

Total No. of Questions : 5]

SEAT No. :

P7987

[Total No. of Pages : 5

[6118]-101

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

101-GC-01 : MANAGERIAL ACCOUNTING

(2021 Pattern) (Semester-I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Solve any five.

[5×2=10]

- a) What is accounting?
- b) List any four name of users of accounting information.
- c) What is fixed assets?
- d) What is overheads?
- e) Write any four objectives of cost accounting?
- f) What is Break-Even point?
- g) Write any two advantages of Budgetary control.
- h) What is the distinction between debtor and creditors.

Q2) Solve any Two.

[2×5=10]

- a) Explain any five accounting concepts with suitable example.
- b) Distinguish between Capital expenditure & Revenue expenditure.
- c) Explain and illustrate the various elements of cost.

P.T.O.

Q3) Solve any one:

[10]

- a) From the following Trial Balance of Shri Dinesh, prepare trading and profit and loss account for the year ended 31/3/2023 and balance sheet as on that date.

Trial Balance
as on 31st March 2023

Debit Balance	Rs.	Credit balance	Rs.
Machinery	90,000	Capital	1,15,200
Buildings	40,000	Creditors	45,000
Stock (1-4-2022)	20,200	Bills Payables	4,000
Purchases	1,10,800	Return Outwards	1,500
Wages & salaries	17,000	Interest and commission	900
Carriage outward	3,000	Outstanding expenses	1,150
Sundry debtors	35,000	Sales	1,90,500
General Expenses	9,100	R.D.D.	2,500
Rent	1,700		
Bad debts	650		
Legal charges	700		
Prepaid Rent	200		
Loan to Manish	17,000		
Drawings	4,300		
Cash in hand	1,350		
Cash at bank	9,750		
	3,60,750		3,60,750

The following adjustments should be taken into consideration.

- i) Stock on 31st March 2022 was valued at cost Rs. 20,900. Market Price was Rs. 24,000
- ii) Depreciate Machinery at 10% and Building at 5%

OR

- b) The Bangalore Ltd. Supplies you the following information and requires you to prepare cost sheet.

Particulars	(Rs)
Stock of raw materials on 1 st April 2022	75,000
Stock of raw materials on 30 th April 2022	91,500
Direct wages	52,500
Indirect wages	2,750
Sales	2,00,000
Work in Progress on 1 st April 2022	28,000
Work in Progress on 30 th April 2022	35,000
Purchase of raw materials	66,000
Factory Rent, rates and power	15,000
Depreciation of plant and machinery	3,500
Expenses on purchases	1,500
Carriage outward	2,500
Advertisement	3,500
Office rent and taxes.	2,500
Traveller's wages and commission	6,500
Stock of finished goods on 1 st April 2022	54,000
Stock of finished goods on 30 th April 2022	31,000

Q4) Solve any one:

[10]

- a) Given below are the sales and profit of the two halves of the year.

	I st half	II nd half
Sales	1,00,000	1,20,000
Profit	30,000	38,000

Fixed cost during the first half is equal to that during the second half. Selling price and per unit variable cost remain unchanged. Analyse the following:

- i) P/V Ratio
- ii) Fixed cost
- iii) BEP
- iv) Sales to earn profit of 40,000

OR

b) A company has 3 alternative choices of product mix. It produces two products A and B. It can produce either:

- i) 200 units of A and 400 units of B
- ii) 300 units of A and 300 units of B
- iii) 400 units of A and 200 units of B

Other information is available as under:

- | | | |
|----------------------------|---------|--------|
| 1) Selling price | A (Rs.) | B(Rs.) |
| 2) Variable cost | 400 | 300 |
| 3) Fixed cost : Rs. 16,000 | | |

You have to decide the best profitable mix.

Q5) Solve any one:

[10]

a) Hindustan Machine tools Ltd. Wants to avail overdraft facility with Bank of India for the period October-December 2022, for meeting the orders. From the following particulars prepare a cash budget and find out the amount of overdraft facility required.

2022, Month	Credit sales (Rs.)	Purchases (Rs.)	Wages (Rs.)
July	1,30,000	1,60,000	14,000
August	2,10,000	1,55,000	15,000
September	2,20,000	1,80,000	18,000
October	3,00,000	3,20,000	15,000
November	1,50,000	2,20,000	17,000
December	1,50,000	3,50,000	16,000

The credit sales are realised as below:

- i) 50% of the amount in the second month following and balance.
- ii) 50% of the amount in the third month following the sales.

The creditors for purchases are paid in the months following the month of purchase. Wages are paid in the same month.

The bank pass book shows a balance in the current account as on 30th September 2022 as Rs. 10,000.

OR

- b) For making 10 kg of Gemco, the standard material requirement is :

Material	Quantity (kg)	Rate Per Kg (Rs.)
A	8	6.00
B	4	4.00

During April, 1000kg, of Gemco were produced the actual consumption of material is as under.

Material	Quantity (kg)	Rate Per Kg (Rs)
A	750	7.00
B	500	5.00

Calculate.

- i) Material cost variance.
- ii) Material price variance
- iii) Material usage variance



Total No. of Questions : 5]

SEAT No. :

P-7988

[Total No. of Pages : 2

[6118]-102

M.B.A.

102 : GC-02 : ORGANIZATIONAL BEHAVIOUR

(2021 Pattern) (Semester - I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer ANY 5 :

[10]

- a) Define Behaviour.
- b) Name 2 points of importance of OB.
- c) Define Emotional Intelligence.
- d) Name the components of Attitude.
- e) Define groups.
- f) Name the two 5 levels of Maslow's theory of Motivation.
- g) Which are the two types of parent ego states?
- h) What are terminal values?

Q2) Answer ANY 3 :

[10]

- a) Explain Victor Vroom's theory of Motivation.
- b) Examine and explain the components of Personality.
- c) Explain process of perception with a neat diagram.

Q3) a) With the help of an example, explain any structural conflict, and how it can be resolved. [10]

OR

- b) How can we build 'Positive Attitude' amongst the employees of an organisation?

P.T.O.

Q4) a) Why is 'Person Perception' a hindrance in managing employees for a manager? **[10]**

OR

b) Why does balancing work and life give stress to employees? As a manager suggest any 3 strategies which you may use for helping your employees (Hospitality industry) to manage this stress.

Q5) a) What traits do you feel a project team leader in a multinational ITES company should have? **[10]**

OR

b) What problems arise for a manager if an informal group is very strong in an organisation? What should the manager do in such cases?



Total No. of Questions : 5]

SEAT No. :

P7989

[Total No. of Pages : 2

[6118]-103

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

GC 03-103 : ECONOMIC ANALYSIS FOR BUSINESS DECISIONS

(2021 Pattern) (Semester-I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

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

[10]

- a) Define Macro Economics.
- b) What is the formula to calculate profit?
- c) Behaviour theory was given by _____.
- d) Define Exception to law of demand.
- e) Write the formula for Income elasticity of demand.
- f) Indifference curve cannot _____ each other.
- g) Write any two types pricing policies?
- h) Write any one method of price control.

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

[10]

- a) Define Nature and Scope of demand forecasting.
- b) Explain the Relationship between Average Revenue and Marginal Revenue.
- c) Write any one method of demand forecasting.

P.T.O.

Q3) a) Elaborate the concept of law of Diminishing Marginal Utility.

OR

b) Explain the concept of Laws of Variable Proportions with graph.

[10]

Q4) a) Explain the difference between Accounting Cost and Economic Cost.

OR

b) What do we mean by Transfer Pricing? Explain with suitable example.

[10]

Q5) a) How pricing and equilibrium is achieved under Monopoly market in long run?

OR

b) Why there is the need for Government Intervention?

[10]



Total No. of Questions : 5]

SEAT No. :

P-7990

[Total No. Of Pages : 2

[6118]-104

M.B.A.

(Fintech./Digital Marketing/Project Management)

GC - 04: Business Research Methods

(104) (2021 Pattern) (Semester - I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) All question has internal options.
- 2) Justify your answers with appropriate example wherever needed.
- 3) Draw neat diagram.

Q1) Define any 5 question.

[5 × 2 = 10]

- a) Sampling in research
- b) Alternate hypothesis
- c) Population in research.
- d) Qualitative Research
- e) Systematic Sampling
- f) Linear regression
- g) Snowball sampling
- h) Extraneous variable

Q2) Answer any Two questions .

[2 × 5 = 10]

- a) Write the difference between primary data and secondary data.
- b) Define hypothesis & explain the qualities of good hypothesis.

P.T.O.

- c) Explain the type of correlation exist with proper qualification in below situation.

Demand	42	52	55	60	66	68	65	60	58	34
Price	11	13	18	22	26	40	30	27	24	18

Coefficient of correlation (r) between demand and price is 0.779.

Q3) Answer any One question. [10]

- a) Propose a null and alternate hypotheses for the following situation
- Sales of bridge increases on summer season
 - Regular student score more marks in university examination.
- b) Explain the levels of measurement scale with proper example.

Q4) Answer any One question. [10]

- a) Explain any three non probability sampling methods with suitable example.
- b) Draft a questionnaire for finding challenges faced by metro train travellers in Pune city.

Q5) Answer any One question. [10]

- a) Draft a research proposal for studying the impact of advertisement on the sales of product in D'Mart of Pune city.
- b) The time taken (in seconds) by 25 students to solve a problem was 17, 20, 24, 26, 27, 30, 38, 34, 40, 35, 47, 41, 44, 49, 45, 48, 44, 54, 50, 60, 58, 58, 63, 55, 20

Draw histogram and calculate mode graphically.



Total No. of Questions : 5]

SEAT No. :

P-7991

[Total No. Of Pages : 2

[6118]-105

M.B.A.

**GC - 05: Basics of Marketing
(2021 Pattern) (Semester - I)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) Answer any Five (2 marks each):

[10]

- a) Define Consumer
- b) What is segmentation?
- c) Define Marketing Myopia
- d) What is ZMOT?
- e) Define the concept of Macro and Micro environment.
- f) What is a need? State the various types of needs.
- g) Define Relationship marketing
- h) Recall the PESTLE factors of marketing environment.

Q2) Attempt any Two (5 marks).

[10]

- a) “Marketing is much broader concept than Selling” Comment. Also discuss various approaches to the marketing.
- b) Explain market potential, with respect to niche market.
- c) Explain positioning with examples.

P.T.O.

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

- a) Build the concept of 4Ps for any of the four wheeler manufacturer

OR

- b) Develop Marketing Mix for EV 2 Wheeler

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

- a) The evidence that the product concept was alive and well in Ford Motor Company. The founder of the company, Mr. Henry Ford's famous reaction to consumers request for more color options was "You can have any colour car you want as long it is black" Analyze this statement in concept of Marketing.

OR

- b) Raj visits a mall. While surfing with his friends, he discovers that there is a need to purchase a new mobile, because he wants updated features in his mobile phone. (Assume that you are in Raj 's place Explain various factors that will affect the Raj's buying behaviour)

Q5) Answer any One (10 marks each): **[10]**

- a) Develop a short questionnaire to elicit the evaluative criteria consumer might use in selecting the following

- i) Car ii) Mobile

OR

- b) What do you understand by Goods - Service Continuum? Explain with a diagram and appropriate example.



Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages :2

P7992

[6118]-106

First Year M.B. A.

106-GC-06 : DIGITAL BUSINESS

(2021 Pattern) (Semester-I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Solve any five.

- a) Identify the benefits of e Commerce to society. [2]
- b) Define Web 2.0 and list its attributes. [2]
- c) Define E-health. [2]
- d) Describe virtual universities and distance learning. [2]
- e) List the major benefits of social shopping. [2]
- f) List some of the major drawbacks of e-learning. [2]
- g) Define e-training and describe how it is done. Describe Social Commerce. [2]
- h) List some of the major drawbacks of e-shopping. [2]
- i) Why do you think people are shifting their mindset toward Business rather than traditional business? [2]

Q2) Solve any two.

- a) Classify e-business models and discuss with suitable example. [5]
- b) Explain B2C social shopping models. [5]
- c) Illustrate the competition in online travel services. [5]

P.T.O.

Q3) Solve any one.

- a) Identify what are the driving forces of the electronic job market. [10]
- b) Identify the major personal finance services available online and list the factors for growth. [10]

Q4) Solve any one.

- a) Compare social communities and social clubs as they relate to marketing. How do they work. [10]
- b) Analyze the difference between G2B and G2G models with suitable example. [10]

Q5) Solve any one.

