203

P.G.D.H.M.

**203:MATERIALS MANAGEMENT AND INVENTORY CONTROL
(2009 / 2012 Pattern) (Semester - II)**

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

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

Q1) Write short notes (any two):

- a) Qualities of a Negotiator.
- b) Buffer stock.
- c) Value Analysis.
- d) Bin card.

Q2) Explain with examples the functions of Material Management and how it is linked to the competitiveness of organization.

Q3) What do you understand by selective Inventory control? Explain with graph the applications and limitations of ABC Analysis.

Q4) Enumerate various purchase systems. What system is followed in Government organizations? Explain in detail.

Q5) What are various stages of source selection? Describe in detail.

Q6) What do you understand by stores Management? Discuss functions of Hospital stores.

Q7) Write short notes (Any two):

- a) Rate contracts.
- b) Role of drug Review committee.
 - i) Hospital Formulary.
 - ii) Obsolescence.
- c) Materials handling.
- d) Price negotiations.

EEE

Total No. of Questions : 7]

SEAT No. :

P1344

[4679]-21

[Total No. of Pages :1

P.G.D.H.M.

**201: HUMAN RESOURCE MANAGEMENT
(2009 Pattern) (Semester - II)**

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

- 1) *Q. 1 is compulsory.*
- 2) *Attempt any 4 questions from the remaining.*
- 3) *Each question carries 14 marks.*

Q1) Write short Notes on any Two:

- a) Importance of 'Dress code' in hospital.
- b) Duty Roster for hospital staff.
- c) Principles of Natural Justice.
- d) Importance of Training to hospital staff.

Q2) Give the details of factors and process of 'Manpower planning' for the proposed 100 bed multispeciality hospital.

Q3) What is "Social Security"? Which are the 'social security schemes' applicable to hospital staff. Explain the benefits of each one in short.

Q4) What is 'Recruitment' & 'Selection'? Explain various methods of selection suitable for selecting staff (Medical & non medical separately) in hospital.

Q5) What are the different methods of 'Performance appraisal'? Explain each one in brief.

Q6) What is 'Job analysis' and 'Job Description'? How these documents help in recruitment process?

Q7) Explain the responsibilities of "Hospital Administration" Dept. in relation 'Fixation' and Disbursement of salary to Hospital staff. Also mention legal provisions in that behalf.

EEE

Total No. of Questions : 7]

SEAT No. :

P1345

[4679]-22

[Total No. of Pages : 1

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

202: Laws Related to Hospital & Medical Services

(2009 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Describe the Rights & responsibilities of Medical person. **[14]**

Q2) Explain the importance & application of Workman's Compensation Act in Hospital & medical services. **[14]**

Q3) Describe the procedure of obtaining & renewal of license under "Nursing Home Registration Act". **[14]**

Q4) Explain the concept of Medical Negligence. **[14]**

Q5) Describe Criminal Courts in India & their powers. **[14]**

Q6) Write short notes on any two of the following, **[14]**

- | | |
|--------------|------------------------|
| i) MTP Act | ii) Consent form |
| iii) Summons | iv) Fundamental rights |

Q7) Write short notes on any two of the following: **[14]**

- | | |
|-------------------------|---------------------------------|
| i) Life support | ii) Indian Trade Union Act 1926 |
| iii) Maternity Benefits | iv) Police Inquest |

□□□

Total No. of Questions :7]

SEAT No. :

[Total No. of Pages :1

P1342

[4679]-3

P.G.D.H.M.

**103:HOSPITAL PLANNING
(2009 Pattern) (Semester - I)**

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

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

Q1) How will you do need assessment in a hospital planning project? **[14]**

Q2) Describe preparation of Master Plan & its usefulness in hospital planning project. **[14]**

Q3) Describe grouping & zoning in hospital planning project. **[14]**

Q4) Explain water supply management in hospital planning project. **[14]**

Q5) Describe the layout of a maternity ward of a 300 bedded multi speciality hospital so as to have effective safety & security for new born babies. **[14]**

Q6) Write short notes on any two of the following. **[14]**

- a) Bed wise planning
- b) core team
- c) Equipment purchase for EMS department
- d) Parking in hospitals

Q7) Describe planning for front office staff training in a new hospital project. **[14]**

EEE

Total No. of Questions : 7]

SEAT No. :

P1343

[4679] - 5

[Total No. of Pages : 1

P.G.D.H.M.

**105: HOSPITAL ADMINISTRATION
(2009 Pattern) (Semester - I)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Describe application & importance of Discharge summary in a corporate hospital. **[14]**

Q2) Describe administration of cashless benefit scheme in a 300 bedded multi specialty hospital. **[14]**

Q3) Describe the methods of infection control a 100 bedded Orthopaedic hospital. **[14]**

Q4) Explain how you will organize & manage the Mass casualties in hospital. **[14]**

Q5) Explain how you will manage Patient Satisfaction survey in your hospital. **[14]**

Q6) Write short notes on any two of the following. **[14]**

- a) Security report.
- b) Critical items.
- c) MIS.
- d) ALOS.

Q7) Write short notes on any two of the following. **[14]**

- a) Hospital census.
- b) Medical certificates.
- c) Hospital committee.
- d) Collective bargaining.



Total No. of Questions : 7]

SEAT No. :

P1327

[4680] - 1

[Total No. of Pages : 2

P.G.D.F.S.

FINANCIAL AND COST ACCOUNTING

(2008 Pattern) (Semester - I)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) What is accountancy? Distinguish between cost accounting and financial accounting with suitable examples. **[14]**

Q2) What do you mean by Elements of cost? Explain various elements of cost with suitable examples? **[14]**

Q3) Define zero-base budget. Discuss its relevance and advantages in budgetary control. **[14]**

Q4) Draw the format of the balance sheet prescribed in schedule VI part IB of the 'companies Act' 1956 and necessary disclosure there to. **[14]**

Q5) Write a note on international Accounting Standards. **[14]**

Q6) Sales price-Rs. 50,
Variable cost - Rs. 30,
Fixed cost-Rs. 1,20,000. **[14]**

Find i) BEP value and volume

ii) Margin of safety

iii) Required sales at a profit of Rs. 30,000

iv) PV Ratio.

P.T.O.

Q7) Write short notes on (any two).

[14]

- a) Cost accounting in service sector.
- b) Subsidiary books.
- c) Idle Time.
- d) Types of overheads.
- e) Controllable costs and uncontrollable costs.



Total No. of Questions : 5]

SEAT No. :

P1334

[4680] - 101

[Total No. of Pages : 2

P.G.D.F.S.

101: MERCHANT BANKING & FINANCIAL SERVICES

(2013 Pattern) (Semester - I)

Time : 3 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) What benefits accrue from over-the-counter Exchange of India to the Indian financial system?

OR

b) Explain the mechanism of trading operations & settlement of transactions adopted at BSE.

Q2) a) Explain the post issue activities of the merchant banker.

OR

b) What are the functions performed by the issue manager in connection with management of public Issue of corporate enterprise?

Q3) a) State the reports to be furnished by the portfolio manager to his clients.

OR

b) What are the various M&A services offered by merchant Banker.

Q4) a) Write Short Notes:

- i) Securitization.
- ii) factoring & forfaiting.

OR

b) Short Notes:

- i) Bill financing.
- ii) Hire purchase financing.

P.T.O.

Q5) a) What are the guidelines issued by SEBI with regard to the under writing business in India?

OR

b) What are the aspects considered by SEBI before granting the certificate of Registration to commerce the business in Broken.



Total No. of Questions : 5]

SEAT No. :

P1335

[4680] - 102

[Total No. of Pages : 1

P.G.D.F.S.

102: MONEY AND CAPITAL MARKETS

(2013 Pattern) (Semester - I)

Time : 3 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Broadly describe financial system prevalent in India. **[10]**

OR

Discuss the functions and constituents of financial markets.

Q2) Explain the structure and composition of money market. **[10]**

OR

What is certificate of deposits? Explain its features and advantages.

Q3) Define Indian Capital market. Explain the evolution and growth of capital market. **[10]**

OR

What are the important instruments in capital market? Explain each in brief.

Q4) What are the objectives and powers of SEBI? **[10]**

OR

Explain role of SEBI in regulating and controlling securities market.

Q5) What is Stock Exchange? Discuss the organization and management of stock exchanges in India. **[10]**

OR

Discuss the functions and importance of clearing house in stock market.



Total No. of Questions :7]

SEAT No. :

P1336

[4680]-103

[Total No. of Pages :1

P.G.D.F.S.

103:FINANCIAL REGULATORY FRAMEWORK

(2013 Pattern)

Time : 3 Hours]

[Max. Marks :50

Instructions to the candidates:

- 1) *Answer any 5 questions.*
- 2) *All questions carry equal marks.*

Q1) Explain in you own words the need and significance of the regulatory framework in the field of finance. Support your answer with a few examples in Indian context. **[10]**

Q2) Write a note on any 2: **[10]**

- a) RBI b) SEBI c) IRDA d) FDIS

Q3) What are external commercial Borrowings? Describe in Indian context. **[10]**

Q4) Write a detailed note on FEMA. **[10]**

Q5) Explain the provision of companies Act 1956 with regard to restructuring and accounts & audit of companies. **[10]**

Q6) Describe the role and functions of RBI in India. **[10]**

Q7) Write a detailed note on GDRs & ADRs. **[10]**

EEE

Total No. of Questions :7]

SEAT No. :

[Total No. of Pages :2

P1328

[4680]-2

P.G.D.F.S.

103:TAXATION

DIRECT & INDIRECT TAXES

(2008 Pattern) (Semester - I)

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

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

Q1) What is capital Gain? Explain its types.

Q2) State & Explain objectives of service Tax and registration procedure for a courier operator under service Tax.

Q3) Mr. Podwal is working as a general manager of a manufacturing company. Following are details of his salary for A.Y 2014 - 15.

- a) Basic salary Rs. 4,00,000 p.a.
- b) D.A (forming part) 50% of basic salary.
- c) Education allowance for two children Rs.500 p.m per child.
- d) T.A for his official use Rs. 20,000 p.a.
- e) He stays in a furnished flat provided by the company in Pune. Cost of the furniture is Rs. 1,50,000. He pays Rs. 8,000 per month from his salary towards the rent.
- f) Reimbursement of his self medical expenses amounts to Rs. 35,000.
- g) He paid professional tax Rs. 3,000 p.a. Calculate Income from salary.

Q4) Elaborate and explain in detail any seven incomes exemplified from tax. Also write in detail the conditions applicable on 'Residential Status' of an Individual.

P.T.O.

Q5) Discuss in detail the provisions regarding Registration of dealers under. The Maharashtra value Added Tax (MVAT) Act.

Q6) Write short notes on (Any two):

- a) Types of assessment.
- b) Tax Evasion & Tax Avoidance.
- c) Carry forward & set off losses.
- d) Deduction of Tax at source.

Q7)a) Mr. A stays in Bangalore and receives the following for F.Y 2013 -14.

Basic salary Rs. 3,50,000 p.a.

Dearness Allowance Rs. 60,000/- p.a.

House Rent allowance Rs. 42,000/- p.a.

Rent paid by Mr. A during 2013 -14 Rs. 60,000/- p.a.

Calculate Taxable HRA.

- b) Write a note in detail about 'Income from other sources'.



Total No. of Questions : 5]

SEAT No. :

P1337

[4680] - 201

[Total No. of Pages : 2

P.G.D.F.S.

201: FINANCIAL INSTRUMENTS & DERIVATIVES

(2013 Pattern) (Semester - II)

Time : 3 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions carry equal marks.*
- 2) *Use diagrams wherever necessary.*
- 3) *All questions are compulsory.*
- 4) *Each question has an internal option.*
- 5) *Use of accounting calculators is permitted (as applicable).*

Q1) a) What are Financial instruments. Elaborate the various types of Financial instruments available in capital market.

OR

b) Distinguish between Capital Market and money market. Explain its meaning definition, need and importance.

Q2) a) What is money market instruments? Explain atleast two instruments of Money Market.

OR

b) What do you understand by inter bank term money? How are they different from commercial papers?

Q3) a) What is a 'Debenture'? Explain in detail the term Convertible cumulative Debentures. Also state its importance as a Capital Market instrument.

OR

b) Explain in detail the concept of GDR and ADR.

Q4) a) Discuss and write the meaning and characteristics of Derivatives in context to Indian Financial system.

OR

P.T.O.

b) Write short notes on (Any 2).

- i) Spot contract.
- ii) Forward contract.
- iii) Future contract.

Q5) a) Explain 'Capital Asset Pricing Model' using suitable examples and diagrams.

OR

b) Elaborate 'Risk Management in Derivates'. Also explain measures to be undertaken for managing risk in derivatives.



Total No. of Questions : 5]

SEAT No. :

P1338

[4680] - 202

[Total No. of Pages : 2

P.G.D.F.S.

202: EQUITY RESEARCH WITH FINANCIAL MODELLING

(2013 Pattern) (Semester - II)

Time : 3 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions carry equal marks.*
- 2) *All questions are compulsory.*
- 3) *Each question has an internal option.*
- 4) *Use of calculators is permitted (as applicable).*

Q1) a) Define Equity Research. Explain Fundamental Analysis and Technical Analysis involved in equity Research.

OR

b) Identify the process involved in writing an equity Research Report and presentation of the report.

Q2) a) Explain the purpose and uses of financial modelling.

OR

b) Write short notes on (Any 2).

- i) Pivot table.
- ii) Linking work book.
- iii) Filtering/sorting.
- iv) Creating charts.

Q3) a) Define Company valuation. Explain the term 'equity stock valuation model' and 'Dividend Discount model'.

OR

b) What do you understand by sensitivity Analysis? Write in detail the steps involved in creating a common-size financial statement & analysis of past financial performance in Excel sheet.

P.T.O.

Q4) a) Explain the concept of oscillators. What do you understand by the term high, low and average price used for calculation of oscillators from financial data.

OR

- b) Explain the following terms (Any 2).
- i) Rate of change indicators (ROC).
 - ii) Relative strength index (RSI).
 - iii) Moving average convergence and divergence (MACD).

Q5) a) How will you conduct technical Analysis of financial statements?

OR

- b) Explain the term 'Decision making charts' using suitable examples and diagrams.



Total No. of Questions :5]

SEAT No. :

P1339

[4680]-203

[Total No. of Pages :2

P.G.D.F.S.

203: WEALTH AND PORTFOLIO MANAGEMENT

(2013 Pattern) (Semester - II)

Time : 3 Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) a) What is portfolio management? Describe the different phases in portfolio management. **[10]**

OR

b) How portfolio management helps investors and portfolio managers in minimising risk and maximising return. **[10]**

Q2) a) Explain the strong form of the EMH. Describe the empirical tests used for testing the strong form efficiency. **[10]**

OR

b) “CAPM can be used to evaluate the pricing of securities”. Explain. **[10]**

Q3) a) “Diversification as a strategy to reduce portfolio risk”. Elaborate. **[10]**

OR

b) What is portfolio return? Illustrate the calculation of expected return of portfolio with an example. **[10]**

P.T.O.

