

Total No. of Questions : 5]

SEAT No. :

PE-2969

[Total No. of Pages : 5

[6551]-1
First Year M.B.A.
101GC-01 : MANAGERIAL ACCOUNTING
(2019 Revised Pattern) (Semester - I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Solve any FIVE questions.

[10]

- a) Define accounting.
- b) State the Fundamental Accounting Equation.
- c) Mention two objectives of financial statements.
- d) Define “Cost Centre and “Cost Unit.
- e) What is a Cash Budget?
- f) What is Standard Cost?
- g) Describe Money Measurement Concept.
- h) Match the following :

Column A

Capital Expenditure

Break-Even Point

Sunk Cost

Cash Budget

Column B

Costs that have already been incurred and cannot be recovered

A financial tool to predict no profit, no loss situation

Expenditure on acquiring or improving fixed assets

A forecast of cash inflows and outflows over a period

P.T.O.

Q2) Answer any TWO questions**[10]**

- a) What do you mean by Budget? State the Advantages of budgeting.
- b) Explain the different forms of business organizations with examples.
- c) Define cost accounting. Explain its objectives.

Q3) Solve any ONE of the following**[10]**

- a) From the following Trial Balance of Mr. Ganesh as on 31st March 2025. Prepare Trading & Profit & Loss Account for the year ended 31st March 2025 & Balance Sheet as on that date.

Trial Balance of Mr. Ganesh as on 31st March 2025

Particulars	Debit (₹)	Credit (₹)
Capital		3,30,000
Drawings	24,450	
Opening Stock	2,00,000	
Bills Receivable	25,000	
Purchases	2,75,000	
Sales		4,20,000
Bills Payable		60,000
Returns Outward		4,500
Returns Inward	5,000	
Plant and Machinery	1,00,000	
Loose Tools	25,000	
Patents	25,000	
Sundry Debtors	1,25,000	
Sundry Creditors		1,40,000
Cash at Bank	77,550	
Salaries and Wages	50,000	
Repairs and Renewals	7,500	
Insurance	3,000	
Power and Fuel	3,500	
Printing and Stationery	2,000	
Miscellaneous Expenses	6,500	
Total	9,54,500	9,54,500

Adjustments :

1. Closing stock was ₹ 1,30,000.
2. Depreciate Plant and Machinery @ 5% p.a. and Patents @ 15% p.a.
3. Provide for Bad and Doubtful Debts @ 5% on Debtors.
4. Outstanding Salary amounted to 3,500.

OR

- b) From the books of accounts of M/s. Tejas Enterprises, following details have been extracted for the year ending 31st Dec, 2024:

Particulars	Amount (₹)
Opening stock of raw material	2,88,000
Closing stock of raw material	3,00,000
Material purchased during the year	9,42,000
Direct labour cost	4,43,000
Indirect wages	54,000
Salaries to office staff	2,12,000
Freight outward	43,000
Repairs for plant and machinery	21,000
Factory rent and taxes	55,000
Office rent and taxes	32,000
Distribution expenses	76,000
Salesman salaries and commission	54,000
Office salary	60,000
Factory electricity charges	25,000
Office telephone expenses	5,000
Opening stock of finished goods	2,03,000
Closing stock of finished goods	1,12,000
Sales	25,00,000

You are required to prepare cost sheet for the firm from the above given details showing Prime Cost, Factory Cost, Cost of Production, Cost of Sales and Profit.

Q4) Solve any ONE of the following.**[10]**

- a) The sales turnover and profit for two years were as follows :

Year	Sales (Rs.)	Profit(Rs.)
2023	1,40,000	15,000
2024	1,60,000	20,000

You are required to calculate :

- i) P/Vratio
- ii) BEP
- iii) Sales required to earn a profit of Rs.40,000.
- iv) Profit when sales are Rs. 1,20,000.
- v) Margin of Safety

OR

- b) X Ltd. Made sales during a certain period for Rs, 1,00,000. The net profit for the same period was Rs, 10,000 and the fixed overheads were Rs. 15,000.