- a) You have been appointed as Senior Manager in XYZ Company. Design the business model for any Digital Entertainment or Media or Gaming business you want to launch on digital platform. [10]
- b) Design in detail the structure of the supply chain management of ecommerce company starting business in grocery items. [10]



Total No. of Questions : 5]

SEAT No. :

P-7993

[Total No. Of Pages : 2

[6118]-107

M.B.A.

GE-UL-01 : Management Fundamentals (107)

(2021 Pattern) (Semester - I) (Theory)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) *Attempt all questions.*
- 2) *Give examples and draw neat diagram wherever necessary.*

Q1) Attempt any 5 out of 8 questions :

[5 × 2 = 10]

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

Q2) Attempt any 2 questions out of 3 .

[2 × 5 = 10]

- a) Illustrate Hawthorne experiment of Human Resource approach.
- b) What is bounded reality? Discuss its process.
- c) Briefly explain the process of departmentation.

P.T.O.

Q3) Answer any One :

[1 × 10 = 10]

- a) Compare the methods of span of control in government private organisation.

OR

- b) State and analyze the factors affecting structural choice of automobile manufacturing organisation.

Q4) Answer any One :

[1 × 10 = 10]

- a) Examine the role of technology in changing the working structure of organisation.

OR

- b) Elucidate the concept of boundary less organisation and virtual organisation with example.

Q5) Answer any One :

[1 × 10 = 10]

- a) You as a senior employee is appointed to train the upcoming managers in making effective decisions. Explain the ways in which you will take effective decisions. Also discuss the essential characteristics of a good decision.

OR

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



Total No. of Questions : 5]

SEAT No. :

P7994

[Total No. of Pages : 2

[6118]-108

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

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer any five (2 marks each) :

[10]

- a) Explain capital and revenue account of budget.
- b) Define human development index.
- c) What is the objective of Green Revolution?
- d) What is meant by economic superpower?
- e) Define privatization & globalization.
- f) Define small scale & cottage industries.
- g) What is urbanization?
- h) Explain the meaning of poverty.

Q2) Answer any two (5 marks each) :

[10]

- a) Explain the need of financial inclusion in India.
- b) Explain age composition and density of population.
- c) Give an account of land reforms in India.

P.T.O.

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

a) Explain the functions of RBI.

OR

b) Write objectives of special economics zones.

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

a) Examine the trends in exports & imports in India.

OR

b) Illustrate the role of small scale industries in India.

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

a) Critically assess industrial development in India.

OR

b) Explain the development of education and health infrastructure in India.



Total No. of Questions : 5]

SEAT No. :

P-7995

[Total No. of Pages : 2

[6118]-109

**M.B.A. Finetch/Project Management/Digital Marketing
GE-UL-03 : ENTREPRENEURSHIP DEVELOPMENT
(2021 Pattern) (Semester - I)**

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer Any 5 Out of 8 (2 marks each) :

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

Q2) Answer Any 2 Out of 3 (5 marks each) :

- a) What do you understand by Entrepreneurship Development program.
- b) What do you understand by Design Thinking Process?
- c) Explain why Entrepreneurial Training is important for Entrepreneurship Development.

Q3) Answer Any 1 Out of 2 (10 marks each) :

- a) Illustrate the role of EDII to encourage Entrepreneurship in India.

OR

- b) Identify the shortcomings of Entrepreneurship Development Program (EDP).

P.T.O.

Q4) Answer Any 1 Out of 2 (10 marks each) :

a) Describe in detail the “Entrepreneurial Competencies”

OR

b) Analyse the role of NEDB to encourage Entrepreneurship in India.

Q5) Answer Any 1 Out of 2 (10 marks each) :

a) A successful Entrepreneur always tries to update his knowledge and information continuously through training and Development.-Discuss.

OR

b) How effective is the role of Government in promoting Entrepreneurship?



Total No. of Questions : 5]

SEAT No. :

P7996

[Total No. of Pages : 2

[6118]-110

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

110-GE-UL-04 : ESSENTIALS OF PSYCHOLOGY FOR MANAGERS

(2021 Pattern) (Semester - I)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer any 5.

[10]

- a) Where the word “ psychology” does come from?
 - i) Halian
 - ii) Greek
 - iii) Latin
 - iv) None of the above
- b) _____ involves seeking information from a person on . one-to-one basis.
 - i) Case - study
 - ii) Self - Report
 - iii) Interview
 - iv) Psychological test
- c) Which of the following method is used for memorizing Poem?
 - i) Serial memorizing
 - ii) Syntactic memorizing
 - iii) Distributed practice
 - iv) None of the above
- d) Psychology in the work place is the subject matter of _____
 - i) Industrial and organizational Psychology
 - ii) Social Psychology
 - iii) Academic Psychology
 - iv) Clinical Psychology
- e) Define Psychology as science.
- f) Mention the names of any four Psychologists.
- g) Explain the parts of neurons.
- h) Define Memory.

P.T.O.

Q2) Answer any Two. [10]

- a) Describe the process of observation learning and its relevance in life.
- b) Explain the biological basis of behaviour.
- c) Explain how short - term memory works in an individual.

Q3) Answer any one. [10]

- a) Explain the Perception process. Discuss the relation between Perception and Culture.

OR

- b) Discuss the relationship between language and thinking with relevant examples.

Q4) Answer any one. [10]

- a) Apply the classical Conditional Theory and bring out its usage by
 - i) Teacher
 - ii) Manager

OR

- b) Discuss how a manager can apply the measures of memory Retention at Workplace.

Q5) Answer any one. [10]

- a) Explain with examples How a manager can use the aspects of 'Modern Psychology' in influencing the behaviour of the employees.

OR

- b) Illustrate with suitable example the James Long theory of emotion.



Total No. of Questions : 5]

SEAT No. :

P7998

[6118]-112

[Total No. of Pages : 2

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

112-GE-UL-06 : DEMAND ANALYSIS AND FORECASTING

(2021 Pattern) (Semester - I)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer any Five (2 marks each):

[10]

- a) What is Delphi Method in Demand Forecasting?
- b) Explain the significance of Demand Forecasting?
- c) Describe Expert Opinion Method.
- d) What is candidate product?
- e) What is Firm Level Forecasting?
- f) Explain Income Elasticity of Demand with suitable example.
- g) What is seasonal effect?
- h) What is cash flow forecasting?

Q2) Answer any Two (5 marks each):

[10]

- a) Why is forecasting important in new products?
- b) Summarize qualitative methods of demand forecasting used by Marketing manager.
- c) Explain Diffusion and Composite Indexes.

P.T.O.

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

a) Explain Trend Analysis & Cyclical variations.

OR

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

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

a) What is the relationship between the forecasting time horizon and choice of forecasting models?

OR

b) List different Exponential Smoothing Methods and elaborate it with appropriate examples.

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

a) Historical demand for a product is:

Month	Demand
January	13
February	12
March	16
April	13
May	17
June	16

Using a simple three-month moving average method, find the July forecast.

OR

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



Total No. of Questions : 5]

SEAT No. :

P7999

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[6118]-201

First Year M.B.A. (Digital Marketing)/(Project Management)/(Fintech)

201 - GC-07 : MANAGEMENT

MARKETING

(2021 Pattern) (Semester-II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Solve any five of the following:

[10]

- a) Define 'Unsought goods'.
- b) State the meaning of 'test marketing'
- c) Recall the meaning of 'surge pricing'
- d) Reproduce the definition of 'Brand'
- e) Define 'sales promotion' with example.
- f) State the definition of 'logistics' with example.
- g) Recall the term 'product line' with example.
- h) Reproduce the meaning of franchising' with example.

Q2) Solve any Two.

[10]

- a) Differentiate between 'omnichannel vs multichannel'
- b) Differentiate between 'consumer products vs industrial products'
- c) Summarise the concept of 'product hierarchy'

P.T.O.

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

- a) You are appointed as a marketing manager of a 'footwear company suggest suitable distribution channels for the company.
- b) Suggest appropriate channel design for an international brand entering India with range of 'personal care 'products' for men.

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

- a) Develop an integrated marketing communication (IMC) plan for launching a 'new washing machine'.
- b) Develop an integrated marketing communication (IMC) for launching a new brand of 'water purifier'.

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

- a) Design marketing plan for a company planning to offer 'smart Watches'.
- b) Design marketing plan for a company planning to start a 'Egweat chain'.



Total No. of Questions : 5]

SEAT No. :

P-8000

[Total No. of Pages : 4

[6118]-202

M.B.A. (Fintech./Digital Marketing/Project Management)

GC - 8 : FINANCIAL MANAGEMENT

(2021 Pattern) (Semester - II) (202)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) *All questions are compulsory & carry 10 marks.*
- 2) *Usage of simple (non-programmable) calculator is permitted.*

Q1) Explain in Brief (Any 5)

[5 × 2 = 10]

- a) What are the major functions of Finance Manager?
- b) What are Activity (Efficiency) ratios?
- c) Explain the concept of Working Capital.
- d) What is Specific cost of capital?
- e) What is Discounted Pay-Back Period?
- f) What is Combined Leverage?

Q2) Write notes on (Any 2)

[2 × 5 = 10]

- a) Concept of Trading on Equity
- b) Trend Analysis
- c) W A C C (Weighted Average Cost of Capital)
- d) I R R (Internal Rate of Return)

P.T.O.

Q3) XYZ ltd has an avg. selling price of Rs.10 per unit. Its variable cost is Rs.7.

Fixed Cost amount to Rs. 1,70,000. All the financing is through Equity Funds and pays 35 % tax.

ABC ltd is identical to XYZ ltd except the pattern of Financing. Later finances its assets by 50 % Equity & 50% debt. Interest on debt is Rs.20,000.

Determine the degree of operating, Financial & Combined leverage at Rs.7,00,000 sales for both the firms and interpret the results. **[10]**

OR

A Company is considering implementation of a project. It has two alternatives viz Project - A & Project - B, both the projects are mutually exclusive the relevant details are as follows :

Rate of capitalization is 9%

Initial Investment Rs.. 15,00,000

Cash Inflows for both the Projects are as: (Rs.)

Year	Project - A	Project - B
1	6,00,000	2,00,000
2	5,00,000	3,00,000
3	4,00,000	4,00,000
4	3,00,000	5,00,000
5	2,00,000	6,00,000
Total	20,00,000	20,00,000

Calculate

- N.P.V.
- Profitability Index (PI)

Comment and advice the company.

Q4) Using the information given below Complete the balance Sheet of M/s. Everblooming Lotus Ltd. **[10]**

Gross Profit (20 % of Sales)	Rs.60,000
Shareholders Equity	Rs,50,000
Credit Sales to Total Sales	0.80
Total Assets turnover	3 Times
Inventory turnover to Cost of Sales	8 times
Average Collection Period (360 day Year)	18 days
Current Ratio	1.6
Long term debt to Equity	0.40

Balance Sheet of M/s. Everblooming Lotus Ltd. As on _____

Liabilities	Amount (Rs.)	Assets	Amount (Rs.)
Creditors	-----	Cash	-----
Long Term Debt	-----	Debtors	-----
Shareholder's Equity	-----	Inventory	-----
		Fixed Assets	-----
Total	-----	Total	-----

OR

Assuming the corporate tax of 35 % calculate after tax cost of capital in following situations

- a) Perpetual 15 % debentures of Rs. 1000 sold at a premium of 10% with no floatation costs.
- b) 10 year 14% debentures of Rs. 2000 redeemable at par at 5 % floatation costs.
- c) 10 year 14 % preference shares of Rs.100 redeemable at premium of 5 % with 5 % floatation costs and dividend tax is 10%
- d) An equity share selling at Rs.50 and paying dividend of Rs. 6 per share.

Q5) Estimate NWC (net Working Capital) for a company on the basis of given data. Add 10% to your computed figure for contingencies. **[10]**

Estimated cost per unit of Production	(Rs.)
Raw material	80
Direct labor	30
Overheads (Including Rs.5 Depreciation)	65
Total	175

Additional Information :

- a) Selling Price Rs. 200
- b) Level of Activity 1,04,000 units of production per annum
- c) Raw material in Stock Average 4 weeks
- d) WIP (Full unit of raw material required in the beginning other conversion costs 50%)-2 weeks
- e) Finished goods in Stock 4 weeks
- f) Credit allowed by suppliers 4 weeks
- g) Credit allowed to debtors 8 weeks
- h) Lag in payment of wages 1.5 weeks
- i) Desired Cash balance in Bank Rs.25,000

Assume production is carried evenly throughout the year.