Q4) a) “Portfolio manager requires to consider different factors and constraints while revising portfolio”. Illustrate. **[10]**

OR

b) What are formula plans? Explain in detail Different formula plans. **[10]**

Q5) a) What is differential return? Explain how Jensen ratio measures the differential return of a portfolio. **[10]**

OR

b) What are risks adjusted return measures? Explain with example. **[10]**

EEE

Total No. of Questions : 7]

SEAT No. :

P1331

[4680] - 21

[Total No. of Pages : 1

**P.G. (Diploma in Financial Services)
202: FINANCIAL SERVICES - II
(2008 Pattern) (Semester - II)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Solve any Five Questions.*
- 2) *All questions carry equal marks.*

Q1) Explain the principles of portfolio construction. What is Random Access Theory. **[14]**

Q2) What are the various forms of portfolio management and risk associated with them. **[14]**

Q3) Write a detailed note on forms & risk of investments. **[14]**

Q4) Write a detailed note on concept of marketing mix in financial services. **[14]**

Q5) Explain the various measures for promoting healthy and sustained development of investment market. **[14]**

Q6) Explain the general guidelines for equity investment. **[14]**

Q7) Write short notes (Any two). **[14]**

- a) Fundamentals of equity Research.
- b) Capital Asset pricing Model.
- c) Markoviz theory.
- d) Efficient frontier.



Total No. of Questions : 7]

SEAT No. :

P1751

[4680]-22

[Total No. of Pages :1

P.G.D.F.S.

**203: INTERNATIONAL FINANCE
(2008 Pattern) (Semester - II)**

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

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

Q1) What is balance of payment? Explain various causes of Disequilibrium of Balance of Payment.

Q2) Discuss objectives and importance of FEMA. Explain its role in controlling and regulating Foreign Exchange Transactions in India.

Q3) Explain importance significance and role played by World Bank in Managing International finance.

Q4) What is purchasing power parity? How is it useful in determining Exchange rates in Foreign Exchange Market?

Q5) Explain the following in detail.

- a) Fixed Exchange Rate.
- b) Fluctuating Rate.

Q6) Elaborate in detail the objective, role and functions of GATT & WTO.

Q7) Write short notes (any Two):

- a) Currency Trading.
- b) Sale & Purchase of contracts.
- c) India's External debt.
- d) Arbitration & conciliation.

EEE

Total No. of Questions : 8]

SEAT No. :

P1333

[4680] - 24

[Total No. of Pages : 1

P.G.D.F.S

**205 : FINANCIAL MARKETS
(2008 Pattern) (Semester - II)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

- Q1)** How Indian Financial System has progressed over the period of decade in respect of financial institutions and shield for investors' protection?
- Q2)** When was the Reserve Bank of India established? Explain physical functions of the Reserve Bank of India?
- Q3)** Explain the role of investment trusts in respect of industrial finance. State the advantages to small investors.
- Q4)** 'Mobilizing and utilization of fund is vital function of any development bank'. Discuss in the light of overall development of agricultural and industrial sector.
- Q5)** Explain lending policies of commercial banks in regards to the financing of long term as well as short term funds to industries.
- Q6)** What is Merchant Banking? What are the different services offered by them at present?
- Q7)** How are Private Sector and Public Sector Housing Finance Companies beneficial to the Consumers?
- Q8)** Write short notes on (Any two):
- a) Credit Cards.
 - b) Role of Financial Intermediaries.
 - c) Underwriting of Issues.



Total No. of Questions : 7]

SEAT No. :

P1329

[4680] - 4

[Total No. of Pages : 1

PGDFS

106-FINANCIAL SERVICES - I

(2008 Pattern) (Semester - I)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Question No .1 is compulsory.*
- 2) *Attempt any four from the remaining.*
- 3) *Figures to the right indicate full marks.*

Q1) Explain the concept of Financial Services. List out the various financial services with its characteristics? **[10]**

Q2) Briefly describe the concept and functions of Merchant banking? **[15]**

Q3) Define leasing? Explain the financial evaluation of leasing from lessor & lessee point of view? **[15]**

Q4) Describe the services of custodians under central Depository Systems? **[15]**

Q5) Explain the major sources of long term finance with its merits & demerits?[**15]**

Q6) Briefly explain the terms-loan syndication, Inter corporate loans & commercial paper? **[15]**

Q7) Write short notes on any two: **[15]**

- a) Hire Purchase.
- b) Credit Cards.
- c) Funding of leases.
- d) Mutual Funds.



Total No. of Questions : 7]

SEAT No. :

P1330

[4680] - 5

[Total No. of Pages : 1

P.G.D.F.S.

107: FINANCIAL INSTITUTIONS

(2008 Pattern) (Semester - I)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Describe the concept and role of development banks for the growth of an Indian economy?

Q2) Explain in detail the objectives & functions of IRBI & SIDBI bank?

Q3) Define project appraisal? Also explain the various aspects of project appraisal?

Q4) Explain the concept of product mix of development banking with one example.

Q5) Describe the guidelines for opening & operations of foreign banks in India.

Q6) Briefly explain the considerations governing lending to priority sectors such as agriculture, small scale industry and export?

Q7) Write short notes on(Any Two).

- a) Overview of Narsimhan committee Report.
- b) Portfolio management.
- c) Role of Co-operative Banks.
- d) EXIM Bank.



Total No. of Questions : 7]

SEAT No. :

[Total No. of Pages :1

P1362

[4682]-1

P.G.D.B.M.

**101:PRINCIPLES & PRACTICES OF MANAGEMENT &
ORGANISATIONAL BEHAVIOUR
(2008 Pattern) (Semester - I)**

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

- 1) *Q.1 is compulsory.*
- 2) *Solve any three out of the remaining.*
- 3) *Figures to the right indicate full marks.*

Q1) a) Explain the contributions put forth by Elton Mayo. **[15]**

b) Elaborate the custodial model of OB. **[10]**

Q2) Evaluate A - H Maslow's hierarchy need theory of motivation, in detail. **[15]**

Q3) Explain the term planning, with its limitations. **[15]**

Q4) Define 'group' & 'team'. Elaborate the importance of team building in an organisation. **[15]**

Q5) Elaborate the term controlling with its nature & importance. **[15]**

Q6) "What are the various types of leadership? Explain any two, in detail. **[15]**

Q7) Write short notes on (Any Three): **[15]**

- a) MBO.
- b) Concepts of OB.
- c) Leading.
- d) Morale.
- e) Levels of management.

EEE

Total No. of Questions : 5]

SEAT No. :

P1379

[4682]-101

[Total No. of Pages :2

P.G.D.B.M.

**101:ORGANIZATIONAL BEHAVIOUR
(2013 Pattern) (Semester - I)**

Time : 3 Hours]

[Max. Marks :50

Instructions to the candidates:

- 1) *All questions carry equal marks.*
- 2) *Each question has an internal option.*
- 3) *Figure to the right indicate marks for that question.*

Q1) a) “There are many challenges faced by the organizations & manager today and tomorrow” justify. With reference to OB. **[10]**

OR

b) Explain the various theoretical framework for understanding Organizational Behaviour. How does social cognitive approach differ from the cognitive approach. **[10]**

Q2) a) “Pay equity is important at workplace”. Explain this statement with equity theory of work motivation. **[10]**

OR

b) Explain the attribution theory & its importance & implication all work place. **[10]**

Q3) a) “There is difference between work group & team” explain. Discuss various types of teams. **[10]**

OR

b) Discuss the leadership styles of following leaders. **[10]**

i) Narayan Murty.

ii) Ratan Tata.

P.T.O.

Q4) a) ‘Discuss the various types of cultures in detail with suitable example.[10]

OR

b) “Founder of the organization is responsible for building the organizational culture”. Explain this statement with steps of creating culture at workplace. [10]

Q5) a) What is organizational change? Explain the change management process with reference to Kurt - lewin’s model. [10]

OR

b) “Change is tough process & there is always resistance to change” justify. [10]

EEE

Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages :4

P1757

[4682] - 102

P.G.D.B.M.

102 : ACCOUNTING FOR BUSINESS DECISIONS

(2013 Pattern) (Semester - I)

Time : 3 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Distinguish between Cost Accounting and Management Accounting.

OR

Discuss in detail various 'Conventions of Financial Accounting'. Elaborate your answer with suitable examples.

Q2) Write a detailed note on: Schedule VI of Companies Act.

OR

What are financial statements of a firm? State & discuss the objectives of Financial Statements.

Q3) The following information of XYZ Ltd. is available:.

Sales	80,00,000
Purchases	50,00,000
Sales returns	80,000
Salaries : office	4,20,000
Selling	2,40,000
Rent and taxes : office	27,000

P.T.O.

Selling	15,000
Stationary and postage:	22,000
Depreciation:	48,000
Advertising:	45,000
Selling Expenses:	24,000
Travelling Expenses:	32,000
Opening Stock:	11,50,000
Closing Stock:	15,25,000

You are required to prepare Cost sheet.

OR

Mrs X furnishes the following data relating to the manufacture of a standard product during the month of April 2013.

Particulars	Rs.
Raw material consumed	60,000
Direct labor charges	36,000
Machines hours worked	3,600
Machine hour rate	Rs.5
Administrative overhead	20% on work cost
Selling overheads	Re. 1 per unit
Units produced	10,000
Units sold	9,000 at Rs. 20 per unit

You are required to prepare a cost sheet from the above showing:

- Cost per unit
- Profit per unit sale and profit for the period.

Q5) A Manufacturer forecasts his expenses for a normal output 8,000 units which represents 80% production capacity. His production in past years ranges from 7,500 to 8,500 units. He expects that the production will not fall outside this range during the ensuing budget period. You are requested to prepare flexible budget for 5% varying levels of production from the given information.

Raw Materials	Rs. 80,000
Direct Wages	Rs. 20,000
Factory Overheads (60% Fixed)	Rs. 40,000
Selling and Distribution Overhead (80% Fixed)	Rs. 20,000

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

OR

The fixed costs are Rs. 2,50,000. The percentage of variable cost to Sales is 40%. The sales amount to Rs. 10,00,000 at 100% capacity.

Calculate:

- Break-even point.
- Margin of safety at 80% capacity.



Total No. of Questions :5]

SEAT No. :

P1380

[4682]-103

[Total No. of Pages :1

P.G.D.B.M.

**103: ECONOMIC ANALYSIS FOR BUSINESS DECISIONS
(2013 Pattern) (Semester -I)**

Time :3 Hours]

[Max. Marks :50

Instructions to the candidates:

- 1) All questions carry equal marks.*
- 2) Attempt any five questions.*
- 3) Draw neat diagrams wherever necessary.*
- 4) Figures to the right indicates full marks.*

Q1) Define the role of profit in market system. [10]

OR

Discuss the concept of 'Invisible Hand' given by Adam Smith. [10]

Q2) State and explain the features of oligopoly market. [10]

OR

Explain the various types of price elasticity of demand. [10]

Q3) What is opportunity cost? Discuss its usefulness in Business decision making. [10]

OR

How risk management is done through insurance? [10]

Q4) Explain functions of R.B.I. [10]

OR

Explain the structure and composition of Indian capital market. [10]

Q5) Explain the concept of revenue deficit and fiscal deficit. [10]

OR

Explain the role and importance of W.T.O in Globalised market. [10]

EEE

Total No. of Questions : 5]

SEAT No. :

P1382

[4682] - 105

[Total No. of Pages : 1

P.G.D.B.M.

105: MANAGEMENT FUNDAMENTALS

(2013 Pattern) (Semester - I)

Time : 3 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) What is significance of Management? Elaborate the challenges that are faced by management.

OR

Explain the contribution of Elton Mayo to management.

Q2) What do you mean by term 'organisation structure'? Explain different methods of improving the organisation structure.

OR

Discuss what are difficulties faced while delegation? What are the principles that can be followed for delegation.

Q3) State the objectives of planning. What are the steps in planning process?

OR

What do you mean by decision tree? Discuss the decision tree analysis process.

Q4) Define control. What are the Modern Controlling techniques.

OR

Define co-ordination and state the importance of co-ordination.

Q5) What do you mean by management of change? State the importance of change management.

OR

What are the types of It and communication devices? State the use of communication devices and It.



Total No. of Questions : 9]

SEAT No. :

P1363

[4682]-2

[Total No. of Pages : 3

P.G.D.B.M.

102: MANAGEMENT ACCOUNTING

(2008 Pattern) (Semester-I)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Question No.1 is compulsory.*
- 2) *Attempt any two questions each from section I and sectionII.*
- 3) *Use of simple calculators is allowed.*

Q1) Explain the following concepts: **[10]**

- a) Money Measurement concept.
- b) Going concern concept.

SECTION-I

Q2) Explain the concept & causes of Labour turnover? Also give the remedial measures to reduce labour turnover? **[15]**

Q3) Define budget? Explain the different types of budgets? **[15]**

Q4) Give the disclosure requirement of the following items as per schedule VI of balance sheet: **[15]**

- | | |
|--------------------------------|-------------------------|
| i) Fixed Assets | ii) Reserves & surplus |
| iii) Miscellennons Expenditure | iv) Current liabilities |

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

- a) Types of Accounts
- b) Application of Marginal costing
- c) Elements of cost
- d) Time keeping & time booking
- e) Difference between financial Accounting & cost Accounting.

P.T.O.

SECTION-II

Q6) Calculate the prime cost, factory cost, total cost of production and cost of sales from the following particulars: Rs. **[15]**

Raw Material Consumed		40,000	
Wages paid to labourers		10,000	
Directly chargeable expenses		2,000	
Oil & waste		100	
Wages of foreman		1,000	
Storekeepers wages		500	
Electric power		200	
Lighting : Factory	500		
Office	<u>200</u>	700	
Rent: factory	2,000		
Office	<u>1,000</u>	3,000	
Repairs & Renewals:			
Factory plant	500		
Machinery	1,000		
Office premises	<u>200</u>	1,700	
Depreciation:			
Office premises	500		
Plant & machinery	<u>200</u>	700	
Consumable stores		1,000	
Manager's Salary		2,000	
Director's fees		500	
Office printing & Stationery		200	
Telephone charges		50	
Postage & Telegrams		100	
Salesman commission & salary		500	
Travelling Expenses		200	
Advertising		500	
Warehouse charges		200	
Cassilage Outward		150	

Q7) From the following data, calculate

[15]

- Material cost Variance
- Material price Variance
- Material Usage Variance

Materials	Standard		Actual	
	Qty (units)	Price per unit	Qty (units)	Price per unit
A	80	8.00	90	7.50
B	70	3.00	80	4.00
	150		170	

Q8) Following information is given:

[15]

Fixed overhead	Rs 2,40,000
Variable cost per unit	Rs. 15
Selling price per unit	Rs. 30

Find out:

- Break even sales (in units) and
- If the selling price is reduced by 10% what will be new break event point?

Q9) Orient paper Co. Ltd, Osmanabad has 3 production departments & two service departments. Their primary distribution summary discloses the results which are as follower:

[15]

Production Depts-	Rs	Service Departments	Rs.
‘A’	7,810	‘X’	4,000
‘B’	12,543	‘Y’	2,600
‘C’	4,547		

The expenses of service Depts are charged on a percentage basis as follows:

Particulars	‘A’	‘B’	‘C’	‘X’	‘Y’
Service Dept. X	30%	40%	20%	—	10%
Service Dept. Y	10%	20%	50%	20%	—

You are required to Prepare Secondary Distribution Statement as per Repeated Distribution. Method or simultaneous Equation method for the period ended 31st March 2010.

Total No. of Questions : 5]

SEAT No. :

P1758

[4682] - 201

[Total No. of Pages : 1

P.G.D.B.M.

201: BASICS OF MARKETING

(2013 Pattern) (Semester - II)

Time : 3 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Define Marketing. What are the core concepts studied in marketing. [2]
[8]

OR

b) Explain the concept and importance of Holistic marketing orientation in detail. [10]

Q2) a) Explain Consumer buying behavior with suitable examples. [10]

OR

b) Which are the five steps studied in buyer decision process? [10]

Q3) a) What are factors studied in Macro Environment? [10]

OR

b) Explain the concept of market Potential and Market Share with suitable examples. [5]

Q4) a) Define Segmentation. Explain market segmentation of industrial goods. [2]
[8]

OR

b) What is the concept of target market? What are the criteria for selection of target market? [2]

Q5) a) Explain classification of industrial products with suitable examples. [10]

OR

b) Explain Product Mix in detail with suitable examples. [10]



Total No. of Questions : 5]

SEAT No. :

P1759

[4682] - 202

[Total No. of Pages : 4

P.G.D.B.M.