Find out :

- i) P/V Ratio.
- ii) Required sales to earn a profit of Rs. 15,000.
- iii) Net Profit from sales of Rs. 1,50,000.
- iv) Break - even point sales

Q5) Solve any ONE of the following.**[10]**

- a) The expenses budgeted for production of 1,000 units in a factory are furnished below :

Particulars	Per Unit (₹)
Material Cost	700
Labour Cost	250
Variable overheads	200
Selling expenses(20% fixed)	130
Administrative expenses(Rs. 2,00,000)	200
Total Cost	1,480

Prepare a flexible budget for production of 600 units and 800 units assuming administrative expenses are rigid for all level of production.

OR

- b) Find out the Material Variances from the given information. [10]

Material	Standard		Actual	
	Qty	Rate (₹)	Qty	Rate (₹)
A	800	6	750	7
B	400	4	500	5
Total	1200		1250	

Calculate :

- i) Material Cost Variance
- ii) Material Price Variance
- iii) Material Usage Variance



Total No. of Questions : 5]

SEAT No. :

PE-2970

[Total No. of Pages : 2

[6551]-2

M.B.A.

**102:GC-02 : ORGANIZATIONAL BEHAVIOUR
(Rev. 2019) (Semester - I)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question carries 10 marks.*
- 3) *Draw neat labelled diagrams wherever necessary.*

Q1) Solve any five out of the following :

[5 × 2 = 10]

- a) Define personality.
- b) List the components of attitude.
- c) State any two principles of scientific management.
- d) Give the full form of MBTI.
- e) Define Halo effect.
- f) Define motivation.
- g) List any two sources of organisational conflict.
- h) Name the components of Emotional Intelligence.

Q2) Solve any two of the following :

[2 × 5 = 10]

- a) Describe five stages of Group formation.
- b) Explain Kurt-Lewin's model of change management with the help of diagram.
- c) What is a complementary transaction? Explain with an example.

Q3) Solve any one of the following :

[1 × 10 = 10]

- a) Leena and Smita always face problems for parking and argue over the parking space with the help of Johari window, explain how can they move towards effective communication?
- b) Compare and contrast Maslow's Need hierarchy theory and Herzberg's two factor motivational theory.

P.T.O.

Q4) Solve any one of the following :

[1 × 10 = 10]

- a) Ramu and Somu were to design a report together. They have submitted the report individually without consulting each other. Discuss how the manager could have advised both the employees towards a constructive conflict.
- b) In this dynamic business world, what are the challenges faced in managing OB?

Q5) Solve any one of the following :

[1 × 10 = 10]

- a) Examine atleast two perceptual errors which might affect the selection process in a company.
- b) What is (1,9) and (9,1) style of Leadership, according to Blake and Mouton managerial grid?



Total No. of Questions : 5]

SEAT No. :

PE-2971

[Total No. of Pages : 2

[6551]-3

M.B.A.

**GC-03 : ECONOMIC ANALYSIS FOR BUSINESS
DECISIONS**

(2019 Rev. Pattern) (Semester - I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Attempt any 5 questions having 2 marks each. **[10]**

- a) _____ is the deciding factor in Micro Economics.
- b) _____ is the objective of any firm.
- c) Market equilibrium of a commodity is determined by balancing of demand and supply positions. True/False
- d) In difference curve is having a _____ shape.
- e) MC with the AC from its _____.
- f) Under Price skimming technique produces keep the price _____.
- g) Investment depends on _____.
- h) Accelerator can be defined as _____.

Q2) Attempt any 02 questions 05 marks each. **[10]**

- a) Explain the concept of Exception to law of demand.
- b) Explain the concept of changes in demand.
- c) What are the different criterias for Good demand forecasting?

Q3) Explain the laws of Variable Proportions. **[10]**

OR

How price determination is done under perfect competition in the long run?

P.T.O.

Q4) Why it is important to study consumption function?

[10]

OR

Explain any one method of price control.

Q5) What are the Relations between Business cycle and Business Decisions.[10]

OR

Explain the concept of Multiplier effect.