OR

From the following projections of M/s Power & Power ltd for the next year you are required to work out the Working capital (WC) required by the company

Annual Sales	Rs,14,40,000
Cost of Production including Depreciation of Rs.1,20,000	Rs. 12,00,000
Raw material Purchases	Rs. 7,05,000
Monthly expenses	Rs. 30,000
Anticipated Opening Stock of Raw material	Rs. 1,40,000
Anticipated Closing Stock of Raw material	Rs. 1,25,000

Inventory Norms :

Raw material	2 months
Work-In-Progress	15 Days
Finished Goods	1 month

The Firm enjoys 15 days of credit on its purchases and allows 1 month's credit to it's customers.

Company has received an advance of Rs. 15,000 on sales orders.

Assume that production is carried on evenly throughout year. Minimum cash balance desired to be maintained Rs.10,000.



Total No. of Questions : 5]

SEAT No. :

P8001

[Total No. of Pages : 2

[6118]-203

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

GC 09-203 : HUMAN RESOURCE MANAGEMENT

(2021 Pattern) (Semester-II) (Generic core)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Attempt any five questions.

[10]

- a) List the inputs and outputs of an HRM Model.
- b) Define Hard and Soft HRM.
- c) What are the various components of a salary structure?
- d) State the various sources of recruitment for executives.
- e) What are the various types of promotion you know?
- f) List out the types of incentives.
- g) What is vestibule training?
- h) What is succession planning and how is it different from carrer planning?

Q2) Attempt any two questions.

[10]

- a) Define the concept of manpower inventory. How the manpower inventory is prepared?
- b) What is Human Resource Audit? How does it help an organization in preparing Human resource planning?
- c) Distinguish between job evaluation and performance appraisal.
- d) Explain the advantages and limitations of HRIS in detail.

P.T.O.

Q3) Attempt any one question. [10]

- a) Define Strategic Human Resource Management. How would you describe the framework of Strategic Human Resource Management Process?

OR

- b) Describe the various forecasting techniques and how these techniques are being used in human resource planning.

Q4) Attempt any one question. [10]

- a) Comment on the role of HRD professionals in strategizing their functions in the organization. Explain the different challenges faced by them in current scenario.

OR

- b) Describe various types of errors likely to occur during performance appraisal and suggest the measures to minimize such errors.

Q5) Attempt any one question. [10]

- a) Critically examine the components of a compensation package in organised industry in India.

OR

- b) How will you design and develop a Human Resource Information System in an Industrial Organization?



Total No. of Questions : 5]

SEAT No. :

P-8002

[Total No. Of Pages : 2

[6118]-204

M.B.A.(All Programmes)

204-GC-10: Operations & Supply Chain Management

(2021 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) *All the questions are compulsory.*
- 2) *All the questions has an internal option.*
- 3) *All the questions carry equal marks.*
- 4) *Use of 'only' simple calculator is allowed.*

Q1) Attempt any 5 from the following 8 questions.

[10]

- a) Write the flows involved in supply chain
- b) Enlist the types of waste as per LEAN
- c) Enlist the modes of transportation
- d) Define VED analysis.
- e) Explain Distribution requirement planning.
- f) Define the concept of internal customer.
- g) Enumerate the costs of inventory.
- h) State the enablers of supply chain.

Q2) Attempt any 2 from the following 3 questions.

[10]

- a) Define ABC analysis. State the process to categorise the material in ABC category.
- b) Explain the concept of service Blueprint.
- c) Explain the types of demand forecasting.

P.T.O.

Q3) a) Illustrate the product - process matrix with appropriate examples. **[10]**

OR

b) "Companies compete based on supply chains" Elaborate the statement & explain the importance of SCM in global content. **[10]**

Q4) a) Calculate EOQ & determine number of orders based on the following data : **[10]**

i) Annual Demand 2500 bones

ii) Procurement cost ₹ 750/box.

iii) Cost of carrying - 18% per unit per year

iv) Ordering cost ₹ 1080 per order the company has 250 working days

OR

b) "Evolution of supply chain management was from physical distribution to logistics to supply chain" comment & explain the significance of SCM in today's context of E-Commerce & digitization. **[10]**

Q5) a) Design the generalized SCM model for an auto ancillary supplier. **[10]**

OR

b) Explain the MPS & APP in the context of production planning & control. **[10]**



Total No. of Questions : 5]

SEAT No. :

P-8003

[Total No. of Pages : 2

[6118]-205

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

**205 : FINANCIAL MARKETS AND BANKING
OPERATIONS**

(2021 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Solve any five :

[10]

- a) Define Commercial Paper.
- b) Define SWAPS.
- c) List out different types of debentures.
- d) Define Whole sale banking.
- e) Define Commodity market.
- f) Define GDR.
- g) Define Foreign Banks.
- h) Define Bonus Shares.

Q2) Solve any Two.

[10]

- a) Write a note on small finance Banks.
- b) Distinguish between NEFT and RTGS
- c) Write a note on certificate of deposits.

P.T.O.

Q3) Solve any one. [10]

a) Explain the role and functions of RBI in regulating Indian Banking system.

OR

b) Explain the role and functions of NABARD.

Q4) Solve any one. [10]

a) Explain in detail the popular services under E-banking in India.

OR

b) Explain various methods of Raising funds in primary market.

Q5) Solve any one. [10]

a) Evaluate the role of SEBI in regulating capital market of India.

OR

b) Define E-Banking. Evaluate various risks involved in E-Banking Services.



Total No. of Questions : 5]

SEAT No. :

P-8004

[Total No. of Pages : 3

[6118]-206

M.B.A.

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

(2021 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Assume Suitable Data if necessary.*
- 2) *All questions carry equal marks.*
- 3) *All questions are compulsory.*

Q1) Attempt any FIVE :

[10]

- a) Which of the following is the correct depiction of Digital Marketing?
 - i) E-mail Marketing
 - ii) Social Media Marketing
 - iii) Web Marketing
 - iv) All of the above
- b) Which of the following is incorrect about digital marketing?
 - i) Digital marketing can only be done offline
 - ii) Digital marketing cannot be done offline.
 - iii) Digital marketing requires electronic devices for promoting goods and services.
 - iv) In general, digital marketing can be understood as online marketing, web marketing and e-mail marketing.
- c) What is the name of the process in which marketing is achieved by incorporating tools, techniques, electronic devices, technologies, or systems?
 - i) Internet Marketing
 - ii) Direct Marketing
 - iii) Electronic Marketing
 - iv) Interactive Marketing

P.T.O.

- d) Which of the following factors are responsible for leaving an impact on the Google PageRank?
- i) The text depicting inbound links to a page of a website.
 - ii) A total number of inbound links to a website's page.
 - iii) The subject matter of the site providing the inbound link to a page of a website.
 - iv) The number of outbound links on the page that contains the inbound link to a page of a website.
- e) _____ is responsible for hamper the search rankings.
- i) Connecting to your own website from any random website.
 - ii) Utilizing the same colors of texts as that of your background pages.
 - iii) Integrating page templates into your page template.
 - iv) None of the above
- f) Specify any four tools for effective digital marketing.

Q2) Attempt any TWO from the following : [10]

- a) Explain the difference between traditional marketing and Digital Marketing.
- b) Explain the types of SEM in Digital Marketing
- c) Write Short note on Mobile Marketing

Q3) Discuss different types of websites based on functionality, purpose planning & conceptualizing. [10]

OR

Discuss the usage of Affiliate Marketing along with its need in Digital Marketing.

Q4) Define the role of Digital Marketing in increase in sales for competitive analysis. [10]

OR

Define the tools for effective Digital Marketing.

Q5) Discuss the meaning, importance, issues and challenges of Blogging. [10]

OR

Case Study

For Any one of the following develop the digital marketing plan for Sustainability and market growth

- a) Website of Jewelry Shop
- b) Website of Unisex Salon
- c) Ecommerce Apparel website.



Total No. of Questions : 5]

SEAT No. :

P-8005

[Total No. of Pages : 2

[6118]-207

M.B.A. (Project Management)

**PRJSc-PRJ-01 : FUNDAMENTAL OF PROJECT
MANAGEMENT (205)**

(2021 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

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

[10]

- i) Which of the following choices is not one of the stages of a project life cycle?
 - a) Conceptualizing
 - b) Defining
 - c) Planning
 - d) Delivering
- ii) In which of the following stages are you more likely to find status reports, many changes, and the creation of forecasts?
 - a) Conceptualizing
 - b) Defining
 - c) Planning
 - d) Executing
- iii) A schedule activity may begin 10 days before the predecessor activity finishes. This is an example of:
 - a) Finish-to-Start
 - b) Start-to-Finish
 - c) Start-to-Start
 - d) Finish-to-Finish
- iv) Sam Consultancy is planning to buy ten desktops for Rs 20,500 each from a leading computer store. Which type of contract will get signed in this case?
 - a) Purchase Order
 - b) Cost plus Fee
 - c) Fixed cost
 - d) Time and Material

P.T.O.

- v) Define Project.
- vi) Any two project scope checklist.
- vii) What is Feasibility Report?
- viii) What is project network?

Q2) Answer any 2 out of 3 (5 marks each) : [10]

- a) Write short note on PERT.
- b) What are the qualities of an effective project manager?
- c) Discuss attributes of project.

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

- a) Discuss Project Life Cycle in detail.
- b) Discuss the types of the project closure in detail.

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

- a) How risk can be managed in Project? Discuss various risk management Strategies.
- b) What is Five-stage Team Development Model? Explain it in brief.

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

- a) Explain the qualities of an effective Project Manager.
- b) What is work Breakdown Structure? How WBS Helps the Project Manager in entire Project?



Total No. of Questions : 5]

SEAT No. :

P8006

[Total No. of Pages : 2

[6118]-208

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

SC 206 : BASIC R PROGRAMMING IN FINTECH MANAGEMENT

(2021 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Solve any five:

[5×2=10]

- a) List the different types of analytics used in Fintech management.
- b) Distinguish between Data and Information.
- c) Name the various stages of data maturity in organizations.
- d) State the importance of insights in Fintech Management.
- e) Recall the steps involved in Analytics Decision Making Process.
- f) State the skills required for a good business analyst.
- g) Outline the steps to use the command line in R.
- h) Describe the concept of spatial analysis in data visualization.

Q2) Solve any two:

[2×5=10]

- a) Define analytics and its role in Fintech management.
- b) Discuss the characteristics of good questions in Fintech management.
- c) Explain the purpose of debugging tools in R and how they can help identify and fix errors in code.

P.T.O.

Q3) Solve any one: **[1×10=10]**

- a) Analyze the different data types in R. How they are used to represent and manipulate information.
- b) Discuss the program structure in R by including flow control statements like for loop, if condition, while loop and repeat loop

Q4) Solve any one: **[1×10=10]**

- a) Explain how to read from and write to a file in R.
- b) Could you explain the concept of a data frame and provide an example of how data frames are used in the fin-tech sector?

Q5) Solve any one: **[1×10=10]**

- a) Demonstrate the concept of concatenating data and combining variables using functions like cbind, rbind, Sapply, apply, and tapply in R.
- b) Discuss different graphical functions in R for data visualization, such as line plots, bar plots, pie charts and histograms.



Total No. of Questions : 5]

SEAT No. :

P8007

[Total No. of Pages : 2

[6118]-209

M.B.A. - I (Digital Marketing)

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

(2021 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *All questions carry equal marks and has alternative.*
- 3) *Each answer should be supported by relevant example.*

Q1) Explain digital buying process for buying a FMCD product for a newly bought home. **[10]**

OR

Explain different features of buying process on websites, mobile applications and social media with example for each. **[10]**

Q2) Compare in detail the digital buying behaviour in B2B & B2C buying. **[10]**

OR

“Buying has evolved from physical, digital to now phygit or omnichannel level.” Justify and discuss with examples. **[10]**

Q3) “Different factors drive Gen X, Gen Y & Gen Z digital buying.” Discuss factors with examples. **[10]**

OR

Explain separately how product & service buying process differs or changes. Give suitable examples to support it. **[10]**

P.T.O.

Q4) Explain B2B digital buying process in organisations with example. [10]

OR

Explain in detail about any B2B digital buying platform. [10]

Q5) Write short notes on any two with examples. [10]

- a) Traits of digital consumer.
- b) Comparison of urban & rural digital consumer.
- c) New trends in digital buying.