202 : FINANCIAL MANAGEMENT

(2013 Pattern) (Semester - II)

Time : 3 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Explain in detail the role and functions of Finance Manager.

[10]

OR

Write a detail note on concept of Financial Management and its scope.

Q2) Discuss in detail various factors affecting the dividend policy of a company. **[10]**

OR

What is mean by Under Capitalization, discuss its merits and Demerits.

Q3) The firm's whose cost of capital is 10% is considering two mutually exclusive projects X & Y as per details: **[10]**

Particulars	Year	ProjectX	ProjectY
Cost	0	Rs.70,000	Rs.70,000
	1	10,000	50,000
Cash	2	20,000	40,000
Inflows	3	30,000	20,000
	4	45,000	10,000
	5	60,000	10,000

Compute the net present value at 10%, profitability index & discounted pay-back period for the two projects. (PV factors @ 10% = 0.909, 0.826, 0.751, 0.683, & 0.621 for the years 1 to 5 respectively).

P.T.O.

OR

A company is to start new project which is having cost of Rs. 50,000 and life of 5 years. Salvage value is nil, tax rate for the company is 55% and it follows SLM method of depreciation.

The cash flows before tax (CFBT) are as follows:

Year	1	2	3	4	5
CFBT	10,000	11,000	20,000	30,000	35,000
-Rs.					

Compute the following:

- payback period
- Average rate of return
- Internal rate of return

Q4) Perfect Ltd.gives the following balance sheet. You are required to compute the following ratios **[10]**

- Liquid ratio
- Solvency Ratio
- Debt-Equity Ratio
- Stock of Working Capital Ratio

Balance Sheet	Rs.		Rs.
Equity share capital	15,00,000	Fixed Assets	14,00,000
Reserve fund	1,00,000	Stock	5,00,000
6% Debentures	3,00,000	Debtors	2,00,000
Overdraft	1,00,000	Cash	1,00,000
Creditors	2,00,000		
Total	<u>22,00,000</u>		<u>22,00,000</u>

OR

The Balance sheet of Naronath & Co.as on 31.12.2000 shows as follows:

Liabilities	Rs.	Assets	Rs.
Equity capital	1,00,000	Fixed Assets	1,80,000
15% Preference shares	50,000	Stores	25,000
12% Debentures	50,000	Debtors	55,000
Retained Earnings	20,000	Bills Receivable	3,000
Creditors	45,000	Bank	2,000
	2,65,000		2,65,000

Comment on the financial position of the Company i.e., Debt - Equity Ratio, Fixed Assets Ratio, Current Ratio, and Liquidity.

Q5) A Ltd plans to sell 30,000 units next year. The expected cost structure is as follows: **[10]**

Costs (per unit)	Rs.
Raw material	100
Manufacturing expenses	40
Selling, admin & financial expenses	20
Selling price	200.

The duration at various stages of the operating cycle is expected to be as follows:

Raw material stage	2 months
Work in progress stage	1 months
Finished stage	½ month
Debtors stage	1 month

Assuming the monthly sales of 2,500 units, estimate the gross working capital requirement if the desired cash balance is 5% of the gross working capital & WIP is 25% complete with respect to manufacturing expenses.

OR

P Ltd. sells goods at a gross profit of 25%. Depreciation is considered in cost of production.

- a) Sales (2 months credit) : Rs. 18,00,000.
- b) Material consumed (1 month credit) : Rs. 4,50,000.
- c) Wages paid (1 months delay) : RS. 3,60,000.
- d) Administration Expenses (1 month lag) : Rs. 1,20,000.
- e) Sales promotion expenses paid quarterly in advance : Rs. 60,000.
- f) Income tax payable in 4 equal installments of which one falls due in the next year : Rs. 1,50,000.

The company also keeps one month's stock of each or raw material and finished goods. It also keeps cash of Rs. 1,00,000. Assuming 15% safety margin. Compute the working capital requirement on cash basis.



Total No. of Questions : 5]

SEAT No. :

P2136

[Total No. of Pages : 2

[4682] - 203
PGDBM (Semester - II)
203 : Legal Aspects of Business
(2013 Pattern)

Time : 3 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.*

Q1) a) Define Offer & Acceptance. What are the provisions related to discharge of a contract under The Contract Act 1871? **[10]**

OR

b) "All agreements are not contracts but all contracts are agreements".
Comment. **[10]**

Q2) a) Elaborate the implied conditions in contract of sale. **[10]**

OR

b) Distinguish between Conditions & Warranties. **[10]**

Q3) a) Write a note on Negotiable Instruments. **[10]**

OR

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

P.T.O.

Q4) a) Elaborate the stages of incorporation & Commencement of Business under the companies Act, 1956. **[10]**

OR

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

Q5) a) Who can be considered as consumer? **[10]**

OR

b) What are the “Unfair Trade Practices” & “Restrictive trade practices” under the consumer protection Act 1986? Give suitable examples. **[10]**



Total No. of Questions : 7]

SEAT No. :

P1365

[4682] - 21

[Total No. of Pages : 1

P.G.D.B.M.

**201: MARKETING MANAGEMENT
(2008 Pattern) (Semester - II)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Explain Brand concept. How and why various Branding decisions are Made?

Q2) What are the component of price? How they affect process of setting the prices for the product?

Q3) What is distribution channels? What are the functions of distribution channels?

Q4) Define role of market promotion. Explain various methods of market promotion.

Q5) Comment “Services are different than products”. Hence consider extended p’s of marketing.

Q6) How Technology and Internet affected on following.

- a) Distribution.
- b) Market promotion?

Q7) Short notes (on any two).

- a) Product life cycle (PLC).
- b) Marketing Mix.
- c) Brand Development.



Total No. of Questions : 7]

SEAT No. :

P1754

[4682] - 22

[Total No. of Pages : 3

P.G.D.B.M.

**202: FINANCIAL MANAGEMENT
(2008 Pattern) (Semester -II)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Q.No. 1 is compulsory and carries 10 marks.*
- 2) *Attempt any two questions from each section and carry 15 marks each.*
- 3) *Use of simple calculator is allowed.*

Q1) What is Leverage? Explain different types of leverages.

SECTION - I

Q2) 'Working Capital is as vital to the business as blood to the human body'
Discuss.

Q3) Explain the various sources of raising long term funds.

Q4) Write short notes on - (Any Three).

- a) Funds Flow.
- b) ADR and GDR.
- c) Commercial Papers.
- d) Types of Dividends.
- e) Overcapitalisation

P.T.O.

SECTION - II

Q5) A company is considering an investment proposal to install a new machine at the cost of Rs. 50,000, which has an expected life of 5 years with no salvage value. The tax rate is 35%. The firm uses straight line method of depreciation. The estimated Cash Flows Before Depreciation and Tax (CFBDT) are as follows-

YEAR	CFBDT Rs.
1	10,000
2	10,692
3	12,769
4	13,462
5	20,385

Compute

- a) Pay Back Period.
- b) Average Rate of Return.
- c) NPV at 10% cost of capital.

Q6) From the following information, prepare Balance Sheet of the company, XYZ Ltd. as on 31st March 2013 with as many details as possible.

- a) Current Ratio 2.5 to1
- b) Liquid Ratio 1.5 to1
- c) Working Capital Rs. 60,000
- d) Reserves and Surplus Rs. 20,000
- e) Bank Overdraft Rs. 10,000
- f) Fixed Assets to proprietor's fund 0.75
- g) There are no borrowed funds or other long-term liabilities and also no any fictitious assets.

Q7) A public limited company is considering different ways of financing its proposed investment of Rs. 40,00,000. It is concluded on following two alternatives.

Alternative -I: TO raise Rs. 20,00,000 by sale of equity shares of Rs. 100 each and balance at 18% term loan.

Alternative - II: To raise the complete amount through issue of equity of Rs. 100 each.

The existing capital structure of the company consists of-

50,000 equity Shares of Rs. 100 each and 17% term loan Rs. 20,00,000.

The expected Earnings Before Interest and Taxes (EBIT) is Rs. 15,00,000.

Advise the company to choose the best alternative based on EBIT-EPS analysis.

Rate of income tax is 35%.



Total No. of Questions : 8]

SEAT No. :

P1366

[4682] - 23

[Total No. of Pages : 1

P.G.D.B.M.

**203: OPERATIONS MANAGEMENT
(2008 Pattern) (Semester - II)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Explain the evolution from manufacturing to operations management. State contribution made by Henry Ford and Crossby in development of operations management.

Q2) Describe factors influencing choice of manufacturing methods.

Q3) Explain with examples how a right location decision helps in increasing profitability and lowering costs.

Q4) "Production planning and control is the nerve centre of an organization". Discuss.

Q5) A municipal transport service in a metropolitan city is facing problem of availability of buses due to frequent breakdowns. Suggest in details suitable types of maintenance to improve the situation.

Q6) Explain meaning of statistical Quality Control. How do use of Statistical Quality Control methods help in controlling quality? Describe with an example.

Q7) Explain concept of standard Time. How standard time can be calculated by carrying out work sampling study?

Q8) Write notes on any two:

- a) KANBAN.
- b) Six sigma.
- c) Theory of constraint.



Total No. of Questions : 7]

SEAT No. :

P1364

[Total No. of Pages : 1

[4682]-3

P.G.D.B.M

103 : MANAGERIAL ECONOMICS

(2008 Pattern) (Semester-I)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Answer any five questions.*
- 2) All questions carry equal marks.*
- 3) Draw neat diagrams wherever necessary.*

Q1) Define Managerial Economics. Explain its uses of significance.

Q2) Explain the meaning of demand & demand function. Discuss the determinants of demand.

Q3) State and explain 'Law of Supply'. Discuss elasticity of supply.

Q4) Write a detailed note on price discrimination.

Q5) What do you mean by break even analysis? Explain the importance to a manager.

Q6) Explain Monopoly. Discuss how monopoly can be prevented & control in an economy.

Q7) Write short notes on Any Two:

- a) Significance of demand forecasting.
- b) Production function.
- c) Cost plus pricing.
- d) Need for Government Intervention.



Total No. of Questions : 5]

SEAT No. :

P1385

[4682]-301

[Total No. of Pages :1

P.G.D.B.M.

HUMAN RESOURCE MANAGEMENT

(2013 Pattern) (Semester - III)

Time : 3 Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) Discuss the scope of Human Resource Management.

OR

“Human resource policies are guidepost to human resource management function”. Explain this statement.

Q2) Explain the process of human resource planning.

OR

Discuss the sources of recruitment mainly adopted by MNCs today.

Q3) How will you organize a training program in a large industry.

OR

How can the effectiveness of training and management development programs be evaluated?

Q4) Enumerate the different methods carried out for performance evaluation.

OR

Define concept of compensation. What are the current trends in compensation?

Q5) Explain concept and importance of Employee Relations.

OR

Explain role of employee surveys in maintaining employee relations. How such surveys are to be conducted?

EEE

Total No. of Questions : 5]

SEAT No. :

P1386

[4682] - 302

[Total No. of Pages : 3

P.G.D.B.M.

**302: DECISION SCIENCE
(2013 Pattern) (Semester - III)**

Time : 3 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Upon completing the construction of his house, Mr. Sharma discovered that 100 sq. feet of plywood scrap and 80 sq. feet of white pine scrap are in usable form for the construction of tables and book cases. It takes 16 sq. feet of plywood and 8sq. feet of white pine to make a table and 12 sq. feet of plywood and 16 sq.feet of white pine are required to construct a book case. By selling the finished products to a local furniture store, Mr. Sharma can realize a profit of Rs. 125 on each table and Rs. 100 on each book case. How can he make the use of the left over scrap most profitably?

Formulate the LPP and show the constraints by Graph. [10]

OR

- b) Solve the following Transportation problem using [10]
- i) NWCM.
 - ii) LCM.
 - iii) VAM.

	D ₁	D ₂	D ₃	D ₄	D ₅	Supply
O ₁	10	20	5	7	10	10
O ₂	13	9	12	8	9	20
O ₃	4	15	7	9	7	30
O ₄	14	7	1	0	1	40
O ₅	3	12	5	19	19	50
Demand	60	60	20	10	20	

P.T.O.

Q2) a) The following table gives the arrival pattern at a coffee counter for 1 minute interval. **[10]**

Number of person arriving	0	1	2	3	4	5	6	7
Frequency	5	10	15	30	20	10	5	5

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

OR

b) A TV repairman finds that the time spent on his jobs has an exponential distribution with mean 30 minutes . If he repairs sets in the order the sets arrive and the arrival of the sets is approximately poisson with an average of 10 per 8 hour day. What is the repairman's expected idle time each day? Find the average number of sets ahead of a new arrival of set. **[10]**

Q3) a) i) Write a note on decision theory. **[5]**

ii) Pay-offs of three acts X, Y, Z and the state of nature of L,M,N are given below

State of Nature	Act		
	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. **[5]**

OR

b) Solve the game and find the optimal strategies for both the players with pay-off matrix as below. **[10]**

Player A	Player B			
	B ₁	B ₂	B ₃	B ₄
A ₁	3	2	4	0
A ₂	3	4	2	4
A ₃	4	2	4	4
A ₄	0	4	0	8

Q4) a) i) Describe the characteristics of CPM and PERT model. **[5]**

ii) State the limitations of CPM and PERT techniques. **[5]**

OR

b)

Activity	Optimistic time	Most likely time	Pessimistic time
1-2	1	2	3
1-3	2	2	8
2-4	6	7	8
2-5	1	2	3
3-4	1	4	7
4-6	1	5	9
4-5	1	2	3
5-7	1	2	3
6-7	1	2	9

- i) Draw network diagram and calculate expected time.
- ii) Find critical path and calculate project duration.

[10]

Q5) a) i) Explain the concept of probability? [5]

- ii) There are three stock items, each of which can be substituted for the other. Each has stock out probability of 0.03 and is independent of others. The materials manager wants to know the probability that [5]

- 1) All items in the stock.
- 2) No items in the stock.

OR

b) i) An insurance company insured 1,500 scooter drivers, 3,500 car drivers and 5,000 truck drivers. The probability of an accidents is 0.05, 0.02 and 0.10 respectively. In case of scooter, car and truck drivers one of the insured person met with an accident. What is the probability that he is a car driver? [5]

- ii) The incidence of a certain disease is such that on an average 20% of workers suffer from it. If 10 workers are selected at random, find the probability that
- 1) Exactly two workers suffer from the disease.
 - 2) Not more than two workers suffer from the disease.

[5]



Total No. of Questions :5]

SEAT No. :

P1387

[4682]-303

[Total No. of Pages :2

P.G.D.B.M.

**303: OPERATIONS AND SUPPLYCHAIN MANAGEMENT
(2013 Pattern) (Semester - III)**

Time :3 Hours]

[Max. Marks :50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question has an internal option.*
- 3) *Each question carries 10 marks.*
- 4) *Figures to the right indicate marks for that question / sub question.*
- 5) *Draw neat diagrams and illustrations supportive to your answer.*
- 6) *Use calculators is permitted.(as applicable)*

Q1) a) Define operation & Supply chain management? Explain significance and function of operation and Supply chain management? **[10]**

OR

b) Discuss the types of processes and operation? Explain the process product mix with help of diagram. Also discuss its advantages. **[10]**

Q2) a) i) SCM cost and quality perspective. **[5]**

ii) Define Total Quality from customer view. **[5]**

OR

b) Explain important three flows in Supply Chain Management. **[10]**

Q3) a) ‘ABC Analysis and EOQ are complementary to each other ‘Comment. **[10]**

OR

b) Explain the functions of operation management in detail? What are the elements of TQM discuss. **[10]**

P.T.O.