Total No. of Questions : 5]

SEAT No. :

PE-2972

[Total No. of Pages : 2

[6551]-4
F.Y.M.B.A.
104 - BUSINESS RESEARCH METHODS (GC-04)
(Rev. 2019) (Semester - I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) Solve any Five:

[5 × 2 = 10]

- a) Define Research.
- b) Define two types of Hypothesis.
- c) What is Ratio Scale?
- d) What is Descriptive Research?
- e) Mean v/s Mode: Differentiate.
- f) What is the significance of sampling frame?
- g) Define Concept of Univariate Analysis.

Q2) Solve any two:

[2 × 5 = 10]

- a) Univariate Analysis v/s Bivariate Analysis: Differentiate
- b) Differentiate between descriptive research and exploratory research.
- c) Differentiate between Nominal & Interval scale with example.

Q3) a) What is Concept of Primary Data? Explain in details sources of primary data with suitable examples. [10]

OR

- b) What is Concept of Secondary Data? Explain in details sources of secondary data with suitable examples. **[10]**

P.T.O.

Q4) a) Explain sampling procedure in detail. **[10]**

OR

b) Explain types of probability sampling with suitable examples. **[10]**

Q5) a) Which kind of charts can be used for graphical representation of data?
Explain with suitable examples. **[10]**

OR

b) Develop a questionnaire for collecting data to estimate usage of social media platforms by housewives at your locality. **[10]**



Total No. of Questions : 5]

SEAT No. :

PE-2973

[Total No. of Pages : 2

[6551]-5

M.B.A.

105 - GC - 05 : BASICS OF MARKETING

(Rev. 2019 Pattern) (Semseter - 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) *Support your answers with suitable examples.*
- 4) *Make necessary assumptions wherever required.*

Q1) Solve any Five:

[5 × 2 = 10]

- a) Explain the concept of marketing myopia and its significance for business in today's market.
- b) List the key demographic trends shaping the market environment.
- c) Define moment of Truth and Zero moment of Truth.
- d) The following are all major stages of product life cycle except.
 - i) Sales decline
 - ii) Market maturity
 - iii) Market Introduction
 - iv) Market Growth
- e) Which one of the following is not a brand function.
 - i) Creating identification
 - ii) Helping in promotion
 - iii) Guaranteeing quality
 - iv) Lowering production cost.
- f) Define need and demand
- g) Define meta market
- h) Explain unique selling preposition

P.T.O.

Q2) Solve any 2 out of 3: **[2 × 5 = 10]**

- a) List down consumer capabilities and new company capabilities.
- b) Discuss various criteria for effective segmentation for tourism sector.
- c) Compare Niche and Mass Market.

Q3) Attempt any One: **[10]**

- a) Analyse the steps involved in buying decision process of an EV Car. Also discuss the importance of buying roles.
- b) Create strategies at the different stages of product life cycle for a bicycle. make necessary assumption.

Q4) Attempt any One: **[10]**

- a) Kavya Pvt Ltd. is a manufacturer of variety of icecreams. As a marketing manager design targetting strategy for the Company's Products.
- b) A company producing hair oil is planning to produce hair shampoo as well. Explain the micro environmental factors for the same.

Q5) Attempt any One: **[10]**

- a) What are the components of marketing mix? Elaborate the reasons for extended 3Ps for a 5-Star hotel.
- b) Markets must study consumer buying behaviour. Justify the statement.



Total No. of Questions : 5]

SEAT No. :

PE-2974

[Total No. of Pages : 2

[6551]-6

M.B.A.

106 : GC-06- DIGITAL BUSINESS

(Rev. 2019) (Semester - I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer the following questions (Any Five)

[5 × 2 = 10]

- a) Explain the term Reintermediation.
- b) State any two benefits of L-Commerce.
- c) Define Pune e-commerce. Give example.
- d) Define the term web 2.0.
- e) Recall the examples of finance & stock marketapp.
- f) Enumerate the camponents of e supply chain.
- g) State e-commerce models with example of each.
- h) State any two limitations of e-learning platform.

Q2) Answer the following questions (Any two)

[2 × 5 = 10]

- a) Differentiate between traditional Commerce vs E-Commerce.
- b) Explain the reasons for growth in online travel & tourism industry.
- c) What do you mean by IOT. Explain how smart cars are helping customers in easydrive.