Total No. of Questions : 5]

SEAT No. :

P8008

[6118]-210

[Total No. of Pages :2

M.B. A. - I (Project Management)

**206 PRJ SC-PRJ-02 : TOOLS & TECHNIQUES IN PROJECT
MANAGEMENT**

(2021 Pattern) (Semester-II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question carries 10 marks.*
- 3) *Each question has an internal option.*
- 4) *Figures to the right indicate full marks.*

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

[10]

- a) List data gathering techniques in Project.
- b) Define Benchmarking.
- c) State the concept of Focus Groups.
- d) Enumerate the techniques used for project data analysis.
- e) State the concept of Schedule Compression.
- f) Examine Prototypes.
- g) Reproduce long form RACI.
- h) State the concept of To-Complete Performance Index.

Q2) Solve any two of the following sub questions.

[10]

- a) Describe the criteria for membership to compose the project team.
- b) Infer the concept of 'Cost of Quality'.
- c) Compare mind mapping and stakeholder mapping.

P.T.O.

Q3) a) You have been appointed as a Project Manager and you are managing a project to develop a new company intranet site. Sketch the Context Diagram for analysing the data with suitable justification. [10]

Or

b) You are a Project Manager at a boarding school. The student strength of a boarding school is 800. You had undertaken a training program for 3 days for the staff members three months back. Now you are planning to schedule a training program again for 2 days. Develop the estimate using Analogous Estimating technique. [10]

Q4) a) Appraise the advanced data analysis methods of project management.[10]

Or

b) Compare check sheets and checklists used in projects for data gathering. [10]

Q5) a) Appraise 'Cost Benefit Analysis' technique for a short term sales promotion project of a cosmetic company. [10]

Or

b) Your project is to help the customers over the help desk related to complaints received with respect to water purifiers. Compose a flow chart for data representation and support the same with justification.[10]



Total No. of Questions : 5]

SEAT No. :

P-8009

[Total No. Of Pages : 2

[6118]-211

M.B.A. (All Programs)

**GE-UL-07 : Contemporary Frameworks in Management
(2021 Pattern) (Semester - II)**

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) *Attempt all questions.*
- 2) *Give examples and draw neat diagram wherever necessary.*

Q1) Answer any 5 :

[5 × 2 = 10]

- a) What is Emotional Intelligence?
- b) What are the basic four types of activities as per the habit of put first thing first?
- c) Which of the following habits is not included in public victory habits?
 - i) Synergize
 - ii) Seek first to understand. . . Then to be understood.
 - iii) Sharpen your saw
 - iv) Think win/win
- d) First who, then what is about....
 - i) Deciding who will lead
 - ii) Deciding direction first
 - iii) Getting right people on board
 - iv) Motivating right people
- e) Which of the following is NOT a quality of collaboration?
 - i) Honesty
 - ii) Openness
 - iii) Respect
 - iv) Inconsistency

P.T.O.

- f) What do you mean by the concept of Inside-out?
- g) What is the 'EQ brain'?
- h) The book Five Dysfunctions of a team is written by
 - i) Daniel Goleman
 - ii) Stephen Covey
 - iii) Patrick M. Lencioni
 - iv) John Maxwell

Q2) Answer any 2 . **[2 × 5 = 10]**

- a) Differentiate between 'Trait EI' and 'Ability EI'.
- b) What you mean by being proactive?
- c) What are the various ways to earn respect of others as a leader?

Q3) Answer any One : **[1 × 10 = 10]**

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

OR

- b) "He who thinks he leads, but has no followers, is only taking a walk". Explain this statement with the help of Law of influence.

Q4) Answer any One : **[1 × 10 = 10]**

- a) "Hedgehog concept is central for any organization to transform from good to great" - Discuss.

OR

- b) What do you mean by 'Begin with the end in mind'? Why is it important for leading an effective life?

Q5) Answer any One : **[1 × 10 = 10]**

- a) "Absence of trust among team members is basic reason for failure of team" - do you agree with this? What organization can do to build trust among team members?

OR

- b) As soon as people lose respect for you, your influence over them will disappear. Do you agree with this? Justify your answer with the law of influence and law of respect.



Total No. of Questions : 5]

SEAT No. :

P8010

[Total No. of Pages : 2

[6118]-212

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

208 GE-UL-08 : GEO POLITICS & WORLD ECONOMIC SYSTEMS

(2021 Pattern) (Semester - II)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

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

[10]

- a) Define different types of national economies.
- b) What is “Free Trade”?
- c) Expand ASEAN & NAFTA.
- d) What is world recession?
- e) Define globalization?
- f) What is the meaning of patents & trademarks?
- g) What is the meaning of Bi-lateral & Multilateral trade agreements?
- h) What is Brexit?

Q2) Attempt any two (5 marks each) :

[10]

- a) Explain how globalization has benefitted Indian Economy.
- b) Explain European union.
- c) “Fluctuations in crude oil prices may lead to inflation”. Explain the statements.

P.T.O.

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

- a) Uruguay round of multilateral trade negotiations have opened up new areas which were previously exempted from GATT analyze the statement.
- b) “OPEC is the most successful cartels in the world” - explain with the help of structure & goals of opec.

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

- a) Assess the three stages of WTO dispute settlement procedure.
- b) Explain in detail the international contracts of sale of goods transactions.

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

- a) Evaluate the current global economic situation emerging out of Russia-Ukraine War.
- b) Enumerate the factors causing fluctuations in gold & crude oil prices.



Total No. of Questions : 5]

SEAT No. :

P-8011

[Total No. of Pages : 2

[6118]-213

M.B.A.

**209-GE-UL-09 : START UP AND NEW VENTURE
MANAGEMENT**

(2021 Pattern) (Semester - II)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer any five of the following :

[10]

- a) Define the term entrepreneur.
- b) What is Market Intelligence?
- c) Name two characters of a successful entrepreneur.
- d) Explain long tail markets.
- e) What is entrepreneurial Ecosystem?
- f) Explain customer validation.
- g) Define the concept of lean start-up.
- h) Define sole proprietorship.

Q2) Answer any two of the following :

[10]

- a) Discuss the components in financial statements.
- b) Explain the concept of crowd funding.
- c) What is value proposition and how it is important for a startup?

Q3) Answer any one of the following :

[10]

- a) Compare the traditional marketing strategies with social media promotion tools for startups.

OR

- b) What are the dilemmas faced by entrepreneurs for the sustainability of their businesses?

P.T.O.

Q4) Answer any one of the following :

[10]

- a) List the schemes offered by Ministry of skill development and entrepreneurship MSDE. Explain any one in detail.

OR

- b) Discuss the challenges & strategies involved in hiring and managing the first employee in a start up.

Q5) Answer any one of the following :

[10]

- a) Differentiate between venture capital & private equity.

OR

- b) Formulate a Business plan for food industry.



Total No. of Questions : 5]

SEAT No. :

P8012

[Total No. of Pages : 2

[6118]-214

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

210-GE-UL-10 : QUALITATIVE RESEARCH METHODS

(2021 Pattern) (Semester - II)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Write short notes on any 5.

[5×2=10]

- a) Triangulation.
- b) Focus group.
- c) Purposive Sampling.
- d) Quality Management in research.
- e) Reliability.
- f) Objectivity.
- g) Principle of Projection.
- h) Research Design.

Q2) Attempt any two.

[2×5=10]

- a) Describe various characteristics of qualitative research.
- b) Explain comparative design method of qualitative research in brief.
- c) Explain the principle of saturation in qualitative research.

P.T.O.

Q3) Solve any one.

[1×10=10]

- a) What do you understand by ethics in research. Describe various ethical principles & how it can be applied in qualitative research.
- b) Describe various projective techniques used for collection of qualitative data Describe any two projective techniques in detail.

Q4) Solve any one.

[1×10=10]

- a) Explain different criterias to evaluate the quality of qualitative research. Explain any two in breif.
- b) Describe Zaltman's Metaphor Elicitation Techniques applied for qualitative research.

Q5) Solve any one.

[1×10=10]

- a) Describe combining qualitative and quantitative data with suitable example.
- b) Describe various qualitative sampling methods with suitable examples.



Total No. of Questions : 5]

SEAT No. :

P-8013

[Total No. of Pages : 2

[6118]-215

M.B.A.

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

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) Solve any 5. (2 marks each) [10]

- a) Define CSR in business with example.
- b) Define the constitutional environment.
- c) Write about the Build operate Transfer model (BOT).
- d) What is a Transnational Corporation (TNC)?
- e) Define Gender issues in changing workplace.
- f) Define Privatization.
- g) What is Globalisation of Indian Business & firms.
- h) What is a State and Market?

Q2) Solve any two. [10]

- a) Evaluate the types of Public private partnership models.
- b) Explain how domestic organisations cope with global competition.
- c) Do foreign direct investments help a nation grow? Comment?

Q3) Solve any one. [10]

- a) Industrial revolution has played a major role in eradicating poverty and inequality. Explain with relevant examples.
- b) Do you think that the current technological environment is impacting ethical behaviour of businesses? Comment with examples.

P.T.O.

Q4) Solve any one.

[10]

- a) "Globalisation has affected the way international business operate" Do you agree? Comment with relevant examples.
- b) "Should businesses be responsible towards the community & society" Comment.

Q5) Solve any one :

[10]

- a) Critically discuss the Macro-economic crisis since 1990s and the effect on the Indian Economic Environment
- b) Critically discuss the role played by social justice, technology and gender issues on changing workplace environment and industrial relations.



Total No. of Questions : 5]

SEAT No. :

P8014

[6118]-216

[Total No. of Pages : 2

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

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

(2021 Pattern) (Semester - II)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

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

[10]

- a) What is change management?
- b) List factors related to organizational structure.
- c) Identify any 2 principles of BPR.
- d) What are the advantages of BPR?
- e) Define ISO standard.
- f) What is six sigma?
- g) Define Just in Time.
- h) Give any 2 characteristics of KPIs.

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

[10]

- a) Describe the factors relating to BPR success.
- b) Explain importance of ERD.
- c) Explain factors relating to BPR failure.

P.T.O.

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

[10]

- a) What is lean manufacturing and discuss characteristics of lean process in a manufacturing company.
- b) Discuss enablers of BPR in manufacturing.

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

[10]

- a) Explain control intervention success in detail.
- b) Differentiate between TQM and BPR.

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

[10]

- a) List out the functions of BPR.
- b) Discuss role of IT in BPR.



Total No. of Questions : 5]

SEAT No. :

P8716

[Total No. of Pages : 2

[6118]-217

First Year M.B.A.

205 SC-SER-01 SERVICE MANAGEMENT

(2021 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Solve any five

[5×2=10]

- a) A tool for assessing the level of service quality based on difference between users expectations and the service experience delivered is _____
 - i) The service dashboard
 - ii) The balanced scorecard
 - iii) The service quality Gap model
 - iv) The information value model
- b) According to Parasuraman, Zeithml and Berry the most important determinant of service quality is
 - i) Responsiveness
 - ii) Reliability
 - iii) Assurance
 - iv) Empathy
- c) Which of the following do not contribute to predict service _____
 - i) Word of mouth
 - ii) Past experience
 - iii) Personal Need
 - iv) Implicit service Promises
- d) 'SSTs' refers to _____
 - i) Service Standard Testing
 - ii) Self Service Technologies
 - iii) Standard Service Technologies
 - iv) Self Service Treatments

P.T.O.

- e) The characteristics of what when and how the new services are delivered to customer are called _____
- i) continuum of new service development
 - ii) service delivery continuum
 - iii) customer delivery continuum
 - iv) new service delivery continuum
- f) The intangible of aspect of service spring forth for which of the following service product levels?
- i) Actual Product level
 - ii) Core Product level
 - iii) Potential Product level
 - iv) Augmented product level

Q2) Why is service industry important to economy? Enumerate role of service industry in development with example. **[10]**

OR

Explain in detail end user as one of the classification of service industry

Q3) Elaborate what should be essence of strategy for service firms with example **[10]**

OR

Highlight with example role and importance of location of service facility towards customer satisfaction and branding

Q4) “Service industry is volatile and desires continuous improvement elaborate. Discuss role of MIS in context to competitiveness. **[10]**

OR

Highlight different steps involved in service Process design with example.

Q5) Elaborate different attributes making impact over positioning of service and offering of service **[10]**

OR

Evaluate concept of service excellence. Discuss steps advantages and limitations of service excellence.



Total No. of Questions: 5]

SEAT No. :

P8717

[6118]-218

[Total No. of Pages :2

M.B.A. - I (Service Management)

SC-SER-02 (206) : SERVICES OPERATIONS MANAGEMENT

(2021 Pattern) (Semester-II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer any 5 out of 8.