Q4) a) What is “Master Schedule” in MRP? Why is it important? What information is required in production the master schedule? [10]

OR

b) i) Explain Lean Production system. [5]

ii) Explain Cash to Cash conversion. [5]

Q5) a) What is reorder point? Explain inventory control system with various control techniques. Discuss. [10]

OR

b) Explain the importance of Production planning and control in a manufacturing Organization. Explain objective and Forecasting as a planning tool. [10]

EEE

Total No. of Questions :7]

SEAT No. :

P1367

[4682]-31

[Total No. of Pages :1

P.G.D.B.M.

**301:HUMAN RESOURCE MANAGEMENT
(2008 Pattern) (Semester - III)**

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

- 1) *Solve any five questions.*
- 2) *All question carry equal marks.*
- 3) *Figures to the right indicate full marks.*

Q1) Define Human Resource Management. Explain the concept of strategic Human Resource Management. **[14]**

Q2) Define manpower planning. Explain in detail process of Recruitment & selection of the employee. **[14]**

Q3) Explain concept of Training evaluation. Describe kirk patrick's model. **[14]**

Q4) "Compensation Management plays a vital Role in various aspects of Human Resource Management". Discuss. **[14]**

Q5) Elaborate concept of Industrial Relation. Explain Grievance Handling procedure. **[14]**

Q6) Define performance management. Explain methods of performance Appraisal. **[14]**

Q7) Write short note (Any Two): **[14]**

- a) Kaizen.
- b) Lay off.
- c) Job enrichment.
- d) Voluntary Retirement scheme.

EEE

Total No. of Questions : 10]

SEAT No. :

P1392

[4682] - 314

[Total No. of Pages : 1

P.G.D.B.M.

**305: MARKETING MANAGEMENT
(2013 Pattern) (Semester - III)**

Time : 3 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) What is 4P's of Marketing? Highlight on changing market situation in current scenario. **[10]**

OR

Q2) Define Branding. Discuss its purpose and significance. **[10]**

Q3) Explain PLC by giving relevant examples. **[10]**

OR

Q4) Discuss the factors in influencing pricing decisions. Explain its objectives. **[10]**

Q5) What are the various methods of promotion ? Write a detailed note on any two of them. **[10]**

OR

Q6) Explain price as competitive weapon with examples. **[10]**

Q7) What is test marketing? Explain by giving examples. **[10]**

OR

Q8) What are new trends in packaging? How these new trends help to expand market size? Discuss with examples. **[10]**

Q9) "Usage of Internet has revolutionist the Distribution Management to a large extent", Do you agree with the statement? Justify your answer. **[10]**

OR

Q10) Write notes on (any two).

- a) New trends in packaging. **[5]**
- b) Managing price changes. **[5]**
- c) On-line marketing. **[5]**



Total No. of Questions :6]

SEAT No. :

P1368

[4682]-32

[Total No. of Pages :1

P.G.D.B.M.

**302:MANAGEMENT INFORMATION SYSTEM
(2008 Pattern) (Semester - III)**

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

- 1) Question No. 6 is compulsory.*
- 2) Attempt any four questions from remaining.*
- 3) Figures to the right indicate full marks.*

Q1) Define MIS. Explain need and objectives of MIS in detail. **[15]**

Q2) Define system. Explain waterfall model of SDLC with phases in detail. **[15]**

Q3) Define Information Technology. Explain impact of Information Technology on organization. **[15]**

Q4) What is quality Assurance and quality control? Explain Role of quality Assurance in organization. **[15]**

Q5) What is Information Security? Explain social and ethical issues related to MIS. **[15]**

Q6) Write a short notes on (any two): **[10]**

- a) Data mining.
- b) Network topologies.
- c) IT enabled services.
- d) Expert system.

EEE

Total No. of Questions : 7]

SEAT No. :

P1369

[Total No. of Pages : 2

[4682]-33

P.G.D.B.M

**303 : LEGAL ASPECTS OF BUSINESS
(2008 Pattern) (Semester-III)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Answer any 5 questions from the following.*
- 2) *Each question carries equal marks.*
- 3) *Your answer should be specific and to the point.*

Q1) Describe the nature and classification of the contract act 1871. Also give the provisions relating to breach of contract and its remedies. **[14]**

Q2) Define Agency under Contract Act 1872. Give the duties and liabilities of Agency. **[14]**

Q3) Discuss the rules for the delivery of goods under the sale of goods act 1930. Define Auction Sale. **[14]**

Q4) What is a negotiable instrument? Give its types and provisions for its Dishonor. **[14]**

Q5) Explain the difference between memorandum of association and articles of association and also define company and types of companies act 1956. **[14]**

Q6) Define the following under consumer protection act 1986. **[14]**

- a) Restrictive trade practices.
- b) Consumer protection council.
- c) Consumer dispute redressal agency.

P.T.O.

Q7) Write short notes (Any 2):

[14]

- a) Electronic records and governance.
- b) Digital signature.
- c) Quasi Contract.
- d) Cyber crimes.
- e) Surety and co-surety.



Total No. of Questions : 7]

SEAT No. :

P1755

[4682] - 41

[Total No. of Pages : 2

P.G.D.B.M.

**401: MANAGEMENT CONTROL SYSTEM
(2008 Pattern) (Semester -IV)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Answer Any 04 (four) Questions from section I & Any 01 (one) Question from section II.
- 2) All questions carry equal marks.

SECTION - I

- Q1)** Explain the concept of management control system. Highlight the importance of 'control' in Business.
- Q2)** Discuss the relevance of 'Budgetary control' as a tool for management control system.
- Q3)** What is a responsibility center? Discuss various responsibility centers.
- Q4)** Write brief notes on (Any three).
- a) Incremental Budgeting.
 - b) Functions of a controller.
 - c) Balance score card.
 - d) Activity based costing.
 - e) Goal congruency.
- Q5)** Illustrate the concept of transfer pricing. Differentiate between market base & cost base transfer pricing.

P.T.O.

SECTION - II

Q6) Neeta Ltd fixed the Interdivisional Transfer Price for its Product on basis of Cost Plus Return on Investment in the Division.

The Budget for Division A for 2009-2010 appears as under.

Investment in Division A	<u>Rupees</u>
1.Fixed Assets	5, 00,000
2.Current Assets	3,00,000
3.Debtors	2,00,000
4.Annual Fixed Cost of the Division	8,00,000
5.Variable Cost per unit of Product	10
6.Budgeted Volume, 4, 00,000 units per Year	
7.Desired R.O.I. 28%	

Determine Transfer price for Division A.

Q7) Compute the Residual Income for the Marketing Division (Domestic) of ABC Ltd for the year 2010-2011, from the information as given under.

1. Sales 25,000 units @ Rs. 80/- each.
2. Variable cost Rs. 35/- per unit.
3. Fixed cost Rs. 4,50,000/-.
4. Total Assets of Marketing Division (Domestic) Rs. 15,00,000/-.
5. The management of ABC Ltd expects Minimum Rate of Return @ 16% on its investments.



Total No. of Questions : 7]

SEAT No. :

P1370

[4682] - 42

[Total No. of Pages : 1

P.G.D.B.M.

402A: INTEGRATED MARKETING COMMUNICATION

**Specialization - I Marketing
(2008 Pattern) (Semester - IV)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Attempt any five questions.*
- 2) *All questions carry equal marks i.e. 14 each.*

Q1) Explain the concept of Integrated Marketing Communication. Explain different Elements of IMC with suitable examples.

Q2) Explain role of Advertising Agency in Advertising Process. Also discuss what factors are considered while choosing the Ad Agency?

- Q3)** a) Difference between Trade Sales Promotion and Consumer Sales Promotion.
- b) Explain Pull and Push Strategies with the help of suitable examples.

Q4) Explain the Process of Media Management with suitable examples.

Q5) Design a print advertisement copy for

- a) Apple i6
- b) Sonata Wristwatch.

Q6) What is the importance of ethics and social responsibility in IMC Campaigns?

Q7) Write short notes on (any two)

- a) AIDA Model.
- b) Personal Selling.
- c) Event management.



Total No. of Questions : 7]

SEAT No. :

P1371

[4682] - 43

[Total No. of Pages : 2

P.G.D.B.M.

**402 B: DIRECT TAXATION
(2008 Pattern) (Semester - IV)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Q. No. 1 is compulsory. Attempt any Four from the remaining.*
- 2) *All questions carry equal marks.*
- 3) *Assessment year 2014-15.*
- 4) *Use of calculator [as applicable] is permitted.*

Q1) Write short note on: [Any Two].

[2×5 = 10]

- a) Types of Assessment.
- b) Filing of Returns.
- c) Casual Income.
- d) Tax Deduction Certificates.

Q2) a) Enumerate any seven incomes exempted from Tax.

[7]

b) Explain how residential status of an individual is decided as per the provisions of Income Tax Act.

[8]

Q3) a) What is meant by Income from House property? What are the deductions allowed while computing Taxable Income from House property? **[10]**

b) Calculate income from House property from following information: **[5]**

Gross Annual Value Rs. 72,000/-

Municipal Taxes Paid Rs. 10,000/-

Rent received per month Rs. 6,000/-

Q4) What are the provisions regarding Tax to be deducted at source [TDS] under Income Tax Act 1961? **[15]**

P.T.O.

- Q5)** Mr. XYZ Purchased a residential house for Rs. 3,50,000/- on 15th June 2011. Expenses incurred for purchase of Rs. 10,000. He sold the house on 1st August 2013 for Rs. 4,13,000/-
Expenses incurred on sale Rs. 7,000/-
He made an expenditure of Rs. 15,000/-
on 7th June 2012 for construction of an additional bathroom. Compute the Capital Gain. **[15]**
- Q6)** Explain provisions regarding set off and carry Forward of loss with respect to Income Tax Act 1961. **[15]**
- Q7)** Give atleast 10 examples of Income chargeable to Tax under the head 'Income from Other Sources'. **[15]**



Total No. of Questions : 5]

SEAT No. :

P1372

[4682] - 44

[Total No. of Pages : 2

P.G.D.B.M.

**402 - C: D.B.M.S. WITH ORACLE
(2008 Pattern) (Semester - IV)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Q. 1 and Q.5 are compulsory.*
- 2) *Solve any two Questions from the remaining.*
- 3) *Draw neat labeled diagram wherever necessary.*

Q1) Consider following table structure to write SQL Queries.

Professor (SSN, Pname, Status, Salary)

Course (Code, Cname, Credits)

Taught (Code, Semester, SSN).

ASSUMPTIONS:

- a) Each course has only One instructor in each semester;
- b) All professors have different name and salary;
- c) All courses have different names.
- d) Status can take values from “Full”, “Associate”, and “Assistant”.
 - i) Create above tables with suitable constants as required in assumptions. **[5]**
 - ii) Add Atleast two records in each table. **[5]**
 - iii) Solve the Following Queries (Any Five). **[5×2 = 10]**
 - 1) Name the professor whose name starts with letter “A”.
 - 2) Display those professors who have taught both 103 and 201.
 - 3) Name the professors who are getting salary in the range Rs. 80,000 to 1,00,000.
 - 4) Name the professor who taught a course that has highest credits.
 - 5) Name the professors who taught either “DBMS” or “ADBMS”.
 - 6) Add a New column ‘Contact-No’ in professor table.

P.T.O.

- Q2)** a) Explain 3-tier Architecture of DBMS. [10]
b) Write and explain codd's rules. [10]
- Q3)** a) Write a PL/SQL block, which will Accept a Number and display a Message if it is prime or not. [10]
b) Explain DCL statements with examples. [10]
- Q4)** a) What is Join? Explain different types of join operations in Oracle. [10]
b) What is Relational Algebra? Explain any three Relational operators with example. [10]
- Q5)** Write a short note: (Any Two) [10]
a) Database Users.
b) Group functions.
c) View.



Total No. of Questions : 7]

SEAT No. :

P1373

[4682] - 45

[Total No. of Pages : 1

P.G.D.B.M.

**402 D: INVENTORY MANAGEMENT AND MATERIAL
REQUIREMENT PLANNING
(2008 Pattern) (Semester - IV)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Explain in detail the concept of Inventory. Discuss Dependent & Independent Demand with suitable example.

Q2) What is Inventory classification and its use in controlling inventory?

Q3) State advantages of MRP over conventional Method of inventory control. Explain term BOM & Modular BOM.

Q4) Which factors should be considered while taking make or Buy decision? Discuss in detail merits and demerits of Make or Buy decision.

Q5) Explain the way in which IIT approach to inventory is different from traditional approach to inventory management.

Q6) Explain in detail various criteria for evaluation of performance of material function.

Q7) Short note (Any Two).

- a) Zero Inventory.
- b) Types of Inventory.
- c) Fixed order versus fixed interval system.



Total No. of Questions : 7]

SEAT No. :

P1374

[4682] - 46

[Total No. of Pages : 1

P.G.D.B.M.

**402 E: LABOUR LAWS
(2008 Pattern) (Semester - IV)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Attempt any five questions.*
- 2) *Marks to the right indicate full marks.*

Q1) State and explain all provisions for Health Measures under the factories Act, 1948. **[14]**

Q2) Explain provisions regarding Working Hours of Restaurants and Leave with Wages under the Bombay shops and Establishments Act, 1948. **[14]**

Q3) What is the procedure for obtaining Registration and License under the contract Labour (Regulation and Abolition) Act, 1970? **[14]**

Q4) Define “Industry” under Industrial Disputes Act 1947. Give two suitable examples of Industrial Disputes. **[14]**

Q5) Explain the procedure of certification of standing orders under IE(so) Act, 1946? **[14]**

Q6) Enumerate unfair labour practices on the part of the employer under MRTU & PULP Act, 1971? **[14]**

Q7) Write short notes on any two. **[14]**

- a) Strikes, Lay-off, Retrenchment.
- b) Industrial court under MRTU Act.
- c) Power of Inspectors under factories Act.
- d) Principle of Natural Justice.



Total No. of Questions : 7]

SEAT No. :

P1375

[4682] - 47

[Total No. of Pages : 1

P.G.D.B.M.

**403A: INTERNATIONAL MARKETING
(2008 Pattern) (Semester - IV)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Attempt any five questions.*
- 2) *All questions carry equal marks i.e. 14 marks each.*

Q1) Peerdas & Sons grow agricultural products like Sugarcane and Grapes & export them to companies in France. Mention the basis of segmentation of the French market and suggest a Marketing Mix for the same.

Q2) What are the opportunities & challenges in International Marketing?

Q3) What are the advantages of Market by Market pricing over Uniform Pricing?

Q4) Elaborate on the functions of RBI & EXIM bank.

Q5) Write notes on both the following:

- a) Duty Drawback.
- b) Labeling and Packaging.

Q6) What are the rules for successful exporting?

Q7) Mention the various Documents which are required for Exports with their significance.



Total No. of Questions : 8]

SEAT No. :

P1756

[4682]-48

[Total No. of Pages : 3

P.G.D.B.M.

403 - B : ADVANCED FINANCIAL MANAGEMENT

(2008 Pattern) (Semester - IV) (Specialization - II) (Finance)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Question No. 1 is compulsory and carries 10 Marks.*
- 2) *Attempt any two questions each from Section - I and Section - II and each question carries 15 marks.*
- 3) *Use of simple calculator is allowed.*

Q1) What you mean by Capital Budgeting? Explain the process of Capital Budgeting.