Q3) Answer the following questions (Any one) :

[1 × 10 = 10]

- a) Explain how social media network promote businesses & organisations, Elaborate in context with captop/mobile production company.
- b) India needs to nuture a "culture of toust" in e-voting. Explain benefits and challenges in Indian context.

P.T.O.

Q4) Answer the following questions (Any one) :

[1 × 10 = 10]

- a) India's e-commerce sector is expected to reach INR 4,416.68 billion in 2024. Analyse the statement.
- b) How does the government to business (G2B) e-Commerce model facilitate interactions between government entities and businesses? Explain with suitable example.

Q5) Answer the following questions (Any one) :

[1 × 10 = 10]

- a) You are appointed as a consultant for designing a online shopping portal. Design suitable business canvas model.
- b) You are appointed as a consultant for designing an e-auction portal. Design a suitable model for the same.



Total No. of Questions : 5]

SEAT No. :

PE-2975

[Total No. of Pages : 2

[6551]-7

F.Y.M.B.A.

107 - GE - UL - 01 : MANAGEMENT FUNDAMENTALS

(2019 Pattern Revised) (Semseter - I)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Solve any Five:

[5 × 2 = 10]

- a) Define Organizing?
- b) Define Decision Making?
- c) Explain Benchmarking of Best practices.
- d) What is grid analysis?
- e) List any 2 contemporary management approaches.
- f) Define Goals and Plans.
- g) Difference between Centralization & Decentralization organization structure?

Q2) Solve any Two:

[2 × 5 = 10]

- a) Explain the various Types of Goals?
- b) "MBO is beneficial to all organizations" discuss this statement with its benefits.
- c) Write difference between mechanistic organisation and organic organisation.

Q3) a) Explain the Importance of Innovation to the Manager's Job?

[10]

OR

b) Explain Mintzberg's managerial roles with suitable example.

[10]

P.T.O.

Q4) a) Why Henri fayol is called as father of management Discuss the 14 principles of management. **[10]**

OR

b) What effect do you think the characteristic of the boundary less organization will have on employee in today's contemporary organizations? **[10]**

Q5) a) Explain in details the need and Importance of Controlling? **[10]**

OR

b) Management is regarded as an art by some, a science by others, the truth seems to be somewhere in between. In the light of this statement. Explain the nature of management. **[10]**



Total No. of Questions : 5]

SEAT No. :

PE-2976

[Total No. of Pages : 2

[6551]-8

F.Y.M.B.A.

108 - GE - UL - 02 : INDIAN ECONOMY

(Revised 2019) (Semester - I)

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

[10]

- a) Explain concept of inequality.
- b) Which sector contributes the most to Indian GDP?
- c) Inflation in India is measured on which of the following indicators/indexes.
 - i) Cost of living index (CLI)
 - ii) Consumer Price Index (CPI)
 - iii) Gross Domestic Product (GDP)
 - iv) Wholesale Price Index (WPI)
- d) What is meaning of Public Private Partnership (PPP)?
- e) What is WTO stand for & its Primary Purpose?
- f) NABARD was set up by an act of Parliament in 1982:-
 - i) to facilitate credit for agriculture
 - ii) to promote development of rural areas and infrastructure
 - iii) both i & ii
 - iv) only for credit to Industries
- g) Name any 4 types of Mergers & Acquisitions
- h) What is Privatisation?

P.T.O.

Q2) Answer any Two Questions: [10]

- a) Explain in brief the 3 sectors of Indian Economy.
- b) What do you understand by the term “Balance of Payment”.
- c) Explain the concept ‘Human Development Index’.

Q3) Answer any One Question: [10]

- a) Distinguish between Primary Sector, secondary sector & Tertiary sector with a suitable example.
- b) Explain the role of small scale industries in Indian Economy.

Q4) Answer any One Question: [10]

- a) Explain the role and importance of foreign trade for Developing Economy.
- b) Discuss the issues in Agriculture Sector in India.