- a) Define services?
- b) Define Heterogeneity?
- c) Write two stages of Economic Development.
- d) What is Service Blueprinting?
- e) What is the service Encounter Triad
- f) What do you mean by service profit chain?
- g) Define saturation Marketing.
- h) Write two objects of service process.

Q2) Answer any 2 out of 3.

- a) Explain the competitive role of information in services.
- b) Describe the challenges of adopting new technology in services.
- c) Explain EKP model in detail.

P.T.O.

Q3) a) Explain dimensions of service quality. How the gap in service quality can be managed?

OR

b) Discuss the concept of virtual value chain in detail.

Q4) a) Compare and contrast comprehensive and integrated service design with holistic service design.

OR

b) What is competitive clustering? How it can be done for location analysis of mall.

Q5) a) Create service blueprinting for a Five Star Hotel.

OR

b) How will you differentiate service winners & service losers.



Total No. of Questions : 5]

SEAT No. :

P-8015

[Total No. Of Pages : 2

[6118]-301
M.B.A. (ALL PROGRAM)
301-GC-11: STRATEGIC MANAGEMENT
(2021 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) Solve any Five from the following :

[10]

- a) Enlist stages of strategic management process.
- b) What are the four quadrants of BCG Matrix?
- c) Name grand strategies.
- d) List four symptoms of malfunctioning of strategy.
- e) Define the concept of tripple bottom line.
- f) What is vision statement?
- g) Define strategic alliances.
- h) Define Low Cost Strategy.

Q2) Solve any Two from the following :

[10]

- a) Differentiate between objectives and goals.
- b) State the VRIO framework.
- c) How Operations control is different than strategic control?

P.T.O.

Q3) Solve any One from the following : [10]

- a) Illustrate the importance of vertical integration strategy in the present competitive environment of business.
- b) "The phenomenon of success is tasted by few startups despite growth trends of Indian economy in the recent past". Interpret.

Q4) Solve any One from the following : [10]

- a) "Organization structure plays a crucial role for successful strategy implementation" - analyse the statement with suitable example.
- b) "For the multi business enterprises to prioritize their investments among the various business units GE Nine-Cell is widely accepted as a strategy tool that offers a systematic approach". Justify.

Q5) Solve any One from the following : [10]

- a) Prepare and explain the Environmental threat and opportunity profile [ETOP] for an Electric SUV company in India.
- b) Develop and explain virtual value chain for news company.



Total No. of Questions : 5]

SEAT No. :

P8016

[Total No. of Pages : 3

[6118]-302

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

GC - 12 - 302 : DECISION SCIENCE

(2021 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question carry an equal marks.*
- 3) *All question has an internal options.*
- 4) *Use of non-scientific calculator is allowed.*
- 5) *Graph papers will not be provided.*

Q1) Attempt any five from the following eight questions.

[10]

- a) Define mixed strategy.
- b) State the concept of PERT.
- c) Examine $A \cup B$, $A \cap B$, \bar{A} and $(A - B)$.
- d) Enumerate advantages of simulation.
- e) Describe 'unbalanced problem' of Assignment model.
- f) Define term 'Exhaustive' used in probability.
- g) Define Expected Monetary Value.
- h) Define objective function and constraints of LPP.

Q2) Attempt any two from the following three questions

[10]

- a) Describe the steps involved in problem formulation of LPP.
- b) Compare 'Processing 'n' jobs through 2 Machines' and 'Processing 'n' jobs through 3 Machines'.
- c) Differentiate 'Single server Queuing Model' and 'Multiple Servers Queuing Model'.

P.T.O.

Q3) a) Solve the following LPP by graphical method **[10]**

Minimize $Z = 3x + 5y$

Subject to : $-3x + 4y \leq 12$

$2x - y \geq -2$

$2x + 3y \geq 12$

$x \leq 4$

$y \geq 2$

$x \geq 0$

$x, y \geq 0$

OR

b) A milk parlour keeps a stock of curd previous experience indicates the daily sales as given below **[10]**

Daily sales : 0 10 20 30 40 50
(in kgs)

Probability : 0.01 0.20 0.15 0.50 0.12 0.02

Consider the following random number to simulate :

Random numbers : 48, 78, 19, 51, 56, 77, 15, 14, 68, 09

Using above data simulate the sales for next 10 days Find daily balance if the owner of the milk parlour keeps 30 kgs of card everyday and also find the average sales.

Q4) a) From the following pay-off matrix calculate **[10]**

i) Maximin

ii) Maximax

Also Find optimal decision using Laplace criterion

Strategies	Events			
	A	B	C	D
I	4	0	-5	3
II	-2	6	9	1
III	7	3	2	4

OR

- b) Following data represents the time taken to assemble and pack the product. Determine the order in which products should be assembled & packed to minimize the total time required to make the product ready for sale. [10]

Product	A	B	C	D	E	F
Assembling time (in min)	70	30	50	60	90	10
Packing time (in min)	8	8	3	4	4	2

- Q5) a) Solve the following game and find the saddle point (Game value) [10]

		Player B				
		B ₁	B ₂	B ₃	B ₄	B ₅
Player A	A ₁	3	5	4	9	6
	A ₂	5	6	3	7	8
	A ₃	8	7	9	8	7
	A ₄	4	4	8	5	3

OR

- b) Following data table gives the time taken in hours by each worker undertaking different jobs [10]

		Worker				
		W ₁	W ₂	W ₃	W ₄	W ₅
Job	A	12	15	13	14	15
	B	6	18	15	14	16
	C	18	16	15	18	20
	D	15	20	18	17	19
	E	16	15	18	14	15

Determine optimal assignments & calculate the total time for optimal assignment.

x x x

Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages : 2

P8017

[6118]-303

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

304 FT SC-FT-03 : GLOBAL FINANCIAL MARKETS

(2021 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer any five out of eight questions.

[5×2=10]

- a) Discuss function of Global financial system.
- b) Explain the concept of Special Drawing Rights.
- c) What do you understand by the Monetary system?
- d) What do you understand by the Floating Rate Notes?
- e) Outline the international credit rating agencies.
- f) Where is the headquarters of the International Monetary Fund (IMF) located?
- g) What do you understand by ADR and GDR?
- h) The International Monetary Fund? (IMF) was evolved in _____.
 - i) Uruguay Round Conference
 - ii) Round Table Conference
 - iii) Bretton Woods Conference
 - iv) Shimla Conference

Q2) Any two.

[2×5=10]

- a) Describe structure of foreign markets.
- b) Explain purchasing power parity and Fisher's Parity
- c) Explain the concept of Arbitrage with an illustration.

[P.T.O]

Q3) Solve any one. [10]

- a) Explain the importance of Global Financial Markets. Enumerate the role of International Monetary Fund (IMF) and World Bank in detail.

OR

- b) Explain the need for forecasting exchange rates. State various factors affecting exchange rates.

Q4) Solve any one. [10]

- a) Discuss about international cooperation in dealing with money laundering.

OR

- b) What do you understand by Double Taxation? Explain in detail the schemes under the double taxation relief.

Q5) Solve any one. [10]

- a) Discuss the objectives and scope of the Indian Accounting Standards (IAS) on the foreign transactions.

OR

- b) Discuss in detail the role of the settlement systems in the Foreign Exchange Trade Settlement.



Total No. of Questions : 5]

SEAT No. :

P8018

[Total No. of Pages : 2

[6118]-304

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

304 DM SC-DM-03 : SOCIAL MEDIA MARKETING

(2021 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Solve any five out of eight following sub-question [10]

- a) Explain 2 Disadvantages of social media marketing.
- b) What is social media marketing?
- c) What are referrals and conversions in SMM?
- d) Name any 2 tools used for content creation.
- e) What is social publishing?
- f) What are the characteristics of social ads?
- g) What is Influencer Marketing?
- h) What are the primary motives that drive social media participation?

Q2) Solve any two of the following sub-questions [10]

- a) “Effective Video marketing is the key to success for digital marketing”. Comment.
- b) Explain the difference between inbound and outbound marketing?
- c) Why is it important to achieve a top three ranking in a list of search engine results?

Q3) a) How can I increase my organic reach on Facebook? Please explain the steps involved. [10]

OR

- b) What are various parameters to measure social media marketing success? Explain with suitable examples. [10]

[P.T.O]

Q4) a) With Facebook, brands have been offered the chance to understand what their consumers want, without deducing or listening to intermediaries. But the first thing they need to do for that information to be available is to listen. Comment on this, using Indian Brands as examples. **[10]**

OR

b) Write a short note on social media platforms and B2B marketing. **[10]**

Q5) a) Explain the steps involved in social media marketing planning process. **[10]**

OR

b) Identify a social media marketing campaign for a favourite brand. In what experiences does the campaign invite you to take part. Does the campaign include share technologies to ensure your activities are shared with your network. **[10]**



Total No. of Questions : 5]

SEAT No. :

P-8019

[Total No. of Pages : 2

[6118]-305

M.B.A. (Project Management)

**304-PRJ : SC-PRJ03 - PROJECT ESTIMATING, COST &
RISK MANAGEMENT**

(2021 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Solve any 5 out of 8 :

[10]

- a) Describe the terms “Expert Judgement”.
- b) Discuss the impact of schedule on cost.
- c) State the objectives of project risk management.
- d) List two advantages of monitoring and review.
- e) State the challenges of project cost management.
- f) Discuss the name of rule types.
- g) Define the term indirect costs.
- h) What are the 4 project estimation steps.

Q2) Solve any 2 :

[10]

- a) Differentiate qualitative & Semiquantitative Risk assessment.
- b) Describe the requirements of external project in detail.
- c) Write the distinctive characteristics of progress monitoring.

Q3) Solve Any 1 :

[10]

- a) Explain the term quantification of project Risks with suitable example.

OR

- b) Describe the private financing technical tools & techniques with an example.

P.T.O.

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

a) Analyze the feed forward technique with its advantages & limitations.

OR

b) Design a project processes and plans for any service industry of your choice.

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

a) Evaluate the role of IT in project estimation with respect to Infra Industry.

OR

b) Discuss how to create monitoring plan for project progress.



Total No. of Questions : 5]

SEAT No. :

P8020

[Total No. of Pages : 4

[6118]-306

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

305 FT - SC - FT - 04 : FINANCIAL MODELING WITH EXCEL

(2021 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer the following (Any Five):

[10]

- a) Which function in Excel should be used if one wants to know sales of a specific product?
- b) What is the use of count A and count Blank function?
- c) When should V Lookup be used?
- d) Give any four examples of Financial Modeling.
- e) Which tools can be used for Auditing the Financial Models in Excel.
- f) Which type of data do most financial models begin with?
 - i) Internal
 - ii) Public
 - iii) Proprietary
 - iv) Purchased
- g) What is a terminal value?
 - i) The value of asset at the start of the modeling period.
 - ii) The value of asset when sold
 - iii) Value of asset at the end of modeling period
 - iv) Value of asset when firm is getting bankrupt
- h) _____ is the correct formula for finding 'Sum' in excel.
 - i) $-\text{Sum}(A_1 : P_1)$
 - ii) $= \text{Sum}(AP)$
 - iii) $= \text{Sum}(A_1 P_1)$
 - iv) $= \text{Sum}(A_1 : P_1)$

P.T.O.

Q2) Answer any two:

[10]

- a) What is a Pivot Table? When should they be used?
- b) State the difference between hyperlink and comment for a particular cell.
- c) Explain what are mathematical and statistical functions in Excel.

Q3) a) Examine various techniques of company valuation.

[10]

OR

- b) Analyze following two projects using IRR and conclude which of the two projects is better? State the syntax of IRR function. Consider 10% & 15% as discounting factor (Rs. in lacs).

Year End	0	1	2	3	4
Project Omega	-100	50	40	30	10
Project Gama	-100	10	30	40	67.5

Q4) a) From the following data, show the steps to arrive at one input Data Table and also show how it will be displayed (Consider units sold as 50, 100 and 150)

[10]

Number of Units	100
Selling price per unit	Rs. 20.00
Total Revenue	Rs. 2000
Purchase Price per unit	Rs. 12.00
Total Cost	Rs. 1200
PBT	Rs. 800
Tax @ 40%	Rs. 320
PAT	Rs. 480

OR

Conditions to be fulfilled for above calculations are given below:

1. If salary is $> 45,000$ then 5% of basic salary to be paid as bonus.
2. If salary is $> 40,000$ but less than 46,000, 7.5% of basic salary to be paid as bonus.
3. If salary is greater than 35,000 but less than 41,000, 10% of basic salary to be paid as bonus.
4. If salary is $< 35,000$, 12% of basic salary to be paid as bonus.
5. If department is Mktg. or Finance, there will be an additional bonus of Rs. 5,000 over and above bonus calculated in conditions 1 to 4.
6. If department is Mktg. and Region is west, there will be a further bonus of Rs. 4,500 over above the bonus calculated in conditions 1 to 5.