SECTION - I

Q2) Explain the term 'Working Capital' and state the benefits that one could derived if they are managed properly.

Q3) Described the term 'Accounting Standards'. Explain the Accounting Standards in respect of 'Valuation of Inventory and 'Disclosure of accounting policies'.

Q4) What is 'Fund Flow Statement'? State its advantages and disadvantages in detail.

Q5) Short Notes (any three):

- a) Inflation Accounting.
- b) Accounting Standard Board.
- c) Economic Value Added.
- d) Mergers & Acquisitions.
- e) Human Resource Accounting.

P.T.O.

SECTION - II

Q6) Cement Company is considering two mutually exclusive investment proposals for its expansion program. Proposal - A requires an initial investment of Rs. 1,40,000 and Proposal - B requires initial investment of Rs. 1,30,000. The following are the cash flows from the proposals.

Year	Proposal - A	Proposal - B
1	20,000	1,00,000
2	40,000	80,000
3	60,000	40,000
4	1,00,000	20,000
5	1,10,000	20,000

Company's Cost of Capital is 12%. Recommend more suitable project by using following methods:

- a) Discounted Pay Back Period.
- b) Net Present Value.
- c) Profitability Index.

Year	1	2	3	4	5
PV of Rs.1 @12%	0.893	0.797	0.712	0.636	0.567

Q7) From the following Balance Sheet of Advent & Co. Ltd., you are required to prepare (a) schedule of changes in working capital (b) fund flow statement and (c) fund from operations.

Balance Sheet					
Liabilities	2013 (Rs.)	2014 (Rs.)	Assets	2013 (Rs.)	2014 (Rs.)
Equity Capital	1,00,000	1,00,000	Good Will	6,000	6,000
Reserve	14,000	18,000	Patents	6,000	6,000
P&L A/c	16,000	13,000	Building	50,000	46,000
Bank Overdraft	3,000	2,000	Machinery	27,000	26,000
Creditors	5,000	3,400	Investments	10,000	11,000
Bills Payable	1,200	800	Stock	20,000	13,400
Provision for Taxation	10,000	11,000	Bills Receivable	12,000	13,200
Proposed Dividend	6,000	7,000	Debtors	18,000	19,000
Provision for Doubtful Debts	400	600	Cash at Bank	6,600	15,200
	1,55,600	1,55,800		1,55,600	1,55,800

Additional Information:

- a) Depreciation Charged on Machinery Rs. 4,000 and on Building Rs. 4,000.
- b) Provision for Taxation of Rs. 19,000 was made during the year 2014.
- c) Interim Dividend of Rs. 8,000 was Paid during the year 2014.

Q8) A company is expecting to have Rs. 25,000 cash in hand on 1st April 2014 and it requires you to prepare an estimate of cash position in respect of three months from April to June 2014, from the information given below:

Month	Sales (Rs.)	Purchases (Rs.)	Wages (Rs.)	Expenses (Rs.)
February	70,000	40,000	8,000	6,000
March	80,000	50,000	8,000	7,000
April	92,000	52,000	9,000	7,000
May	1,00,000	60,000	10,000	8,000
June	1,20,000	55,000	12,000	9,000

Additional Information:

- a) Period of credit allowed by suppliers - two months.
- b) 25% of sale is for cash and the period of credit allowed to customer for credit sale one month.
- c) Delay in payment of wages and expenses one month.
- d) Income Tax Rs. 25,000 is to be paid in June 2014.



Total No. of Questions : 7]

SEAT No. :

P1376

[4682] - 49

[Total No. of Pages : 1

P.G.D.B.M.

403 -C: COMPUTER SPECIALISATION - II

**“C” Programming (New)
(2008 Pattern) (Semester - IV)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Q.1 is compulsory.*
- 2) *Solve any five from remaining.*

Q1) a) Write a program to print following pattern: **[5]**

```
*
*  *
*  *  *
*  *  *  *
```

b) Write a short notes on (any 3). **[15]**

- i) Control statements in ‘C’ programming.
- ii) Data Types in ‘C’.
- iii) Break and continue statement.
- iv) Storage classes.

Q2) Write recursive function to calculate sum of digits. **[10]**

Q3) Write a program using function to print string in reverse order. **[10]**

Q4) Write a program to sort array of 10 integer numbers. **[10]**

Q5) Write a program to print result of 10 students using structure for the following data Roll-No, Student Name, Marks for 5 subject. Also calculate total percentage. **[10]**

Q6) Write a program to find the length of given string by using user defined function. **[10]**

Q7) Write a program to copy the text file into another file. **[10]**



Total No. of Questions : 7]

SEAT No. :

P1377

[4682] - 50

[Total No. of Pages : 1

P.G.D.B.M.

403-D: SUPPLY CHAIN & LOGISTIC MANAGEMENT

Production & Materials Specialization

(2008 Pattern) (Semester - IV)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Explain the Generalized supply chain model.

Q2) List & Explain in brief the various warehousing decisions for establishing a warehouse for electronic goods such as TVs, DVDs, Music system etc.

Q3) What is the importance of packaging for material handling efficiency? State various types of packaging.

Q4) What are the strategic considerations in planning global supply chain?

Q5) State advantages and disadvantages of various modes of transport.

Q6) Describe inventory management policies and practices to cope with uncertainty in demand.

Q7) Discuss important considerations in supply chain information system design. State some of the IT applications for supply chain management.



Total No. of Questions : 7]

SEAT No. :

P1378

[4682] - 51

[Total No. of Pages : 1

P.G.D.B.M.

403-E: HUMAN RESOURCE MANAGEMENT SPECIALIZATION

Industrial Relations

(2008 Pattern) (Semester - IV)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Solve any five questions.*
- 2) All questions carry equal marks.*
- 3) Figures to the right indicate full marks.*

Q1) Define Industrial Relation. Explain Role of Judiciary in Industrial Relation.[14]

Q2) Explain functions and problems of Indian Trade Union. [14]

Q3) What is mean by “Industrial Dispute”. Explain causes of Industrial Dispute. [14]

Q4) Elaborate the concept of collective Bargaining with it’s importance and need.[14]

Q5) Define Workers Participation in Management. Explain forms & levels of participation. [14]

Q6) Elaborate features of Industrial employment Act, 1946. [14]

Q7) Write Short Note (Any Two). [14]

- a) Trade Union & Productivity.
- b) Determinants of Industrial Relations.
- c) Impact of Globalization on Industrial Relation.
- d) Process of collective Bargaining.



Total No. of Questions : 7]

SEAT No. :

P1305

[4683] - 1

[Total No. of Pages : 1

P.G.D.M.M.

**101: BASICS OF MARKETING
(2008 Pattern) (Semester - I)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Explain the concept of marketing Myopia. Also Distinguish between selling & marketing.

Q2) Explain the 5 step Buyer Decision process.

Q3) How will you Segment market for the following?

- a) Four wheeler
- b) Laptop
- c) Shoes

Q4) What is marketing control? Discuss various techniques of marketing control.

Q5) Explain in detail process of “marketing planning”.

Q6) Discuss the PEST analysis for

- a) New car company entering India.
- b) Pesticides

Q7) Write short notes (any 2).

- a) Matrix organization.
- b) Goods-service Continuum.
- c) Value proposition & USP.



Total No. of Questions : 5]

SEAT No. :

P1310

[4683] - 101

[Total No. of Pages : 2

P.G.D.M.M.

101: MARKETING MANAGEMENT

(2013 Pattern) (Semester - I)

Time : 3 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) With Example of McDonald's Burger explain the core concepts of Marketing.

OR

b) Discuss the importance of services and its future prospects in Indian context.

Q2) a) Discuss the elements of the marketing mix & its place in marketing planning.

OR

b) Under take the macro environmental analysis for the following.

i) Four wheeler

OR

ii) Insurance

Q3) a) You are planning to buy a high end laptop. Analyse the steps that you undergo in the extensive buying process.

OR

b) Develop the market Segmentation bases for the following.

i) Ayurvedic Soap

OR

ii) News paper

P.T.O.

Q4) a) Explain the stages in new product Development with suitable example.

OR

b) 'Brandname & packaging play an important role in marketing of products'. Analyse the statement with appropriate examples.

Q5) a) Design the promotion mix for an amusement park. (Hint: Imagica, Essel world).

OR

b) What are the channels of distribution? Discuss the different alternate channels available to consumers in modern India.



Total No. of Questions : 5]

SEAT No. :

P1746

[Total No. of Pages : 2

[4683] - 102

P.G.D.M.M.

102 : MARKETING RESEARCH

(2013 Pattern) (Semester - I)

Time : 3 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Explain advantages and Limitaions of Marketing Research.

OR

“Market Research supplies information for better Marketing Decision”. Explain in the light of this statement nature and scope of Market Research.

Q2) Enlist various Sources of Secondary Data. State advantages and disadvantages of Secondary Data.

OR

What is Test Marketing? Explain with suitable example.

Q3) Prepare a questionnaire to study customer needs to be provided by Modern Housing Complex.

OR

What is the meaning of Measurement in Research? Explain normal, ordinal, interval or ratio scale giving examples.

P.T.O.

Q4) The following data given daily income of a news paper boy observed for 30 days:

62, 75, 58, 46, 60, 72, 80, 65, 68, 71,

63, 64, 69, 75, 49, 48, 64, 68, 72, 78,

68, 50, 56, 59, 70, 76, 56, 71, 73, 68

Classify the data considering classes on 45-49, 50-54, 55-59....

Also draw bar chart for the data tabulated above.

OR

What are the benefits of diagram and charts in Statistical Analysis?

Q5) Discuss steps in Research Process. Also enlist various problems faced by Researchers.

OR

Indian Company dealing into Herbal Haircare products is planning to launch a 'Herbal Hair Dye'. The current market scenario indicates presence of multinational players in this category. Design a suitable market research plan to understand the buying preferences and factors is influencing buying decision of consumers.



Total No. of Questions :5]

SEAT No. :

P1311

[4683]-103

[Total No. of Pages :2

P.G.D.M.M.

**103: CONSUMER BEHAVIOUR
(2013 Pattern) (Semester -I)**

Time : 3 Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) a) What is a social group? Briefly explain the different group properties.

OR

b) Discuss the term customer and consumer. Explain the roles played by the consumer.

Q2) a) Discuss the Maslow's motive hierarchy theory in detail.

OR

b) Discuss in detail the principle elements of learning.

Q3) a) What are the steps in Information Evaluation process of consumer decision making?

OR

b) Explain the following terms:

- i) Customer Delight.
- ii) Consumer complain Behaviour.

P.T.O.

Q4) a) What is the kino model for consumer behaviour.

OR

b) Explain the Engel Blackwell model of consumer Behaviour.

Q5) a) What are the challenges faced by marketers due to the impact of digital technology on consumers?

OR

b) Discuss the Demographic social profile of Indian consumers.

EEE

Total No. of Questions : 7]

SEAT No. :

P1745

[4683] - 2

[Total No. of Pages : 1

P.G.D.M.M.

**102-SALES MANAGEMENT
(2008 Pattern) (Semester - I)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Define the term sales Management. Explain the functions of sales Management in detail quoting suitable examples.

Q2) Write advantages and disadvantages of Geographic product based and customer based sales organisation. Show diagrams of all three types of sales organisation.

Q3) Explain importance and necessity of sales planning and also write process of sales planning in detail taking example of selling Readymade Garments.

Q4) “many persons wants to become successful sales men these days” Discuss qualities of effective salesmanship.

Q5) Why establish sales Territories? What are the steps in determining sales Territories for a firm?

Q6) Explain Recruitment. Selection and Training process of sales Force in detail with the help of supporting examples.

Q7) Write short notes:(Any Two)

- a) Sales Force motivation
- b) Value added selling
- c) Sales Force Compensation
- d) Customer Education.



Total No. of Questions : 5]

SEAT No. :

P1747

[4683] - 201

[Total No. of Pages : 2

P.G.D.M.M.

**201: SERVICES MARKETING
(2013 Pattern) (CBCS) (Semester - II)**

Time : 3 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) “Intangibility and Inventory are two unique characteristics of services”. Explain it by applying to the transportation business. **[10]**

OR

b) Explain classification of Consumer services with suitable examples.

Q2) a) What are the challenges in distribution of services? **[10]**

OR

b) What is the role of a relationship manager in promoting services?

Q3) a) What is the role of service employees in a service business? **[10]**

OR

b) What are the various strategies for managing inconsistency?

Q4) a) Define customer satisfaction. How is customer satisfaction monitored and measured? **[10]**

OR

P.T.O.

b) What are the various ways of handling complaints effectively?

Q5) a) What is the importance of quality in services? Explain GAP model in detail. **[10]**

OR

b) Explain Parsuraman-Zeithamal-Bitner (PZB) model in detail.



Total No. of Questions : 5]

SEAT No. :

P2131

[Total No. of Pages : 2

[4683]-202

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

202 : SALES AND DISTRIBUTION MANAGEMENT

(2013 Pattern)

Time : 3Hours]

[Maximum Marks : 50

Instructions to the candidates:

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

Q1) a) Give the definition meaning and objectives of sales management. Also explain the current trends in sales management.

OR

- b) Explain the concept of personal selling. Discuss how the sales force can be motivated.

Q2) a) Discuss the need for sales organizations. Explain the concept of sales territory.

OR

- b) Describe the concept of sales forecasting. Also explain 'Sales Budgets'.

Q3) a) Define and explain the concept of marketing channels. Discuss the different forms of channels.

OR

- b) Explain the concept of channel conflicts. Discuss the techniques to resolve channel conflicts.

P.T.O.

Q4) a) Describe and explain the importance of supply chain management.

OR

b) Discuss the concept of Reverse logistics by quoting appropriate example.

Q5) a) Describe the use of IT in sale and distribution management.

OR

b) Discuss the concept and importance of channel information system.



Total No. of Questions : 5]

SEAT No. :

P1748

[4683]-203

[Total No. of Pages :1

P.G.D.M.M.

**203: CUSTOMER RELATIONSHIP MANAGEMENT
(2013 Pattern) (Semester - II)**

Time : 3 Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) a) Discuss definition, evolution and scope of CRM.

OR

- b) Bring out the difference between transaction marketing and relationship marketing.

Q2) a) Discuss the key principles of relationship mangement.

OR

- b) Discuss why and how customer defections should be analyzed.

Q3) a) Discuss the framework for building CRM strategy.

OR

- b) Discuss the planning for CRM.

Q4) a) Explain the meaning, dimensions and measurement of the term customer life time value.

OR

- b) Write a note on - assessment of loyalty programmes.

Q5) a) Explain the following:

- i) Data mining.
- ii) Data ware housing.

OR

- b) Discuss the front desk management technologies.

EEE

Total No. of Questions : 7]

SEAT No. :

P1307

[4683] - 21

[Total No. of Pages : 1

P.G.D.M.M.

**201: RETAIL AND DISTRIBUTION MANAGEMENT
(2008 Pattern) (Semester - II)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Answer any five questions.*
- 2) *All questions carry equal marks.*
- 3) *Give suitable and appropriate examples wherever necessary.*

Q1) What is “Retail Location”? Give Factors affecting location decision. **[14]**

Q2) Discuss concept of Supply Chain Management? Give Significance and Components of Supply Chain Management. **[14]**

Q3) “Planning retail communication mix will increase sales in retail outlet”
Comment. **[14]**

Q4) Discuss different types of store Retailing Formats. **[14]**

Q5) Write a detailed note on ‘Technology in distribution’. **[14]**

Q6) What is meant by channel conflicts? Discuss the techniques to resolve the channel conflicts. **[14]**

Q7) Write notes on any two of the following: **[14]**

- a) The internet Store.
- b) Category Management.
- c) Floor Space Management.