Q5) Answer any One Question: [10]

- a) Write short note on
 - i) Hard & Soft infrastructure
 - ii) Functions of RBI
- b) Write short note on
 - i) Role of monetary & Fiscal Policy
 - ii) NITI AAYOG



Total No. of Questions : 5]

SEAT No. :

PE-2977

[Total No. of Pages : 2

[6551]-9

M.B.A. (All Program)

**109 : GE - UL - 03 : ENTREPRENEURSHIP DEVELOPMENT
(2019 Revised) (Semseter - I)**

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer Any 5 Out of 8 (2 Marks Each):

[10]

- a) Define Innovative Entrepreneur.
- b) Define the term “Entrepreneurial change”.
- c) Name any two methods of Entrepreneurial Training.
- d) State any four functions of DIC.
- e) What is meant by Sole Proprietorship?
- f) Enumerate the constraints of Entrepreneurial culture.
- g) Enumerate the factors influencing entrepreneurship growth.
- h) List the characteristics of Entrepreneur.

Q2) Answer Any 2 Out of 3 (5 Marks Each):

[10]

- a) EDP is the process of grooming Entrepreneurs-Justify with suitable examples.
- b) Explain the qualities of a successful Entrepreneur.
- c) Discuss the contents of Business Plan.

P.T.O.

Q3) Answer the following: [10]

- a) Differentiate between Creativity and Innovation with suitable examples.

OR

- b) How Economic and Social environment affecting growth of entrepreneurship?

Q4) Answer the following: [10]

- a) Illustrate the role of Women Entrepreneur in improving the economy of India.

OR

- b) How Theory of Social Change by E.Hagen will help to success in the business?

Q5) Answer the following: [10]

- a) Explain the concept of SWOT analysis. Identify SWOT analysis for any one organization of your choice.

OR

- b) Evaluate the role business incubators and start up ecosystem in entrepreneurship development.



Total No. of Questions : 5]

SEAT No. :

PE-2978

[Total No. of Pages : 2

[6551]-10

F.Y. M.B.A.

**GE-UL-04 (110): ESSENTIALS OF PSYCHOLOGY FOR MANAGERS
(Revised 2019 Pattern) (Semester - I)**

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) Answer any 5 (Two Mark Each)

[10]

- a) What are Dreams?
- b) Define Emotion?
- c) Experimental Psychologists who design experiments to determine causes of behavior would be interested in goals of.
 - i) Description.
 - ii) Explanation.
 - iii) Control.
 - iv) Prediction.
- d) In Psychology Behaviour means.
 - i) Internal, covert process.
 - ii) Mental process.
 - iii) Outward or covert actions and reactions.
 - iv) Only Human Behaviour.
- e) Write Types of memory.
- f) Write Goals of Psychology.
- g) Define Heredity.

P.T.O.

Q2) Answer any 2 (Five Mark Each) : **[10]**

- a) Compare Classical and Instrumental Conditioning.
- b) Explain in short Verbal & Non Verbal Emotional Expression.
- c) Define perception. How perception is organized among different factors?

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

- a) Explain Pavlov experiment in detail with relevant Examples.
- b) Explain how neurons communicate with each other and with the body?

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

- a) List the contributions made by Wilhelm Wundt to the field of psychology.
- b) Explain Gestalt Theory in detail with help of relevant examples.

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

- a) Differentiate between Psychiatrist and Psychologists as profession with relevant examples.
- b) How is the learning of concepts related to problem solving? Explain with examples.



Total No. of Questions : 5]

SEAT No. :

PE-2979

[Total No. of Pages : 2

[6551]-11

M.B.A.

**111 - GE-UL-05: Legal Aspects of Business
(2019 Revised Pattern) (Semester - I)**

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) Answer the following (any 5) :

[10]

- 1) Define contingent contract according to Indian contract act.
- 2) Define bill of exchange according to negotiable instrument act.
- 3) Define sweat equity share as per companies Act.
- 4) Define statement in lieu of prospectus
- 5) Define defect according to consumer protection act.
- 6) Define contract of Indemnity.
- 7) Define goods under the sale of goods act.
- 8) Define contract of agency.

Q2) Answer any Two (5 marks each) :

[10]

- a) Define offer.