OR

- b) With the help of following data, build a cash flow model showing calculations of closing cash & marketable securities. (Rs. in lacs)

Depreciation = Rs. 5

Interest = Rs. 2.75

(Increase) in Accounts Receivable = Rs. 25

Decrease in Inventories = Rs. 14

(Decrease) in Accounts Payable = Rs. 12

Tax to be charged @ 30%

Investment in PPE during the current year Rs. 100

Investments in Non-Current Assets sold during the current year Rs. 50

Dividend paid = Rs. 40

Fresh borrowings during the year Rs. 51.175

Opening Cash & Marketable Securities Rs. 7.25



Total No. of Questions : 5]

SEAT No. :

P8021

[Total No. of Pages : 2

[6118]-307

S.Y. M.B.A.

305 - DM : SC - DM - 04 : DIGITAL MARKETING RESEARCH

(2021 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Attempt any five out of eight:

[10]

Define (any five):

- a) Accessible Survey.
- b) Qualitative Research.
- c) Quantitative Research.
- d) Digital Marketing Research.
- e) Focus Groups.
- f) Multi-Modal Survey.
- g) Ethnographical Research.
- h) Discriminant Analysis.

Q2) Attempt any two out of three:

[10]

- a) Discuss Ethical & Quality Issues in Social Media and Website Research.
- b) Elaborate on the future of Online Research Communities.
- c) Explain - "Participatory Blogs as a Digital Research Tools".

P.T.O.

Q3) Answer any one:

[10]

- a) Analyze the use of cluster Analysis for Market Segmentation.
- b) Illustrate various tools for carrying out digital Marketing Research.

Q4) Answer any one:

[10]

- a) A laptop manufacturing company want to conduct conjoint analysis to determine which features are most important to customers and how to design a laptop that will be most appealing to its target markets.

From the above case:

Explain conjoint Analysis in brief for Product Design in above case.

- b) Justify various best practices in Market Research that uses the Internet.

Q5) Answer any one:

[10]

- a) Illustrate the use of the following in Research: Web analytics, website reviews.
- b) Express Argument for and against Online Focus Groups.



Total No. of Questions : 5]

SEAT No. :

P8022

[Total No. of Pages : 2

[6118]-308

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

**305 - PRJ-SC - 04 : PROJECT MANAGEMENT, EXECUTION
AND MONITORING**

(2021 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Solve any 5 out of 8 (2 Marks Each):

- a) List out Tools and Techniques for Directing and Managing Project work.
- b) Explain the concept Monitoring project work?
- c) Discuss the term stakeholder engagement.
- d) Enlist the components of output of directing and managing Project work.
- e) Describe the term “Manage Project Knowledge”
- f) Define Resource Management
- g) State the challenges of adopting New Technology in Project Management.
- h) Enlist tools and techniques for acquiring and selecting project resources.

Q2) Solve any 2 out of 3 (5 Marks Each):

- a) Describe the tools and techniques for Managing Communication
- b) Differentiate between Input and Output to directing and managing Project Work.
- c) State the Triple Constraint in Project Management.

P.T.O.

Q3) Explain the concept Acquiring, Selecting and Assigning Resources in project work with suitable examples. **[10]**

OR

Why it is necessary to Measure the Output of Project Team?

Q4) Analyse the project management processes with its advantages and disadvantages. **[10]**

OR

Explain how to create a Project Monitoring and Control Plan with suitable example.

Q5) What are the tools and techniques apply for performing Quality management in Project work? **[10]**

OR

Explain in detail Project Control Scope.



Total No. of Questions : 5]

SEAT No. :

P8023

[Total No. of Pages : 2

[6118]-309

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

306 : GE - UL - 13 : INTERNATIONAL BUSINESS ECONOMICS

(2021 Pattern) (Semester - III)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Solve any 5 (2 Marks Each):

[10]

- a) Which of the following is not a type of foreign exchange quotation?
 - i) Spot rates
 - ii) Common rates
 - iii) Cross rates
 - iv) Forward rates
- b) It is a mechanism by which one can maintain bank accounts outside their country of residence.
 - i) International Reserves
 - ii) Offshore Banking
 - iii) International debt
 - iv) Eurocurrency market
- c) What is IMF?
- d) What is flexible exchange rate?
- e) Define the term Purchasing Power Parity.
- f) Define the term NAFTA.
- g) What is dumping?
- h) Define FDI & FII.

P.T.O.

Q2) Solve any 2 (5 Marks Each): **[10]**

- a) Describe Gold Exchange Standard.
- b) Explain the objectives of WTO.
- c) Differentiate between forward and future market.

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

- a) Discuss the Asset Market Approach to determination of exchange rates.

OR

- b) Explain the functions and structure of foreign exchange market.

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

- a) Critically discuss why Heckscher - Ohlin trade theory is considered as an advancement over David Ricardo's trade theory.

OR

- b) How does a higher exchange rate affect trade? How the governments handle the situation?

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

- a) Discuss the provisions of volatility management by the government in detail with relevant example.

OR

- b) Critically discuss the risk related to international lending using relevant examples.



Total No. of Questions : 5]

SEAT No. :

P-8024

[Total No. of Pages : 2

[6118]-310

M.B.A. (Fintech./Project Management/Digital Marketing)

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

(2021 Pattern) (Semester - III)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer any 5 (2 marks each) :

[10]

- a) Define Globalisation
- b) Define balance of payment.
- c) What is Greenfield Investment?
- d) Define Export Subsidy.
- e) What is a Tariff Barrier?
- f) What is the meaning of Reverse Globalisation?
- g) Define Forex Market.
- h) What is the capital account component in International Business?

Q2) Answer any 2 (5 marks each) :

[10]

- a) Write a note on the Political Economy of International Business.
- b) Explain the modes of entry in International business.
- c) Demonstrate the role of WTO in International Business.

Q3) a) Sketch the consequences of mergers & Acquisitions with relevant examples. **[10]**

OR

- b) Demonstrate the role of Ethics and CSR in International business with relevant examples.

P.T.O.

Q4) a) Critically discuss the issues of outsourcing and Global value chains in International Business. **[10]**

OR

b) Demonstrate the structure of Balance of payments statement with special focus on Current & Capital account components.

Q5) a) Examine the impact of Covid-19 pandemic on International Trade. **[10]**

OR

b) “In the Post Pandemic era, developed countries are witnessing. The robust movement of reverse globalisation.” Critically examine the statement with relevant examples.



Total No. of Questions : 5]

SEAT No. :

P8025

[6118]-311

[Total No. of Pages : 1

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

308-GE-UL-15 : PROJECT MANAGEMENT

(2021 Pattern) (Semester - III)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

- Q1)** a) Discuss the importance of Project management.
b) Define the key terms related to Project organisation.
c) What are the types of costs in project planning?
d) Define project management.
e) What are the attributes of a project?
f) What are main causes of project failure?
g) What is project definition?
h) What are the different types of projects?
- Q2)** a) What are the different project management methodologies?
b) Discuss the importance of communication in project management.
c) What are the different project management tools and techniques?
- Q3)** What are the different ways to resolve project conflicts?
OR
Enumerate the roles and responsibilities of a project manager.
- Q4)** What are the types of project constraints?
OR
What are the stages in 5 stage team development model?
- Q5)** What are some benefits of scheduling resources in project scheduling and risk management?
OR
How are the skills of a project manager to be in a project organisation?



Total No. of Questions : 5]

SEAT No. :

P8026

[6118]-312

[Total No. of Pages : 1

Second Year M.B.A. (All Programs)
GE-UL-16-309 : KNOWLEDGE MANAGEMENT
(2021 Pattern) (Semester - III)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer any five (2 marks each)

- a) Explain Data.
- b) Describe capabilities
- c) Define Epistemology
- d) Explain Knowledge Transfer
- e) Define Innovation
- f) Define Tacit knowledge
- g) Explain Qualitative Measures

Q2) Attempt any two.

- a) Write a short note on the future of knowledge management.
- b) Discuss communities of Practice.
- c) Discuss role of Information Technology in KM.

Q3) a) Explain in detail the characteristics of knowledge management.

OR

- b) Explain in detail evaluation of knowledge management.

Q4) a) Define knowledge Audit. Explain the need & Benefits of knowledge Audit.

OR

- b) Explain in detail the Goals and objectives of KM.

Q5) a) Explain application & effectiveness of Knowledge Management in Service Industry

- b) Explain in detail knowledge codification methods.



Total No. of Questions : 5]

SEAT No. :

P-8027

[Total No. Of Pages : 2

[6118] - 313
M.B.A.
CORPORATE GOVERNANCE
(GE-UL-17-310) (2021 Pattern) (Semester - III)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates :

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

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

[10]

- a) What is Enterprise Risk Management?
- b) Define the role of CEO.
- c) Define service sector.
- d) Define institutional investor in corporate Governance.
- e) What is Audit committee?
- f) What is good corporate governance?
- g) Define related party transactions.
- h) Define corporate governance code.

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

- a) What are the objectives of corporate governance?
- b) Explain the board's role & responsibility in corporate governance.
- c) Discuss the relationship between Director and Executive

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

- a) Discuss challenges in exercising shareholder's rights ownership structure.

OR

- b) Discuss the importance of Risk management & internal control in corporate governance.

Q4) Answer any One (10 marks each) [10]

- a) Analyse the role of contemporary developments in the Global Arena with respect to corporate governance.

OR

- b) Analyse the role of corporate governance in service sector and discuss the ways to improve the corporate governance in such sector.

Q5) Answer any One (10 marks each) [10]

- a) Explain corporate governance code and agency theory also discusses the elements for good corporate governance.

OR

- b) Evaluate how Infosys has established itself as a benchmark for corporate governance in the industry.



Total No. of Questions : 5]

SEAT No. :

P8028

[6118]-314

[Total No. of Pages : 2

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

**311-GE-UL-18 : MANAGEMENT OF NON-PROFIT
ORGANISATIONS**

(2021 Pattern) (Semester - III)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Solve any FIVE (2 marks each) [10]

- a) What do you mean by values of Non-profit organization.
- b) Explain meaning of Non-Profit organization.
- c) What are characteristics of Non-profit organization.
- d) Define Non-Profit Leadership
- e) Define Conflict of Instrest
- f) Define Donor Marketing.
- g) Define Volunteerism
- h) Explain concept of Ethical Issues.

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

- a) Explain the factors affecting development of Non-profit organization.
- b) Explain the values and goals of Non-profit organization.
- c) Explain the legal duties of board members in Non-profit organization.

Q3) a) Explain formalities and documentation Required for registration of Non-Profit organization in India? [10]

OR

- b) State obejctives of Non-profit organization? Explain the features of Societies Registration Act.

P.T.O.

Q4) a) Elaborate role of Non-Profit organization. in the public policy framing process. **[10]**

OR

b) Explain Role and responsibilities of Board members in Non-profit organization.

Q5) a) Describe Executives and control in the Non-profit context. **[10]**

OR

b) Marketing is important for the Non-profit organization explain create a marketing plan for a Non-profit organisation.



Total No. of Questions : 5]

SEAT No. :

P9364

[6118]-315

[Total No. of Pages : 2

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

304 SER SC - SER - 03 : SERVICES MARKETING

(2021 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Solve any FIVE.

[5×2=10]

- a) The impact of service failure.
- b) Enlist bases for segmentation of services.
- c) Automation with reference to services marketing.
- d) Explain need for study of services marketing.
- e) What is service Blue print?
- f) Explain branding of services.
- g) List the characteristics of service.
- h) Define service penetration.

Q2) Solve any two

[2×5=10]

- a) Explain the different types of physical evidence.
- b) Explain the elements of promotions.
- c) Explain in brief the types of intermediaries for services.

Q3) Solve any one.

[1×10=10]

- a) Demonstrate the different approaches to pricing in services with real examples.
- b) Illustrate suitable promotional mix plan for newly launched product of existing company.

P.T.O.