Total No. of Questions :7]

SEAT No. :

P1308

[4683]-22

[Total No. of Pages :1

P.G.D.M.M.

**202:INTEGRATED MARKETING COMMUNICATION
(2008 Pattern) (Semester - II)**

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

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

Q1) Define Advertisement. Explain classification of Advertisement with suitable examples.

Q2) Define IMC. Discuss the process of IMC in details.

Q3) Assume that you are appointed as a marketing manager of a FMCG producers. Design the IMC programme for promotion of bathing soaps & other relevant products.

Q4) Explain the importance of PR in an organisation. Does the morden marketing based on PR? Explain with suitable examples.

Q5) Enlist & Explain different sales promotion techniques used at malls. Support your answers with examples.

Q6) What is event management? Explain the opportunities & challenges for event management industries.

Q7) Write short notes on (Any Two):

- a) e-commerce & e-marketing.
- b) Celebrity endorsement.
- c) Publicity.
- d) Direct marketing Vs. personal selling.

EEE

Total No. of Questions :7]

SEAT No. :

[Total No. of Pages :1

P1309

[4683]-23

P.G.D.M.M.

**203:SERVICES MARKETING
(2008 Pattern) (Semester - II)**

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

- 1) Answer any five questions.*
- 2) Figures to the right side indicate full marks.*

Q1) Define services marketing? Explain characteristics of services in details. [14]

Q2) Explain four I's of services in detail with suitable examples. [14]

Q3) How will you formulate services marketing strategy for Hospitality Industry? Explain. [14]

Q4) Explain 7 P's of services marketing. [14]

Q5) Explain in detail 'Service Delivery Process'. [14]

Q6) What do you mean by service recovery? Explain various recovery strategies.[14]

Q7) Write short notes on Any Two of the following: [14]

- a) Service Blue print.
- b) Sales promotion in Service Industry.
- c) Service Encounter.
- d) Service Mapping.

EEE

Total No. of Questions :7]

SEAT No. :

P1306

[4683]-3

[Total No. of Pages :1

P.G.D.M.M.

**103:LAWS RELATING TO MARKETING
(2008 Pattern) (Semester - I)**

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

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

Q1) Explain in detail the provisions for promissory note and bill of exchange under the Negotiable Instruments Act, 1881.

Q2) Define the following terms as used in the consumer protection Act, 1986:

- a) Complaint
- b) Complainant
- c) Consumer
- d) consumer dispute

Q3) Describe the essentials of a valid contract, when does an agreement becomes void?

Q4) Explain the concept of cyber crime, discuss important provisions under IT Act, 2000.

Q5) Define sale. Explain difference between sale and agreement to sell.

Q6) Explain offences and penalties under Trade marks Act.

Q7) Write notes (Any two):

- a) Rights of an unpaid seller.
- b) Value added tax.
- c) Food Adulteration.

EEE

Total No. of Questions : 6]

SEAT No. :

P1298

[4684] - 1

[Total No. of Pages : 1

P.G.D.C.M.

**101: ELEMENTS OF INFORMATION TECHNOLOGY AND
OFFICE AUTOMATION**

(Windows Operating Systems and M.S. Office)

(2008 Pattern) (Semester - I)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Q. 1 is compulsory.*
- 2) *Solve any four questions from the remaining.*
- 3) *Figure to the right indicates full marks.*

Q1) a) Convert. [4]

i) $(156)_{10} = (?)_2$

ii) $(632)_8 = (?)_{10}$

b) Explain types of data processing. [5]

c) Explain secondary storage devices of computer. [5]

Q2) a) What is computer? Explain block diagram of computer. [7]

b) Explain statistical and mathematical functions used in excel. [7]

Q3) a) Explain MS-outlook features & Functions. [7]

b) Differentiate between compiler and interpreter. [7]

Q4) a) Explain mail merge procedure in MS Word with example. [7]

b) Define booting. Explain booting process of computer. [7]

Q5) Define operating system & list the Functions of Operating systems. Explain the difference between Microsoft windows & DOS. [14]

Q6) Write notes (any 2): [14]

a) Virus.

b) MICR & its importance.

c) Types of software.



Total No. of Questions : 5]

SEAT No. :

P2130

[Total No. of Pages : 2

[4684] - 102

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

102 : PROGRAMMING USING VISUAL BASIC

(2013 Pattern)

Time : 3 Hours]

[Max. Marks : 50

Instruction to the candidates:-

Figures to the right indicate full marks.

Q1) Answer the following. (Any one).

[10]

- a) Explain Creating and adding menu in detail.
- b) Explain variables, scope of variables.

Q2) Explain the following. (Any one).

[10]

- a) Date and data type conversion functions.
- b) Control statements & loop structures with examples.

Q3) Answer the following. (Any one).

[10]

- a) Take 2 text boxes, display addition of 2 numbers from these text boxes when ADD button is pressed. Display subtraction when SUB button is pressed.
- b) Explain list box, Drive list box and Dir list box in detail.

P.T.O.

Q4) Answer the following. (Any one).

[10]

- a) Write section code to
 - i) Change color of form on click to buttons namely Red, Blue, Green.
 - ii) Change font style of label P.G.D.C.M. as per selection from option Button to Bold or italic.
- b) Explain arrays, controlling arrays with example.

Q5) Write short Notes on (any two)

[10]

- a) Scroll bars.
- b) Mathematical and string functions.
- c) Formating and Tab order.



Total No. of Questions :5]

SEAT No. :

P1304

[4684]-103

[Total No. of Pages :2

P.G.D.C.M.

INTRODUCTION TO C AND C++ LANGUAGE

(2013 Pattern) (Semester - I)

Time : 3 Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) Find and explain output of the following programs.

[10]

- a)

```
void main()
{
char s[] = "Just In Time";
int t = 0;
while(s[t] != '\0')
{
if(S[t] != ' ')
s[t] = s[t] + 2;
t++;
}
puts(s);
}
```
- b)

```
class test
{
static int count;
public:
static void showcount(void)
{
cout<< "count:"<< ++count;
}
};
int test::count;
main()
{
test t1,t2,t3;
t1.showcount( );
t2.showcount( );
t3.showcount( );
}
```

P.T.O.

Q2) Attempt the following questions (Any Two): [10]

- a) Write a program to check whether entered number is Armstrong or not
e. g. $(153 = (1)^3 + (5)^3 + (3)^3)$.
- b) Write a 'C' program to accept a string and convert all lowercase characters to uppercase.
- c) Explain with example - Dynamic constructor.

Q3) Attempt the following questions (Any Two): [10]

- a) Write a program in C++ to accept a number and to display its factorial.
e.g. if accepted number is 5, then its factorial is $5.4.3.2.1 = 120$.
- b) Write a 'C' program to print the following pattern
@
@\$
@\$@
@\$@\$
@\$@\$@
- c) Write C program for display series 1, 1, 2, 3, 5, 8, 13, 21,.....

Q4) Attempt the following questions (Any Two): [10]

- a) Explain various types of inheritances in C++.
- b) Write a recursive function to accept a string and display it in reverse.
- c) Explain various data types in C.

Q5) Write Short Note on (Any Two): [10]

- a) C Interpreter.
- b) Function overloading in C++.
- c) Operators in C++.
- d) Destructor.

EEE

Total No. of Questions :4]

SEAT No. :

P1299

[4684]-2

[Total No. of Pages :2

P.G.D.C.M.

**102:PROGRAMMING USING VISUAL BASIC
(2008 Pattern) (Semester - I)**

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

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

Q1) Give output for following section of code and explain (Any Five): [20]

a) D:m x as Integer

For x = 10 to 5 step -1

 Select case (i)

 case 5-10

 Print "*"

 case 1-4

 Print "#"

 End select

Next

b) Dim SearchString As String = "XXpXXpXXPXXP"

Dim SearchChar As String = "P"

Dim TestPos As Integer

TestPos = InStr(4, SearchString, SearchChar, CompareMethod.Text)

Print TestPos

c) Dim i, k

k = 66

For i = 1 To 5

 Print Space(i) + Chr(k)

Next i

d) Dim lowest, bigArray(10,15,20) As Integer

lowest = LBound(bigArray,1)

Print lowest.

P.T.O.

- e) Dim a
a = 1 + Int(1.6 * 3)
Print a
- f) dim str as string
str = "Kolhapur"
Print Left(str, 4).

Q2) Explain the following properties (Any Five): **[10]**

- a) BackColor property of CommandButton.
- b) MAX property of CommonDialog.
- c) RightToLeft property of VScrollBar.
- d) Picture property of PictureBox.
- e) ListImage property of ImageList.
- f) Scrolling property of ProgressBar.

Q3) Write a sectional code for the following (Any Four): **[20]**

- a) Write code to change the background colour of the form after every 10 secs.
- b) Take a textbox to accept a number. Print factorial of given number when button is pressed.
- c) Write a code to delete selected item from list box.
- d) Input two integer numbers. Write a userdefined function to check maximum number amongst two.
- e) Write a code to display an array items in ascending order.

Q4) Write short notes on (Any four): **[20]**

- a) Datatype conversions.
- b) Looping Structures.
- c) Form Layout.
- d) VB Environment.
- e) Tab Order.

EEE

Total No. of Questions : 5]

SEAT No. :

P2133

[Total No. of Pages : 2

[4684] - 201

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

**201 : WEB TECHNOLOGY INCLUDING E-COMMERCE, HTML
& BASIC JAVA
(2013 Pattern)**

Time : 3 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Q. No. 1 is compulsory.*
- 2) *All questions carry equal marks.*

Q1) Define E-commerce? Explain E-commerce is related to business in detail. **[10]**

Q2) Attempt the following (any one) : **[10]**

- a) What is cyber-crash? Explain disadvantages of cyber crash.
- b) Define Web-hosting? Explain process of web hosting in detail.

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

- a) Define WWW? Explain Advantages of HTML in detail.
- b) What is XML? Explain structure of XML programming.

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

- a) Explain the concept of abstract class & abstract method in detail with Java program.
- b) Demonstrate the AWT components panel, frame, text field, Label & Button with java program.

P.T.O.

Q5) Write short note on (any two) :

[2 × 5 = 10]

- a) Layout manager
- b) Arrays in Java
- c) Digital certificate



Total No. of Questions : 5]

SEAT No. :

P2132

[Total No. of Pages : 2

[4684]-202
PGDCM (Semester - II)
202 : SOFTWARE ENGINEERING
(2013 Pattern)

Time : 3 Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) *Figures to the right indicate full marks.*

Q1) Attempt the following Questions (Any One) : **[10]**

- a) Explain Software Development Life Cycle in detail.
- b) Draw context level diagram for Bank Fixed Deposit System & Design format of Fixed Deposit Receipt.

Q2) Attempt the following Questions (Any One) : **[10]**

- a) Explain Spiral model in detail.
- b) Define the term Normalization. Explain Normalization concept in detail.

Q3) Attempt the following Questions (Any One) : **[10]**

- a) Explain Role of Analyst in detail.
- b) Design a GUI form for providing student feedback for teaching faculty & infrastructure facilities of the institute.

Q4) Attempt the following Questions (Any One) : **[10]**

- a) Design a GUI form for Railway Reservation System.
- b) Explain decision tree, decision table with proper examples.

P.T.O.

Q5) Write short notes on (Any Two) :

[2 × 5 = 10]

- a) Pseudo Code
- b) 4 GL
- c) Software maintainance



Total No. of Questions : 5]

SEAT No. :

P2135

[Total No. of Pages : 2

[4684]- 203

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

203 : DATABASE MANAGEMENT SYSTEM AND ORACLE

(2013 Pattern)

Time : 3 Hours]

[Max. Marks : 50

Instructions to the candidates:-

- 1) Draw neat diagrams where necessary*
- 2) Figures to the right indicates Full marks.*

Q1) Answer the following (any one) [10]

- a) Explain HDB, NDB & RDB in detail.
- b) Explain codd's 12 rules.

Q2) Answer the following (any one) [10]

- a) Explain Union, intersect and minus operator.
- b) Explain create table, alter table and Drop table with exmples

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

- a) Explain ER model with example.
- b) What are different types of anomalies? explain with example.

P.T.O.

Q4) Consider following tables

[10]

- a) Department (Dept-id (PK), Dept- Name (Admin, HR, Production))
- b) Employee (Emp-id (PK), Dept-id (FK), emp-name, address, city (PUNE, MUMBAI, NASHIK), (Date-of-Joining, designation, salary))

Query (i) is compulsory. Solve any 2 from (ii) to (iv)

- i) Create the above tables with proper constraints
- ii) Add column gender to employee table.
- iii) Display all employee details from no HR department
- iv) Display employee with highest salary from Admin department.

Q5) Answer the following (any two)

[10]

- a) Explain SQL Logical operators
- b) SQL functions
- c) Explain domain



Total No. of Questions : 7]

SEAT No. :

P1301

[4684] - 21

[Total No. of Pages : 1

P.G.D.C.M.

WEB TECHNOLOGY

201: Including E-Commerce, HTML and Basic Java

(2008 Pattern) (Semester - II)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Question No. 7 is compulsory.*
- 2) *Solve any five from Q. Nos.1 to 6.*
- 3) *Write your assumptions if any.*

Q1) What is E-commerce? What are the benefits of E-commerce? **[10]**

Q2) Explain any four Java AWT Components. **[10]**

Q3) Write an item class with itemno, itemnm, stock and uom as instance variables. Write the overloaded constructors. Also write Issue () and Receipt () methods. **[10]**

Q4) What is JavaScript? What are the different types of Scripting Languages?[10]

Q5) Discuss Applet Life cycle with the help of diagram. **[10]**

Q6) Discuss basic object oriented programming concepts. **[10]**

Q7) Write short notes on (any four). **[20]**

- a) Layout Manager.
- b) Abstract Class.
- c) Digital Signature.
- d) HTML Tags.
- e) Packages.



Total No. of Questions :6]

SEAT No. :

P1302

[4684]-22

[Total No. of Pages :2

P.G.D.C.M.

**202:SOFTWARE ENGINEERING
(2008 Pattern) (Semester - II)**

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

- 1) *Question No. 1 and 6 are compulsory.*
- 2) *Solve any three questions from remaining.*

Q1) The Railway reservation system functions as follows:

The passenger is required to fill in a reservation form giving details of his journey. The counter clerk ensures whether the place is available. If so, entries are made in a register, tickets are prepared amount is computed and cash is accepted. a booking statement is prepared in triplicate format from the reservation register. One copy of it is retained as office copy, the other is posted on compartment and third in passed on to the train conductor. Besides booking statement, cash statement is prepared at the end of each shift.

- Draw: a) Context level DFD. [7]
- b) E.R Diagram. [7]
- c) Design Normalized File Layouts. [6]

Q2) Draw the decision tree and decision table for the following:

To declare the result of students following procedure is followed. A student having marks greater than or equal to 70% in exam gets distinction. If marks are greater than or equal to 60% then gets first class. If marks are greater than 50% then he is declared as pass otherwise he is declared as fail. [10]

Q3) Design a pay-slip format given to employees of an organization with various earnings and deduction details. [10]

Q4) Explain various skills required by system Analyst. [10]

Q5) Explain various fact-finding methods in details. [10]

P.T.O.

Q6) Write short notes on (Any four):

[20]

- a) Feasibility study.
- b) Spiral model.
- c) Types of systems.
- d) Data Dictionary.
- e) Input Design.

EEE

Total No. of Questions :6]

SEAT No. :

P1303

[4684]-23

[Total No. of Pages :2

P.G.D.C.M.