At an auction sale Mr. Pujari working in Nagpur make the highest bid for Mr. Robert's good. Mr Pujari withdraws his bid before the fall of hammer. Can Mr. Pujari revoke the offer?

- b) Explain the rules regarding delivery of goods
- c) Enlist five point of difference

P.T.O.

Q3) a) Briefly explain the various modes by which an agency may be created. **[10]**

OR

b) Define goods under the sale of goods act Distinguish between specific, ascertained and unascertained goods.

Q4) a) Define consumer as used in the consumer protection act. Discuss the constitution and composition of the National Commission. **[10]**

OR

b) i) Mr. Sagar bought a car from Mr. Jayraj for some months there after it was found that Mr. Jayraj does not have a good title of ownership of motor car. Sagar had to return the car to the true owner.

Can sagar file a case against Mr. Jayraj to recover the price for the motor car?

ii) Define sale and explain the concept of transfer of property according to sale of goods act.

Q5) a) What is endorsement? Explain any four types of endorsement. **[10]**

OR

b) What is meant by noting and protest? What are its advantages.



Total No. of Questions : 5]

SEAT No. :

PE-2980

[Total No. of Pages : 2

[6551]-12

M.B.A.

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

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer Any Five (2 marks Each):

[10]

- a) What is Firm Level Forecasting?
- b) Describe, Cyclical Effects.
- c) What are the different Qualitative Forecasting Methods?
- d) What is lead time?
- e) What is Demand Estimation?
- f) What is Cross Sectional Data?
- g) How to monitor forecast accuracy.
- h) What is the minimum data points required for forecasting?

Q2) Answer Any Two (5 marks Each):

[10]

- a) Investigate in detail what marketing research techniques can be used for estimating demand?
- b) Explain Income Elasticity of Demand with suitable example.
- c) Explain Halt's two parameter method with appropriate example.

P.T.O.

Q3) Answer Any One (10 marks Each): [10]

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

OR

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

Q4) Answer Any One (10 marks Each): [10]

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

OR

- b) Distinguish between secular trend, seasonal variations and cyclical fluctuations. How would you measure secular trend in any given data?

Q5) a) The India grocery market size is estimated to increase by USD 289.29 billion and grow at a CAGR of 8.06% between 2022 and 2027. The rise in disposable income among consumer in India is the key factor driving the market growth. In the light of various components of time series, analyse the grocery market in India. [10]

OR

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

[10]



Total No. of Questions :5]

SEAT No. :

PE2981

[Total No. of Pages : 2

[6551]-21

First Year M.B.A.

201 GC 07 : MARKETING MANAGEMENT

(2019 Revised Pattern) (Semester-II)

Time :2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Solve any Five of the following.

[5×2=10]

- a) State the elements of Promotional mix.'
- b) Define 'Psychological pricing' with example
- c) Recall the meaning of 'Commodits'
- d) Reproduce the definition of 'Convenience' Goods
- e) Define Test marketing with example
- f) State the meaning of 'Warehousing'
- g) Memorise the concept of 'Advertising' with example
- h) Recall the meaning of 'Marketing control'

Q2) Solve any two of the following.

[10]

- a) Differentiate between 'Product Vs Brand'
- b) Summarise the 'Market Logistics Decision'
- c) Differentiate between 'Wholesaler Vs Retailer'

P.T.O.

- Q3) a)** You are appointed as marketing manager of a company offering 'tablets.' Discuss the channel design process. **[10]**

OR

- b) You are appointed as marketing manager of a company offering various packages to tourist destinations in India. Discuss the channel design process.

- Q4) a)** Develop an 'Integrated Marketing communication' (IMC) plan for a new. **[10]**

History channel to be launched on OCC Platform.

OR

- b) Develop an 'Integrated marketing Communication' (IMC) plan for a new 'Patriotic Hindi Movie' to be launched in India.

- Q5) a)** A new Education company is planning to launch an app for offering various certification courses in management & technology. Develop a marketing plan for this company. **[10]**

- b) A new 'Online Real Estate Portal' is offering a convenient way for consumers to find home, apartments along with buy option. Develop a marketing plan for this company.