Q4) Solve any one.

[1×10=10]

- a) Compare various services promotional tools and selection criteria for preparing a promotional plan.
- b) Elaborate on the concept of physical evidence in service marketing. Discuss why is it considered significant in shaping customer perceptions and statification?

Q5) Solve any one.

[1×10=10]

- a) In service industry. Occasional service failures are inevitable. Consider courier service as an example. What can be the effective service recovery strategies in courier service failures, and how do they contribute to maintaining costomer satisfaction and loyalty?
- b) Discuss the role of social media in services marketing and e-commerce platform in services marketing for Tourism industry?



Total No. of Questions : 5]

SEAT No. :

P-9698

[Total No. of Pages : 2

[6118]-316

M.B.A. (Services Management)

**305 SER : CONSUMER BEHAVIOUR IN SERVICES
MANAGEMENT**

(2021 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer any 5 :

[10]

- a) Define consumer Behaviour.
- b) Enumerate Buying Roles.
- c) What is ZMOT.
- d) Recall the concept of Reference groups.
- e) What is “Diffusion of Innovation”?
- f) What is social Mobility?
- g) What are the types of consumer Involvement?
- h) Enlist methods of measuring consumer satisfaction.

Q2) Answer any 2 :

[10]

- a) Discuss importance of consumer Behaviour in the service industry.
- b) Explain the marketing implications of culture, sub-culture & values in service sector.
- c) What are search, Experience & credence properties in consumer Decision making process.

Q3) a) Discuss the emerging trends in Indian market with reference to changing consumer Behaviour. [10]

OR

- b) What are the opportunities and challenges of consumer behaviour in e-market? Support your answer with appropriate examples.

P.T.O.

Q4) a) What is meant by personality? Discuss influence of personality on purchase decisions. **[10]**

OR

b) “Your Culture is Your Brand” Do you agree with this statement? Justify your answer.

Q5) a) What are the three stages of service consumption process? Describe how the three stage model of service consumption could explain consumer behaviour in a low - contact service like investing. **[10]**

OR

b) Construct of service Recovery model for a Network service provider dealing with complaints made by its customers who are suffering from poor 5G connectivity.



Total No. of Questions : 5]

SEAT No. :

P-8029

[Total No. Of Pages : 2

[6118]-401

M.B.A.

(Project Management/Fintech./Digital Marketing)

401: GC-14- ENTERPRISE PERFORMANCE MANAGEMENT

(2021 Pattern) (Semester-IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) *All questions carry equal marks (10 marks)*
 - 2) *All questions have internal option.*
 - 3) *All questions are compulsory.*
- 1) Answer the following (any 5) :
 - a) State advantages of Performance Management.
 - b) Give examples of cost centers.
 - c) List the parameters to evaluate performance of Banks.
 - d) Define performance audit.
 - e) List various types of capital budgeting.
 - f) Define KPI.
 - g) State non-financial performance evaluation parameters.
 - h) Give the constraints of a project.
 - 2) a) Explain the concept Responsibility Centers and various types of Responsibility Centers with examples.

OR

- b) "Balance score card is a superior method in comparison with other methods of performance appraisal". Comment and Justify

- 3) a) AMB Ltd. is a manufacturing organisation. There are two divisions A and B. Division A produces goods at a cost of ₹ 20 per unit and transfers it to division B which requires further cost of ₹ 10 per unit for the processing. Division B sells it to customers at ₹ 36 per unit. The company has a set policy of transfer price at cost + 20%. The same Goods produced by division A can be purchased from outside market at ₹26 per unit.

Calculate:

- 1) Profit of each division and overall profit of the company.
- 2) Comment whether division B should purchase it from outside.

OR

- b) Write short notes (any Two)

- 1) Malcom Baldrige Framework.
- 2) Goal congruence.
- 3) Post completion audit.

- 4) a) How capital budgeting decisions are crucial for any organisation? Elaborate with suitable examples.

OR

- b) Explain the term capital expenditure control and discuss various tools and techniques of capital expenditure decisions.

- 5) a) Discuss in detail the performance evaluation of banks in terms of capital adequacy and Asset quality.

OR

- b) Discuss the importance of audit function as a performance measurement tool and distinguish between cost audit and management audit.



Total No. of Questions : 5]

SEAT No. :

P8030

[Total No. of Pages : 2

[6118]-402

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

402 GC - 15 : INDIAN ETHOS & BUSINESS ETHICS

(2021 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *All questions carries 10 marks.*
- 3) *Figures to the right indicate full marks.*

Q1) Define any five.

[5 × 2 = 10]

- a) Ethics
- b) Values
- c) Work ethos
- d) CSR
- e) IPR
- f) Business ethics
- g) VEDA Model
- h) E-Plat forms

Q2) Solve any two.

[2 × 5 = 10]

- a) What are the causes of climate change.
- b) Explain the management lessons from Ramayana.
- c) Explain the factors affecting Business ethics on global level.

Q3) a) Discuss the laws of Business karma with suitable example.

[10]

OR

- b) What is Natural Resource Depletion? Explain in detail the causes & effects of Natural Resource Depletion.

[10]

P.T.O.

Q4) a) Explain in detail approaches to Business ethics. [10]

OR

b) Describe the Kohlberg's six stages of Moral Development. [10]

Q5) a) Describe the steps involved in ethical Decision Making Process with a suitable example. [10]

OR

b) Discuss the current ethical issues in [10]

i) Bank scams

ii) Airline scams

x x x

Total No. of Questions : 5]

SEAT No. :

P-8031

[Total No. of Pages : 3

[6118]-403

S.Y. M.B.A.

403-SC : FINANCIAL REPORTING & ANALYSIS

(2021 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

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

[10]

- a) Define the term Financial Reporting.
- b) Define the Concept of Understandability.
- c) Explain the Indian AS-34.
- d) Explain the Indian AS-115.
- e) Define the Concept of Indian Accounting Standards (AS).
- f) Define the term Contingent Assets.
- g) Define the Concept of Substance Over Form.
- h) State the Purpose of Financial Statement.

Q2) Short Notes (Any 2 out of 3) :

[10]

- a) Explain the Users of Financial Statements.
- b) Explain the Indian AS-19 Employee Benefits.
- c) Explain the Reporting of Financial instruments.

Q3) Solve any one :

[10]

- a) Prepare the format of Part I: Balance Sheet and Statement of Changes in Equity with Examples?

OR

- b) The issued and subscribed Capital of Ram Ltd. Pune Consisted of 5,000 Equity Shares of Rs. 100 each fully called-up and paid-up and 1,000 8% Preference Shares of Rs. 100 each fully called-up and paid-up. The following is the Balances as on 31st March 2023.

P.T.O.

Particular	Amount	Particular	Amount
Raw Material stock as on 1-4-22	17,900	Sales of Production Scrap	12,600
Productive Wages	77,900	Interest on Bank Balance	12,300
Audit Fees	31,900	Discount from Trade Suppliers	12,700
Insurance on Plat & Equipment	9,200	Shares Transfer Fees(Cr.)	8,200
Bad debts Written off	2,600	Raw Material stock as on 31-03-23	15,400
Administrative Salary	44,600	Inventories as on 31-03-23	1,31,700
Purchases of Raw material	8,62,300	Interest on Investment	28,800
Purchases of Stock in trade	7,90,000	Sales of Finished Goods	16,32,700
Unproductive Wages	46,100	General Income (Exceptionally Earned)	22,000
Interest on Long-Term Loan	37,300	Dividend on Shares	32,900
Inventories as on 1-4-22	2,68,700	Sundry Income	13,100
Bonus Payable to Employees	62,800	Sales of services	10,57,400
Returns from Customers	2,700	Return Outward (Stock-in-Trade)	8,000
Interest on Debenture Payable	40,100	Profits Earned from Discontinued Operation	79,200
Carriage and Cartage	40,200	Other Comprehensive Income	40,000
Outstanding Interest On Bank Loan	13,700		
Depreciation as per Written Down Value Method			
i) Business Premises	1,87,000		
ii) Plant & Equipment	1,13,000		
iii) Motor Vehicles	22,000		
Carriage on Sales	21,800		
Workshop Rent	47,100		
Distribution on Cost	19,300		
Current Tax	57,400		
Deferred Tax	22,600		
Tax on Profits from Discontinued Operation	19,200		

Prepare a Statement of Profit and Loss for the year ended 31-03-2023 of the company as per Indian Accounting Standards, in accordance with division II to the schedule III of Company Act.

Q4) Solve any one :

[10]

- a) Explain in details Indian AS-36 Impairment of Assets with relevant examples.

OR

- b) Explain in details Indian AS-38 Intangible Assets with relevant Examples.

Q5) Solve any one :

[10]

- a) Analyses the Reporting of Assets & Liabilities with relevant examples.

OR

- b) Evaluate the Value Added Statements with relevant examples.



Total No. of Questions : 5]

SEAT No. :

P-8032

[Total No. Of Pages : 2

[6118]-404

M.B.A. (Digital Marketing)

403DM- DIGITAL MARKETING CHANNELS (SC-DM-05)

(2021 Pattern) (Semester-IV)

Time : 2½ Hours]

[Max. Marks : 50

- Instructions:*
- 1) *All questions are compulsory*
 - 2) *All questions have internal option.*
 - 3) *All questions carry equal marks.(10 marks)*

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

- 1) What is the definition of "gray market"?
- 2) What is gross channel shopping?
- 3) What are the main functions of a channel?
- 4) What is channel power?
- 5) What is the purpose of an audit for marketing channels?
- 6) What are social channels?
- 7) What is downstream channel relationship?
- 8) What are omni-channel?

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

- 1) How does channel power impact the sales of a product?
- 2) Describe how channel power can be used to influence decision making with an example.
- 3) What are the implications of channel conflict on customer loyalty?

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

- a) How can a business create a strong bond between the customer and the company through marketing channels?

OR

- b) How could an omni-channel strategy be applied to other industries besides retail?

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

- a) What specific problems do channel management transactional intermediaries and infomediaries solve?

OR

- b) What environmental factors can impact the rate of flow in an upstream channel?

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

- a) Design a campaign that utilizes digital channels to effectively target customers?

OR

- b) What factors should a product and service company consider when implementing an omni-channel strategy?



Total No. of Questions : 5]

SEAT No. :

P-8033

[Total No. Of Pages : 3

[6118]-405

M.B.A.

**SC-PRJ-05: Procurements and contract management in projects
(2021 Pattern) (Semester-IV) (403 PRJ)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates : 1) *Attempt all questions*

2) *Figures to the right indicate full marks*

Q1) Solve any 5 out of 7

[5 × 2 = 10]

- i) Which of the following is type of procurement document used to request price quotations from prospective sellers?
 - a) RFQ
 - b) RFP
 - c) RFI
 - d) RFD
- ii) Which of the following is the output of the plan procurement management process?
 - a) Business documents
 - b) Project charter
 - c) Project documents
 - d) Procurement statement of work
- iii) There are many different costs in relation to a project. The cost of paper products for the office is.
 - a) An indirect cost
 - b) A specific cost
 - c) An appraisal cost
 - d) A direct cost

- iv) Which of the following is not an example of lessons learned from documentation that would be updated as a result of control procurements process?
 - a) Where variance occurred
 - b) Closed contract
 - c) Process improvement recommendations
 - d) Techniques that were effective in maintaining cost.

- v) You are working to monitor and control your three contracts on your program. Your company is certified by software engineering institutes capability maturity model for integration, which means your three contractors also hold this certification of the following tools and techniques to use you select.
 - a) Earned value
 - b) Contract changes
 - c) Procurement audit reports
 - d) Contract document for the contract being closed.

- vi) A contract which involves payments as per the actual costs incurred for completion of work, plus a fee representing seller profit is known as
 - a) Cost reimbursable
 - b) Fixed Price
 - c) Time and material
 - d) Fixed price plus cost

- vii) Your company decides to award a contract for project management services on a pharmaceutical research project. Because your company is new to project management and does not understand the full scope of services that may be needed under the contract, it is most appropriate to award
 - a) Firm fixed price contract
 - b) Fixed price incentive contract
 - c) Cost plus a percentage of cost contract
 - d) Time and materials contract

Q2) Elaborate in detail with example any five major project procurement processes. **[10]**

OR

Define project procurement process and its components write detail note on types of procurement. **[10]**

Q3) What is role of project manager in project procurement management? Discuss risk minimisation methods adapted during roles and responsibilities of project manager. **[10]**

OR

What are implications of make or buy decision during project management? Write detail note on factors to consider for make or buy decision. **[10]**

Q4) Analyse meaning of term "contract management evaluate importance and limitations of various types of contracts in project management. **[10]**

OR

Define 'project' under project management. Discuss tender, types of tender, earnest money deposit, prequalification of tenders, tender notice in detail.**[10]**

Q5) Describe project procurement management plan. In detail. critically comment on RFP and open procurement competition **[10]**

OR

Elaborate concept 'solicitation of sellers proposal write in detail contract close out process and comment on legal project close out check list. **[10]**



Total No. of Questions : 5]

SEAT No. :

P-8034

[Total No. Of Pages : 2

[6118]-406

M.B.A.