**203: DATABASE MANAGEMENT SYSTEM & ORACLE
(2008 Pattern) (Semester - II)**

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

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

Q1) Using the following tables, write SQL statements. (Write any 5) **[15]**

Employee(empno, ename, salary, joining_date, birth_date, job_id)

Job (job_id, job_desc, jobtitle, max_salary, min_salary)

- a) Display employee name along with his job title.
- b) Display details of employees earning salary greater than the minimum salary for their job.
- c) Display total salary for each job.
- d) Display employee name and age for employees who have joined after 1st January, 2010.
- e) Write a query to create employee table with appropriate constraints.
- f) Display details of employees who are working as MANAGER.

Q2) State and explain Dr. E. F. Codd's any 8 Rules. **[10]**

OR

Explain various Integrity Constraints with example.

Q3) What is Modeling technique? Explain ER Model in detail. **[10]**

Q4) Define DBMS. Explain DBMS architecture in detail with diagram. **[10]**

P.T.O.

Q5) Explain DML commands with syntax and example.

[10]

OR

Explain SQL operators with syntax and example.

Q6) Answer any 3:

[15]

- a) SQL Character functions.
- b) Mapping Cardinalities.
- c) Users of DBMS.
- d) Static Vs Dynamic Cursor.
- e) Data Abstraction.

EEE

Total No. of Questions :5]

SEAT No. :

P1300

[4684]-3

[Total No. of Pages :3

P.G.D.C.M.

**103: INTRODUCTION TO C AND C++ LANGUAGE
(2008 Pattern) (Semester - I)**

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

- 1) *Question Nos. 1 and 5 are compulsory.*
- 2) *Attempt any Two from Q. Nos. 2 to 4.*

Q1) Consider the following programs and explain what will be the output:

a) `#include<iostream.h>` **[5]**

`#include<conio.h>`

`class cl`

`{`

`private:`

`int age;`

`char gender;`

`public:`

`cl();`

`void Display();`

`};`

`cl::cl()`

`{`

`age = 67;`

`gender = 'F';`

`}`

`Void cl::Display()`

`{`

`If (gender == 'F')`

`If (age >= 65)`

`cout << "\n Senior Citizen";`

`else`

`cout << "\n Not Eligible";`

`else`

`If (age >= 70)`

`cout << "\n Senior Citizen";`

P.T.O.

```

else
    cout << "\n Not Eligible";
}
int main()
{
    clrscr( );
    cl obj;
    obj.Display( );
    return 0;
    getch( );
}

```

- b) `#include<stdio.h>` **[5]**
`#include<conio.h>`
`void main()`
`{`
`int i,j;`
`clrscr();`
`for(i=1;i<=3;i++)`
`{`
`for(j=i; j<=5;j++)`
`printf(“%d”,j);`
`printf(“\n”);`
`}`
`getch();`
`}`

- Q2) a)** Write a program in C to accept length of sides of rectangle and to display its area and perimeter. **[10]**

Hint: Area of rectangle equals product of length and breadth Perimeter equals sum of all sides.

- b) Explain various data types in C. **[10]**

- Q3) a)** Write a program in C to create a file having following fields: **[10]**

`int roll_number, char name_of_student[25],float percentage_of_marks.`

- b) Explain various iterative statements in C. **[10]**

Q4) a) Write a program in C++ to accept a number and to display its factorial.
e.g. if accepted number is 5, then its factorial is $5.4.3.2.1 = 120$. [10]

b) Explain Constructors & destructors of C++ with an example. [10]

Q5) Write short notes (Any Two): [20]

a) C Interpreter.

b) Continue & break statements in C.

c) Inheritance in C++.

EEE

Total No. of Questions : 7]

SEAT No. :

[Total No. of Pages : 1

P1313

[4688] - 1

P.G.D.I.E.M.

101: MANAGERIAL ECONOMICS

(2008 Pattern) (Semester - I)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Answer any five questions.*
- 2) *All questions carry equal marks.*
- 3) *Draw suitable diagrams whenever necessary.*

Q1) Explain the nature and scope of managerial economics.

Q2) Explain different types of elasticity of demand.

Q3) Why demand forecasting is required to the manager and which methods he applied for forecasting.

Q4) What is price and its determinants.

Q5) Differentiate in between long term investment and short term investment.

Q6) Define business policies. What are the determinants of business policies?

Q7) Write short notes (Any Two).

- a) Cost profit volume analysis.
- b) Transfer pricing.
- c) Demand forecasting techniques.
- d) Characteristic of Oligopoly competition.



Total No. of Questions : 5]

SEAT No. :

P1741

**[4688]-101
P.G.D.I.E.M**

[Total No. of Pages : 1

101 - INDIAN ECONOMY & TRADE DEPENDENCIES

(2013 Pattern) (Semester - I)

Time : 3 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) State various Public sector reforms in India also explain Impact of Privatization & Disinvestments in India after 1991. **[10]**

OR

b) Discuss the Disinvestment policies undertaken in public sector with examples. **[10]**

Q2) a) What is Human Capital formation process? Also explain Human capital formation in Indian context. **[10]**

OR

b) What do you mean by 'Regional Disparities'? Also state various measures to remove Regional Disparities. **[10]**

Q3) a) Discuss the impact of Outsourcing on I.T. industries in India. **[10]**

OR

b) Discuss the small sector Industrial Policy in brief. **[10]**

Q4) a) Why the Foreign Capital Investment are needed to boost the Foreign Trade? **[10]**

OR

b) Discuss in brief the Growth & Structure of Indian Foreign Trade since 1991. **[10]**

Q5) a) Explain the impact of Liberalization in Indian Economy. **[10]**

OR

b) Briefly comment on India's Foreign Exchange Reserve. **[10]**



Total No. of Questions : 5]

SEAT No. :

P1742

[4688] - 102

[Total No. of Pages : 1

P.G.D.I.E.M.

102- EXPORT & IMPORT PROCEDURES

(2013 Pattern) (Semester - I)

Time : 3 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Briefly discuss about different Categories of the Export. **[10]**

OR

What are EOU? Highlight their role in improving exports. **[10]**

Q2) Discuss on duty entitlement passbook scheme. **[10]**

OR

Write a note on Export Promotion Capital Goods. **[10]**

Q3) Explain in detail purchase contract. **[10]**

OR

Elaborate on various terms of payments in Import & Export. **[10]**

Q4) Explain in detail role of a Freight Forward Agents. **[10]**

OR

Elaborate on types of custom duties. **[10]**

Q5) What are the documentation and procedures for Import clearance at Sea port? **[10]**

OR

Explain Air Shipments procedure in detail. **[10]**



Total No. of Questions :5]

SEAT No. :

P1316

[4688]-103

[Total No. of Pages :1

P.G.D.I.E.M.

**103: INTERNATIONAL MARKETING
(2013 Pattern) (Semester - I)**

Time : 3 Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) 'International Marketing is marketing beyond the political boundaries of the country'. Comment.

OR

Distinguish between Domestic Marketing and International Marketing.

Q2) 'Cross cultural marketing is extremely complex and dynamic sphere of International Marketing'. Comment.

OR

Why country Risk Analysis is important in International Marketing.

Q3) 'International Marketing Research is difficult task'. Explain.

OR

Explain the different market entry modes in International market.

Q4) 'Packaging and labeling is different in International marketing as compare to domestic marketing'. Explain.

OR

How International pricing strategy differs from Domestic pricing strategy?

Q5) 'Many challenges are involved in International communication process'. Explain.

OR

As an Advertising manager prepare a plan for promotion of Indian saree in foreign market.

EEE

Total No. of Questions : 7]

SEAT No. :

[Total No. of Pages : 1

P1314

[4688] - 2

P.G.D.I.E.M.

**102: EXIM POLICY, EXPORT PROCEDURE AND
DOCUMENTATION**

(2008 Pattern) (Semester - I)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Write short notes (any two).

- a) Letter of credit.
- b) Shipping Bill.
- c) CIF Contract.
- d) ECGC Services.

Q2) Write a detail note on GSP rules of origin.

Q3) Describe categories of Export:

- a) Physical-Direct & Indirect.
- b) Deemed Exports.
- c) Merchant & Manufacturer Exports.

Q4) Explain Export promotion capital Goods scheme.

Q5) Describe any seven Export promotional council.

Q6) Write a detail note on Marin Insurance.

Q7) Explain Pre-shipment and post shipment documents in sea borne trade.



Total No. of Questions : 5]

SEAT No. :

P1743

[4688]-201

[Total No. of Pages : 2

P.G.D.I.E.M

201 - INTERNATIONAL BUSINESS ENVIRONMENT

(2013 Pattern) (Semester - II)

Time : 3 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Explain:

- i) Counter trade.
- ii) Tariff barriers.
- iii) Non-tariff barriers.

OR

- b) Explain how domestic, foreign and global environments have impact on international business decisions.

Q2) a) Discuss the pattern and structure of foreign investments in India. Also explain its effects.

OR

- b) Explain how movements in foreign exchange and interest rates have impact on trade and investment flows?

Q3) a) Discuss the implications of the WTO agreement on textiles and clothing (ATC)?

OR

- b) Explain the following:

- i) WTO
- ii) IMF
- iii) UNCTAD

P.T.O.

Q4) a) Explain the issues in foreign pricing and regulations?

OR

b) Discuss the issues in foreign investments.

Q5) a) Discuss the importance of ecology in international business environment.

OR

b) Discuss regionalism Vs Multilateralism with the help of Major trading blocks in the world economy.



Total No. of Questions : 5]

SEAT No. :

P1744

[4688] - 202

[Total No. of Pages : 1

P.G.D.I.E.M.

**202 - INTERNATIONAL FINANCIAL MANAGEMENT
(2013 Pattern) (Semester - II)**

Time : 3 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Describe the structure and components of Balance of Payments. [10]

OR

Examine critically the role of international monetary fund in maintaining international liquidity. [10]

Q2) What is a foreign exchange market? Who are the participants in a foreign exchange market? [10]

OR

Write a note on Purchasing Power Parity Theory. [10]

Q3) Explain the methods of evaluating international investment decisions. [10]

OR

Explain the concept of cost of capital and capital structure of a Multinational Firm. [10]

Q4) Discuss the Regulatory Framework of International Finance. [10]

OR

Explain the Indian perspective of foreign trade policy and rupee convertibility with respect to International finance. [10]

Q5) What is an American Depository Receipt? How is it different from a Global Depository Receipt? [10]

OR

What are the factors driving Foreign Direct Investments in India? Discuss advantages and disadvantages of Foreign Direct Investments. [10]



Total No. of Questions :5]

SEAT No. :

P1318

[4688]-203

[Total No. of Pages :1

P.G.D.I.E.M.

**203: INTERNATIONAL MARKETING RESEARCH
(2013 Pattern) (Semester - II)**

Time : 3 Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) How International Marketing Research is more complex than Domestic marketing research? **[10]**

OR

What is International Marketing information system (IMIS)? Explain various equipments of IMIS.

Q2) Explain the steps of Marketing Research process in detail. **[10]**

OR

What are the challenges and issues in International Marketing Research Data collection?

Q3) State and explain ETIC and EMIT dilemma with suitable example. **[10]**

OR

Explain various probability and non-probability sampling Techniques.

Q4) How multivariate and univariate data analysis techniques used in multivariate data analysis? **[10]**

OR

How are different variables measured? Explain tests of sound measurement.

Q5) Explain the following: **[10]**

- a) Nominal and ordinal scale.
- b) Rating and Ranking scale.

OR

What is International Market opportunity Analysis? Emphasize an need and significance of analysis.

EEE

Total No. of Questions : 7]

SEAT No. :

P1739

[4688] - 21

[Total No. of Pages : 1

P.G.D.I.E.M.

**201: INTERNATIONAL ECONOMICS
(2008 Pattern) (Semester - II)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Attempt any five questions.*
- 2) *All questions carry equal marks.*
- 3) *Your answers should be specific and to the point.*
- 4) *Support your answers with suitable live examples.*

Q1) What is objective and success of GATT? Explain the future of GATT. **[14]**

Q2) What is Tariff Policy? Explain effects of Tariff Policy on Industrial Development of India. **[14]**

Q3) “Foreign trade is the engine of economic development”. Discuss. **[14]**

Q4) What are the causes of adverse balance of payment? What measures are adopted to correct the disequilibrium? **[14]**

Q5) Examine critically the role of international monetary fund in maintaining international liquidity. **[14]**

Q6) What is International Financial Institution? Explain the functions of Asian Development Bank. **[14]**

Q7) Short notes (any two). **[2×7 = 14]**

- a) Functions of world bank.
- b) European Union.
- c) Effects of International Trade.
- d) WTO and India.



Total No. of Questions : 7]

SEAT No. :

[Total No. of Pages :1

P1740

[4688]-22

P.G.D.I.E.M.

203: INTERNATIONAL MARKET RESEARCH

(2008 Pattern) (Semester - II)

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

- 1) Solve any five questions.*
- 2) figures to the right indicate full marks.*

Q1) “International Market Research is more complex than Domestic Marketing Research”. Comment. **[14]**

Q2) Explain International Marketing Research. **[14]**

Q3) Explain various sources of data collection of international level. **[14]**

Q4) Explain Rating and Ranking scale with suitable example. **[14]**

Q5) Explain probability and Non Probability sampling Techniques. **[14]**

Q6) Explain Need and scope of International market opportunity Analysis. **[14]**

Q7) Write short note on any Two: **[14]**

- a) Multivariate Data Analysis.
- b) Sampling Error.
- c) Research Design.

EEE

Total No. of Questions : 7]

SEAT No. :

[Total No. of Pages :1

P1738

[4688]-3

P.G.D.I.E.M.

**103: MARKETING MANAGEMENT
(2008 Pattern) (Semester - I)**

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

- 1) *Solve any five questions.*
- 2) *Figures to the right side indicate full marks.*

Q1) Explain four P's of marketing in detail. **[14]**

Q2) Explain process of buying with suitable example. **[14]**

Q3) Define Branding. Explain its significance and need in detail. **[14]**

Q4) Explain any two pricing strategies in detail. **[14]**

Q5) "Advertising play's key role in promoting and increasing sales of any product / service" Explain. **[14]**

Q6) What is E-commerce? Explain its importance. **[14]**

Q7) Write short notes on Any Two: **[14]**

- a) Product Life Cycle.
- b) Packaging.
- c) Product Mix.
- d) Role of International Exhibitions.

EEE

Total No. of Questions : 8]

SEAT No. :

P1732

[4689]-1

[Total No. of Pages : 1

P.G.D.M.L.M

101 - PRINCIPLES AND PRACTICES OF MANAGEMENT

(2008 Pattern) (Semester - I)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Comment on - 'Management is getting things done through and with the people'.
What are different functions to achieve this goal? **[14]**

Q2) Define Planning. Explain Process of Planning. **[14]**

Q3) Explain the term Recruitment and explain various Sources of Recruitment. **[14]**

Q4) Define the word 'Controlling'. Describe the steps in the control process. **[14]**

Q5) Describe in brief, the following formal organizational structures: **[14]**

- a) The Functional Organization.
- b) The Product/Market Organization.
- c) The Matrix Organization.

Q6) How the successful manager play a key role in motivating, leading and communicating in the organization? **[14]**

Q7) Define Organizing. Explain the term Centralization and Decentralization. **[14]**

Q8) Write short notes : (**Any Two**) **[14]**

- a) MBO.
- b) Career planning.
- c) Line and Staff Organization.
- d) Functions of Management.