Total No. of Questions :5]

SEAT No. :

PE2982

[Total No. of Pages : 5

[6551]-22

M.B.A. - I

GC-08-202 : FINANCIAL MANAGEMENT

(Revised 2019 Pattern) (Semester-II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

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

[10]

- a) Focal point in Financial management is _____
 - i) Increasing sales of the firm
 - ii) Creating shareholders value
 - iii) Increasing profit
 - iv) Increasing market share
- b) Which of the following represents the financing decisions?
 - i) Designing optimal capital structure
 - ii) Declaring dividend
 - iii) Paying interest on loan
 - iv) Management of cash and receivables
- c) State True or False
 - i) Financial management refers to financial decision making.
 - ii) Financial management deals with two major decisions, namely investment and financing decision.
- d) Fill in the blanks.
 - i) Capital employed = (Equity share capital + _____ + Preference share capital + _____) – Fictitious assets.
 - ii) Ratio of net income to number of equity shares is known as _____.

P.T.O.

- e) Inventory Turnover Ratio measures the relationship of inventory with _____.
 i) Average sales
 ii) Cost of goods sold
 iii) Total purchases
 iv) Total assets
 f) What is trend analysis?
 g) List any four factors determining need of working capital.
 h) Enlist the process of capital budgeting.

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

- a) Briefly explain modern approaches of financial management.
 b) Write a note on comparative statement.
 c) “Incorporation of time value of money helps financial manager in taking better decisions.” Explain.

Q3) a) The following is the capital structure of PQR Ltd as on 31st March 2024

Source	Amount (Rs.)
Equity shares (10,000 shares of Rs. 100 each)	10,00,000
10% preference shares (of Rs. 100 each)	4,00,000
12% Debentures	6,00,000
Total	20,00,000

The market price of the company's equity share is Rs. 110 and it is expected that a dividend of Rs. 10 per share would be declared for the year 2023-24. The dividend growth rate is 6% **[10]**

- i) If the company is in the 35% tax bracket, compute the WACC.
 ii) Assuming that in order to finance an expansion plan, the company intends to borrow a fund of Rs. 10,00,000 bearing 14% rate of interest, what will be the company's revised WACC? This financing decision is expected to increase dividends from Rs. 10 to Rs. 12 per share. However, the market price of equity share is expected to decline from Rs. 110 to Rs. 105 per share. The dividend growth rate remain the same.

OR

- b) From the following data determine the duration of net operating cycle for each of the two years.

Particulars	2022	2023
Raw materials	20,000	27,000
Work in Process	14,000	18,000
Finished goods	21,000	24,000
Purchases	96,000	1,35,000
Cost of goods sold	1,40,000	1,80,000
Sales	1,60,000	2,00,000
Debtors	32,000	50,000
Creditors	16,000	18,000

Assume 360 days in a year.

- Q4) a)** ABC company is going through a major expansion plan requiring to raise funds of Rs. 6,00,000 Company currently has an equity share capital of Rs. 10,00,000 consisting of 1,00,000 equity share of Rs. 10 each. To finance the expansion plan the management has following Plans: **[10]**

Plan A : Issue 60,000 equity shares of Rs. 10 each

Plan B : Issue 40,000 equity shares of Rs. 10 each and the balance through long term borrowing at 12% interest p.a.

Plan C : Issue 30,000 equity shares of Rs. 10 each and 9% debentures of Rs. 100 each

Plan D : Issue 30,000 equity shares of Rs. 10 each and balance through 6% preference shares

Assuming a tax rate of 50% EBIT is Rs. 4,00,000 advise the management on the basis of EPS and Financial Leverage.