Current Trends in Fintech

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Answer all questions are compulsory.*
- 2) *Figures to the right indicates full marks.*

Q1) Solve any Five :

[5 × 2 = 10]

- a) What is Machine Learning
- b) State unified payment interface.
- c) Define Fintech.
- d) What is Insurtech.
- e) Explain crypto currency
- f) Name various acts governing digital transactions in India.
- g) What is an API.

Q2) Attempt any Two :

[2 × 5 = 10]

- a) What is regulatory Sandbox how it is useful in development of Fintech.
- b) What is Fintech. Explain its advantages and disadvantages.
- c) Explain Artificial intelligence and role it will play in development of Fintech.

Q3) Attempt any One :

[10]

- a) Discuss global and domestic regulation for Fintech.
- b) What are the key areas where enterprise need to focus their efforts to drive digital transformation? Discuss.

P.T.O.

Q4) Attempt any One :

[10]

- a) State the important factors responsible for the growth of Fintech.
- b) What is Robotic Process Automation (RPA)? Explain the business process in which RPA can be used?

Q5) Attempt any One :

[10]

- a) Explain Business process reengineering? State the issues which can be resolve with the help of business process reengineering.
- b) Explain in detail various payment system in India.



Total No. of Questions : 5]

SEAT No. :

P-8035

[Total No. Of Pages : 2

[6118]-407

M.B.A. (Digital Marketing)

SC-DM-06-MARKETING 5.0

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

Time : 2½ Hours]

[Max. Marks : 50

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

Q1) Solve any five of the following :

[10]

- a) Google has open sourced - as advanced artificially intelligence (AI) Engine.
 - i) Power BI
 - ii) tableu
 - iii) Tensorflow
 - iv) NLP
- b) Memorise 'Data Driven Marketing'.
- c) Recall the term 'Customer Experience'.
- d) Write any two applications of AI in marketing.
- e) Elaborate perils of digitalization
- f) Define NLP-'Natural Language Processing'.
- g) Enlist two factors impacting 'polarisation of society'.
- h) Memorise the meaning of 'Digital Readiness'.

Q2) Solve any Two of the following :

[10]

- a) Differentiate between 'X & Y' generations.
- b) Differentiate between 'Marketing 4.0 Vs Marketing 5.0?'
- c) What are the challenges faced by marketers in Digital World.

Q3) a) How marketing touch points can be well equipped to serve the motives of the company for leveraging the customers experience. **[10]**

OR

b) Elaborate on 'Six enablers of next technology'. **[10]**

Q4) a) With 'predictive analytics' marketers have a powerful tool at their disposal to enhance decision making' analyse in context to 'predictive customer management'. **[10]**

OR

b) 'Disney the world of new possibilities & emotion detection contributing tremendous amount of content & inputs for contextual marketing', Comment. **[10]**

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

OR

b) In era of volatility, uncertainty, complexity & ambiguity' [VUCA] business need to match the speed of customer shifts 'Analyse the statement. **[10]**



Total No. of Questions : 5]

SEAT No. :

P-8036

[Total No. Of Pages : 3

[6118]-408

M.B.A.

**Governance, Continuity & Ethics in Project Management
(2021 Pattern) (3 Credits) (Semester - IV) (404-PRJ-SC-PRJ-06)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

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

QI) Solve any five :

[10]

- 1) There is _____ correlation between project complexity and project risk (select one)
 - a) an unknown
 - b) a positive
 - c) no
 - d) negative
- 2) What is considered to be most useful skill for project manager who works in a matrix environment in order to achieve project goals?
 - a) Leadership skills
 - b) Influencing
 - c) Conflict management skills
 - d) Time management
- 3) Project Life cycle consist of
 - a) Understanding scope of project
 - b) Objectives of the project
 - c) Formulation and planning of various activities
 - d) All of above
- 4) The cost impact of risk event occurring as a project proceeds through its life cycle tends to
 - a) Slow rise
 - b) Slow drop
 - c) Drop sharply and level out
 - d) Rise sharply then level out

P.T.O.

- 5) What is first stage in project management model?
- a) Understanding project environment b) Project definition
c) Project control d) Project planning
- 6) "To construct a high quality, custom home within five months of cost not to exceed Rs. 1,50,000/- is best classified as
- a) A deliverable b) A mile stone
c) An objective d) A limit
- 7) Reasons why estimating time and cost are important include all of following except:
- a) To schedule work
b) To determine how long the project should take and cost
c) To develop cash flow needs
d) All of the above are valid reason.

QII) a) Elaborate ethical dilemmas in project management. **[10]**

OR

b) Explain with example importance of being ethical in project management.

QIII) a) What is business continuity plan? Explain process, purpose and qualities of business continuity plan. **[10]**

OR

b) Define business continuity process. Elaborate 7 steps of business continuity process with suitable example.

QIV) a) Define governance, corporate governance. Explain governance in relation to accountability, disclosure and transparency with example. **[10]**

OR

b) Elaborate with suitable example core elements of project management governance framework, its process and competencies.

- QV)** a) List out important codes of ethics to be observed in project management. Evaluate major ethical issues in project lifecycle and ethical reporting in project management. **[10]**

OR

- b) Evaluate ethical issues and dilemmas in decision making process and possible solutions with reference to work cited during ethical decision making in project management.



Total No. of Questions : 5]

SEAT No. :

P8037

[Total No. of Pages : 2

[6118]-409

M.B.A. (All Programs)

405 : GE - UL - 19 : GLOBAL STRATEGIC MANAGEMENT

(2021 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer ANY FIVE out of the following:

[5×2=10]

- a) List factors that push globalization.
- b) What do you mean by 'Make in India'?
- c) What is an acquisition?
- d) List Four Criteria of Sustainable Competitive Advantage.
- e) A global, as opposed to international, strategy involves (Choose one from following):
 - i) a wide variety of business strategies across countries
 - ii) a single strategy for a subsidiary of a multinational firm.
 - iii) a single strategy for the entire global network of subsidiaries and partners.
 - iv) wide variety of subsidiary strategies within the global network of subsidiaries.
- f) Global economies of scale arise when (Choose one from following):
 - i) a product or a process can be globally performed using cheap labour.
 - ii) a product or a process can be performed more cheaply thanks to alliances with multinational firms in other sectors.
 - iii) a product or a process can be performed more cheaply at greater volume than at lesser volume.
 - iv) a product or a process can be performed more cheaply thanks to globally performed cross-business cost-saving activities.
- g) What are Greenfield Projects?
- h) What do you mean by 'Market Intelligence'?

P.T.O.

Q2) Answer ANY TWO out of the following:

[2×5=10]

- a) Differentiate 'Localization' from 'Glocalization'.
- b) What do you mean by 'Cross-Border Acquisitions'?
- c) Explain 'transnational model'.

Q3) a) Discuss different overseas market entry strategies. What suitable overseas expansion strategy will you suggest for 'DMART' (Avenue Supermarts Ltd)? **[10]**

OR

- b) Why do business firms globalize? List and discuss the reasons with suitable examples. **[10]**

Q4) a) Using suitable examples of Indian companies, explain different types of strategic alliances that companies follow. **[10]**

OR

- b) How Licensing, Partnering and Joint Venturing are different or similar? Discuss using suitable example. **[10]**

Q5) a) Elaborate and highlight the current challenges to Global Strategic Management using suitable example from the industry. **[10]**

OR

- b) Using any suitable example, Design a Multi Business structural model for a Global Organisation. **[10]**



Total No. of Questions : 5]

SEAT No. :

P-8038

[Total No. of Pages : 2

[6118]-410

M.B.A.(All Programs)

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

(2021 Pattern) (Semester - IV)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

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

[10]

- a) What is domain?
- b) Define product.
- c) What is change?
- d) Define assets.
- e) What is dynamic of change?
- f) What is analysis?
- g) What is mapping?
- h) What is supplier?

Q2) Answer any 2 out of 3 (10 marks each) :

[10]

- a) Explain the concepts in change of value chain.
- b) What is technological intelligence? Explain the importance of technological intelligence in today's era.
- c) Explain the environmental phases in detail.

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

[10]

- a) Explain in detail, various aspects of business decision & analytics.

OR

- b) Explain in detail, x-y coordinating methods.

P.T.O.

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

a) Explain the key principles of technology strategy.

OR

b) What do you mean by technological strategy? Explain in detail with example.

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

a) What is collaborative arrangements? Explain in detail about small firms.

OR

b) What is global technology alliances? State with examples.



Total No. of Questions : 5]

SEAT No. :

P-8039

[Total No. Of Pages : 2

[6118]-411
M.B.A.(All Programs)
GE-UL-21-407 : CYBER LAWS
(2021 Pattern) (Semester - IV)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates :

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

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

- a) What does the term "Intellectual Property" refer to?
- b) What is the definition of the term "Contract"?
- c) What is the name of first cyber law in India?
- d) What is the technical term for cyber security?
- e) What are the three different categories of security?
- f) What is the purpose of a trademark?
- g) What does the term 'Security Risk' refer to?
- h) What are the five layers of cyberspace?

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

- a) What are some of the challenges facing the implementation of E-commerce rules in India?
- b) Why it is important for businesses and inventors to obtain patent right?
- c) What are some potential issues regarding copyright & intellectual property rights in online spaces and how can they be monitored and addressed?

P.T.O.

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

- a) What factors should one consider to understand the legal aspect of cyberspace as described in this statement about cyber law dealing with the subject matter?

OR

- b) What do you mean by cybercrime? Explain cyber laws of major countries with examples.

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

- a) Discuss the legal and ethical implications of e-commerce security practices in India.

OR

- b) What impact has the acceptance of E-commerce had on traditional contract law? Explain.

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

- a) How does an electronic signature compare with a paper based signature in terms of security & integrity?

OR

- b) Suggest how to improve the existing E-Taxation system to ensure better compliance with tax regulations



Total No. of Questions : 5]

SEAT No. :

P8040

[6118]- 412

[Total No. of Pages : 2

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

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

(2021 Pattern) (Semester - IV)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Solve any 5 out of 8:

[5×2=10]

- a) Which companies qualify for CSR under the Companies Act, 2013?
- b) What are the types of CSR in practice?
- c) Define CSR reporting.
- d) The role played by various institutions in CSR.
- e) How a company does measures the benefits of CSR?
- f) Four broad aspect CSR.
- g) Explain the concept of sustainability.
- h) What is the role of CSR commitment?

Q2) Solve any 2 out of 3:

[2×5=10]

- a) Which Section of the Companies Act, 2013 provides legal provisions regarding 'corporate social responsibility' (CSR)?
- b) What are the obligations of the Board in relation to the CSR provisions?
- c) What is social responsibility of business? Elucidate the arguments in support as well as against the social responsibility of business.

P.T.O.

Q3) Solve (a) or (b) [10]

- a) What do you mean by corporate social responsibility? Give main drives of corporate social responsibility.

OR

- b) Why is it necessary to understand the global perspective of CSR?

Q4) Solve (a) or (b) [10]

- a) What are the complexities faced in implementation of the sustainability?

OR

- b) To what extent is CSR being practised in India? Give Examples. Do you think Indian corporates adequately give back to society compared to what they have received from it?

Q5) Solve (a) or (b) [10]

- a) Is it possible to find a balance between resource exploitation and resource preservation? Give examples to substantiate your argument.

OR

- b) XYZ power Ltd. set up a factory for manufacturing solar lanterns in a remote village as there was no reliable supply of electricity in rural areas. The revenue earned by the company was sufficient to cover the costs and the risks. The demand of lanterns was increasing day by day, so the company decided to increase production to generate higher sales. For this they decided to employ people from the nearby village as very few job opportunities were available in that area. The company also decided to open schools and creches for the children of its employees.

- i) Identify and explain the objectives of management discussed above.
ii) State two values which the company wanted to communicate to the society.