Total No. of Questions : 5]

SEAT No. :

P1734

[4689]-101

[Total No. of Pages : 2

P.G.D.M.L.M

101 : MANAGEMENT FUNDAMENTALS

(2013 Pattern) (Semester - I) (CBCS)

Time : 3 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All Questions are compulsory.*
- 2) *Each Question has an internal option.*
- 3) *Each Question carries 10 Marks.*
- 4) *Your answer should be specific and to the point.*
- 5) *Support your answer with suitable illustrations.*
- 6) *Draw neat diagrams wherever necessary.*

Q1) a) “Management is the process by which managers create, maintain, and operate purposive organization through coordinated, cooperative human efforts.” Do you agree? Justify your answer.

OR

b) “Howthorne Experiment has laid a solid foundation for the development management thoughts.” Support this statement with proper explanation.

Q2) a) “Planning is an intellectual process, the conscious determination of courses of action, the basis of decisions on purposes, facts and estimates.” Discuss this statement and identify the steps involved in planning process.

OR

b) What is the concept of organizing? What are its different elements?

Q3) a) What is decision making? Explain the classical model of decision making.

OR

b) What is the role of creativity in “Decision Making”? Explain with example.

P.T.O.

Q4) a) Analyze how technology is changing the manager's job?

OR

b) Explain the importance of viewing "Management from a global perspective".

Q5) a) Hindustan Life Ltd (HLL) is a premier FMCG company operating in India. In order to increase awareness of health and hygiene in rural India, HLL launched a 5 year Jeevan Swasthya Abhiyan (JSA) Program in 8 states across India. The objective of this program was to educate around 200 million people in rural areas. Prepare a suitable plan for this awareness program.

OR

b) Mr. Roger Federer has established a Pharmaceutical Company. He is a qualified Pharmacist and but has little knowledge of people management. Mr. Roger is facing a problem of absenteeism in his organization. As a management consultant help him to manage the situation.



Total No. of Questions : 5]

SEAT No. :

P1323

[4689] - 102

[Total No. of Pages : 2

P.G.D.M.L.M.

102: ESSENTIALS OF SUPPLY CHAIN MANAGEMENT

(2013 Pattern) (Semester - I)

Time : 3 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) What is supply chain? What are the important decision phases in a supply chain. Explain the significance of each phase. **[10]**

OR

- a) Describe how a company achieves strategic fit between its supply chain strategy and competitive strategy. **[5]**
- b) Write short notes on any two. **[5]**
 - i) Material Requirement planning.
 - ii) Enterprise Resource planning.
 - iii) Aggregate planning.

Q2) Explain how to manage supply and demand to improve synchronization in the supply chain in the face of predictable variability. **[10]**

OR

What are the new challenges faced by supply chain managers in the changing business landscape? **[10]**

Q3) How can design collaboration with suppliers help a PC manufacturer improve performance? **[10]**

OR

Discuss any five selective inventory control techniques. **[10]**

Q4) a) Explain key sourcing related processes in a supply chain. **[10]**

OR

P.T.O.

b) Discuss the different factors influencing network design decisions. [10]

Q5) a) What is bullwhip effect and how does it relate to lack of co-ordination in the supply chain? [10]

OR

b) How is building of strategic partnerships and trust valuable within a supply chain? [10]



Total No. of Questions :5]

SEAT No. :

P1324

[4689]-103

[Total No. of Pages :1

P.G.D.M.L.M.

**103: LOGISTICS MANAGEMENT
(2013 Pattern) (Semester -I)**

Time : 3 Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) How does logistics aids the performance of Business. Discuss in brief the evolution 4PL (Logistics).

OR

Business cannot survive without Integrated Logistics. Comment.

Q2) E-business is fast catching up the pace. How can distribution networks be then designed for this type of business?

OR

Though a non-value added function how can warehouse add value to business. Do you agree to the statement. Comment.

Q3) What are the principles of material handling comment on the safety Issues.

OR

Critically asses the role of packaging with respect to logistics.

Q4) How does transportation strategy aids logistics function.

OR

What are intermodal transportation systems. Discuss transport documentation.

Q5) What is Role of IT in Logistics management.

OR

How does logistics Information systems strengthen the Logistic function.

EEE

Total No. of Questions : 7]

SEAT No. :

P1320

[4689] - 2

[Total No. of Pages : 1

P.G.D.M.L.M.

**102: MATERIALS MANAGEMENT
(2008 Pattern) (Semester - I)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) What is materials management? Explain the concept, scope and significance by relevant example. **[14]**

Q2) What is M.R.P and describe its input and their relationship. **[14]**

Q3) Explain E.O.Q and its derivation Comment in Modified E.O.Q. **[14]**

Q4) Describe the application of ABC, FSN & HML with examples. **[14]**

Q5) What is purchasing cycle? Explain with the neat diagram by relevant example. **[14]**

Q6) Explain the concept of integrated approach to Materials management. **[14]**

Q7) Write short notes (Any two). **[14]**

- a) Modified E.O.Q.
- b) Bills of Material.
- c) Merits and Demerits of Inventories.
- d) Safety stock.



Total No. of Questions : 5]

SEAT No. :

P1735

[4689]-201

[Total No. of Pages : 1

P.G.D.M.L.M

**201 : STRATEGIC SUPPLY CHAIN MANAGEMENT
(2013 Pattern) (Semester - II)**

Time : 3 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Explain the factors affecting the network design decisions. With examples.

OR

b) What is the impact of design on e-business with respect to supply chain.

Q2) a) How mapping is carried out in supply chain management.

OR

b) What are logistics performance indicators and critical success factors.

Q3) a) How managers build partnership and trust in supply chain coordination.

OR

b) Explain Bullwhip effect with examples.

Q4) a) Write a note on performance measures of supply chain management.

OR

b) Explain logistics quantification pyramid.

Q5) a) Discuss strategic planning for logistics and supply chain management.

OR

b) Write a note on future direction of supply chains.



Total No. of Questions : 5]

SEAT No. :

P1326

[4689] - 202

[Total No. of Pages : 2

P.G.D.M.L.M.

**202: GLOBAL LOGISTICS
(2013 Pattern) (Semester - II)**

Time : 3 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) State importance of Network Design for global Logistics Management. Discuss the factors influencing Network Design Decisions. **[10]**

OR

b) Discuss in details the scope and importance of Global Logistics. **[10]**

Q2) a) Analyze trends in India's imports during the post reforms phase. What according to you is the impact of liberalization and globalization on India's Imports. **[10]**

OR

- b) i) Write short note on International Ocean Transportation. **[5]**
ii) Write short note on Tools of performance measures in global logistics. **[5]**

Q3) a) Explain the Inventory Models and forecasting models in global logistics. **[10]**

OR

b) Explain the role, responsibility and key task of logistics manager in MNC. **[10]**

Q4) a) What are the different steps to build strategic partnership and trust in global logistics management. **[10]**

OR

P.T.O.

- b) i) Write short note on Off shoring. [5]
ii) Write short note on Global Logistics management. [5]

Q5) a) Explain the role of International logistics and supply chain management in global economy. [10]

OR

- b) Explain the importance and functions of stores from global logistics perspective. [10]



Total No. of Questions : 5]

SEAT No. :

P1736

[4689]-203

[Total No. of Pages :2

P.G.D.M.L.M.

**203: INVENTORY MANAGEMENT
(2013 Pattern) (Semester - II)**

Time : 3 Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) a) Explain the importance of the inventory management function in reference to profitability, strategy, customer satisfaction and competitive advantage. **[10]**

OR

b) Discuss the various factors influencing make or buy decision and outsourcing. **[10]**

Q2) a) “Vendor managed inventory is prerequisite for JIT purchasing comment. **[10]**

OR

b) i) Write short note on E.O.Q. Model. **[5]**

ii) Write short note on Lead time. **[5]**

Q3) a) Give the criteria and methodology of evaluation for material function. **[10]**

OR

b) What is reorder point? Explain with graph reorder level point and best example. **[10]**

P.T.O.

Q4) a) Explain the concept of MRP, What are main outputs from MRP? [10]

OR

b) Describe the elements of supply chain management. What are the advantages and disadvantages of standardization? [10]

Q5) a) What is the basic premise of 'ABC' analysis? Explain steps for making 'ABC' analysis. [10]

OR

b) i) Write short note on BOM (Bill of Materials). [5]

ii) Write short note on Safety stock. [5]

EEE

Total No. of Questions : 8]

SEAT No. :

P1322

[4689] - 21

[Total No. of Pages : 1

P.G.D.M.L.M.

**201: PHYSICAL DISTRIBUTION & SUPPLY CHAIN MANAGEMENT
(2008 Pattern) (Semester - II)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Attempt any five questions.*
- 2) *Each question carries 14 marks.*

Q1) Physical distribution is a key to profitable business. “Comment”. **[14]**

Q2) What are different distribution strategies. Which factors are considered in adopting a distribution strategy. **[14]**

Q3) What are the elements of cost in physical distribution system. State the importance of each. **[14]**

Q4) Brief the process view of supply chain. What are the performance attributes of SCM. **[14]**

Q5) Detail the logistics and communication that occurs in physical distribution. **[14]**

Q6) Explain the role of IT in supply chain management. **[14]**

Q7) Supply chains needs to be bench marked frequently. Comment on the statement. **[14]**

Q8) Explain the role of channel member in physical Distribution. **[14]**



Total No. of Questions : 7]

SEAT No. :

P1733

[4689] - 22

[Total No. of Pages : 1

P.G.D.M.L.M.

**202 : INTERNATIONAL BUYING
(2008 Pattern) (Semester - II)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Write a detailed note on International Purchasing Practices. **[14]**

Q2) Describe the role of financial institutions in general in International Trade. Consider any one Financial Institution and explain in detailed manner. **[14]**

Q3) Write short notes on any Two: **[14]**

- a) INCO Terms.
- b) Letter of credit.
- c) Shipping Bill & Commercial Invoice.
- d) Intermediaries in International Buying.

Q4) Write the procedure of issue of LC. Also mention the parties involved in LC. Explain the types of LCs used in India. **[14]**

Q5) Explain the provisions of Foreign Trade Policy II (2009-14) with regard to imports. **[14]**

Q6) Describe in your own words the effects of foreign currency fluctuations on International Buying. Give suitable examples to support your answer. **[14]**

Q7) Explain in your own words the various documents in International Buying. Also explain the procedure in brief manner. **[14]**



Total No. of Questions :8]

SEAT No. :

[Total No. of Pages :1

P1321

[4689]-3

P.G.D.M.L.M.

**103:LOGISTICS MANAGEMENT
(2008 Pattern) (Semester-I)**

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

- 1) Attempt any 5 questions.*
- 2) All questions carry equal marks.*

Q1) Explain the significance of Logistics in Business.

Q2) Information Technology plays a very crucial role in enhancing customer service. Comment.

Q3) What are the cost that are incurred in Logistics.

Q4) Why are business today focusing on the economics of logistics?

Q5) Business around the globe is possible by good logistics system. Explain this with reference to the international trade.

Q6) How can Logistics be developed to enhance customer service.

Q7) Explain third party Logistics.

Q8) Explain the role of material handling & packaging in Logistics.

EEE

Total No. of Questions : 4]

SEAT No. :

P3109

[Total No. of Pages : 2

P.G.D.F.T. (Semester - I)
INTERNATIONAL LOGISTICS
(2013 Pattern) (Revised)

Time : 3 Hours]

[Max. Marks : 60

Instructions to the candidates:

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

Q1) Explain various 'Transport Documents' used in International Trade, giving brief details on 'Bill of Lading'. **[15]**

OR

Elaborate importance of International Logistics.

Q2) Describe in detail different modes of Transport used in International Trade. **[15]**

OR

Explain different types of 'Containers' used in International Trade.

Q3) Explain various 'International Commercial Documents'. **[15]**

OR

Discuss 'INCOTERMS' in detail.

P.T.O.

Q4) Write short notes on any three :

[15]

- a) Legalization and Consumer Invoice
- b) Liner and Tramp Services
- c) Types of vessels used in International Trade
- d) Different types of 'Cargoes' in International Trade
- e) Importance of packing in International Logistics
- f) Transshipment and Part shipment



Total No. of Questions : 4]

SEAT No. :

P3110

[Total No. of Pages : 2

P.G.D.F.T. (Semester - I)
INTERNATIONAL ECONOMICS AND FOREIGN EXCHANGE
MANAGEMENT
(2013 Pattern) (Revised)

Time : 3 Hours]

[Max. Marks : 60

Instructions to the candidates:

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

Q1) What is international economics? Explain the Heckscher-Ohlin theory of international trade.

OR

Distinguish between free trade and protected trade. What are the different types of protection?

Q2) Explain the role and functions of WTO in international trade.

OR

Explain the impact of Regional Grouping on World Trade. Describe the role and functions of European Union.

Q3) What is foreign exchange rate? Explain the advantages and disadvantages of fixed exchange rate.

OR

Explain the meaning and procedure of Uniform Custom Practice of Document Credit and Letter of Credit.

P.T.O.

Q4) Write short notes on (any three) :

- a) GATT
- b) FEMA
- c) INCOTERMS
- d) Spot and Forward Rate
- e) Futures and Options
- f) Uniform rules collection



Total No. of Questions : 4]

SEAT No. :

P3111

[Total No. of Pages : 2

P.G.D.F.T. (Semester - I)
PRINCIPLES OF MARKETING MANAGEMENT
(2013 Pattern) (Paper - IV) (Revised)

Time : 3 Hours]

[Max. Marks : 60

Instructions to the Candidates :

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

SET - A

Q1) Define 'Marketing'. Discuss the importance of marketing in today's competitive world.

OR

What are the elements of Marketing Information System (MIS)? Why organization require good Marketing Information System?

Q2) What do you mean by 'Market Segmentation'? Explain its importance.

OR

Discuss different stages of 'Product Life Cycle'.

Q3) Define 'Price'. Comment on various factors that influence pricing mechanism.

OR

Explain different methods of 'Pricing'.

Q4) Write notes (Any three) :

- a) Differentiated Marketing
- b) Brand
- c) SWOT Analysis
- d) Demographic Segmentation
- e) Functions of Marketing Channels

P.T.O.

Total No. of Questions : 4]

P3111

P.G.D.F.T. (Semester - I)
PRINCIPLES OF MARKETING MANAGEMENT
(2013 Pattern) (Paper - IV) (Revised)

Time : 3 Hours]

[Max. Marks : 60

Instructions to the Candidates :

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

SET - B

Q1) Define 'Marketing Channel'. Explain factors influencing 'Channel Selection Criteria'.

OR

Discuss the role of various channel partners in marketing process.

Q2) What is 'Marketing Mix'? Explain the importance of 4 'Ps' of Marketing Mix.

OR

Explain different steps of 'Product Development Process'.

Q3) What is 'Segmentation'? Explain different ways of 'Segmentation'.

OR

Discuss different stages of 'Product Life Cycle'.

Q4) Write notes (Any three) :

- a) Concentrated Marketing
- b) Trade Mark
- c) Differentiated Pricing
- d) Product Mix
- e) Indirect Channel



Total No. of Questions : 4]

SEAT No. :

P3112

[Total No. of Pages : 1

P.G.D.F.T. (Semester - I)
MANAGERIAL ECONOMICS
(2013 Pattern) (Revised)

Time : 3 Hours]

[Max. Marks : 60

Instructions to the Candidates :

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

Q1) Explain the nature, scope and importance of managerial economics.

OR

Explain different types of elasticity of demand and its application to managerial decision making.

Q2) Explain short run and long run cost curves. Explain the cost volume profit analysis in detail.

OR

What is monopoly? Explain the price discrimination under monopoly.

Q3) What is Risk analysis. Explain the risk and uncertainty in managerial decision making.

OR

What is capital budgeting. Explain the process involved in capital budgeting.

Q4) Write short notes on any three :

- a) Cost of capital
- b) Vertical Integration
- c) Demand Analysis
- d) Game theory
- e) Oligopoly
- f) Pricing of multiple products