OR

- b) The standard ratios for the industry and the ratios of company X are given. Indicate the strength and weaknesses as shown by your analysis

Ratios	Industry standard	Company X
Current Ratio	2.4	2.67
Debtors Turnover Ratio	8.0	10.00
Inventory Turnover Ratio	9.80	3.33
Assets Turnover Ratio	2.00	1.43
Net Profit Ratio	3.3%	2.1%
Net Profit on Total Assets Ratio	6.6%	3.0%
Net Profit on net worth	10.7%	4.8%
Total Debt to Total Assets	63.5%	37.7%

- Q5) a)** PQR Engineering Ltd. is considering the purchase of a new machine. The following information related to the two alternative models - 'MX' and 'My' are available: **[10]**

Particulars	Machine 'MX'	Machine 'MY'
Cost of machine	Rs. 8,00,000	Rs. 10,20,000
Expected life	6 years	6 years
Scrap value	Rs. 20,000	Rs. 30,000

Estimated net income before depreciation and tax as follows :

Year	Machine 'MX' Amount (Rs.)	Machine 'MY' Amount (Rs.)
1	2,50,000	2,70,000
2	2,30,000	3,60,000
3	1,80,000	3,80,000
4	2,00,000	2,80,000
5	1,80,000	2,60,000
6	1,60,000	1,85,000

Corporate tax rate is 30% and company's required rate of return on investment proposal is 10%. Depreciation will be charged on straight line basis. Which proposal you would recommend on the basis of net present value?

OR

- b) Prepare an estimate of net working capital requirement on cash cost basis of the WCM Ltd. for level of activity of 1,56,000 units p.a. of production. The following information is available.

Particulars	Per unit (Rs.)
Materials	90
Direct labour	40
Overheads (including depreciation Rs. 15)	75
Total cost	205
Profit	60
Selling price	265

Raw material kept in store for 1 month production process takes 2 weeks. Finished goods remains in warehouse for 1 month credit allowed by suppliers is 1 month Time lag in payment from debtors 2 months. Lag in payment of wages 1½ weeks. Lag in payment of overheads is 1 month. 20% of the output is sold against cash. Cash in hand and at bank is expected to be Rs. 60,000.

It is assumed that production is carried on evenly throughout the year, wages and overheads accrue similarly.



Total No. of Questions : 5]

SEAT No. :

PE2983

[Total No. of Pages : 2

[6551]-23

F.Y. M.B.A.

203-GC - 09 : HUMAN RESOURCES MANAGEMENT

(Revised 2019 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Attempt any five

[2 each]

- a) Define SHRM.
- b) Define Recruitment.
- c) What is Job rotation.
- d) List any 4 fringe benefits given by organizations.
- e) List any 4 methods of trainings.
- f) What is career planning?
- g) List 4 factors affecting Job Design.
- h) Give 4 advantages of HRIS.

Q2) Answer any 2 of the following:

[5 each]

- a) Discuss the internal sources of Recruitment.
- b) Discuss the importance of Training need Assessment.
- c) Discuss the grievance Handling procedure in Indian Industries.

P.T.O.

Q3) Answer any one of the following : [10]

- a) Discuss the demand forecasting Techniques used for the process of H.R.P.
- b) Discuss the factors affecting the compensation design for service Industries.

Q4) Answer any one of the following : [10]

- a) Design a job description and Job specification for a marketing manager at a premium Automobile company.
- b) Design the selection tools to be used for a finance executive of a Bank.

Q5) Answer any one of the following : [10]

- a) A training consultant is called for designing at soft skill training programme for an IT company. Discuss what process will he follow to design a training programme.
- b) Design appropriate performance appraisal method to be implemented for employees working in IT sector.

x x x

Total No. of Questions : 5]

SEAT No. :

PE2984

[Total No. of Pages : 2

[6551]-24

M.B.A. - I

**GC - 10-204 : OPERATION & SUPPLY CHAIN MANAGEMENT
(Revised 2019 Pattern) (Semester - II)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Solve any five out of eight following sub questions :

[10]

- a) List any four function of PPC.
- b) Describe cash to cash conversion.
- c) Mass Production Process & Batch production Process - list two examples of each process.
- d) Define Operations Management.
- e) State the concept of quality.
- f) Concept of Lean Management.
- g) Decoupling Inventory.
- h) Elements of supply chain.

Q2) Solve any two out of three.

[10]

- a) Explain service Blue Printing.
- b) Explain the key issues of Supply Chain Management.
- c) Identify Ethical and Environmental Issues in Operation Management.

P.T.O.

Q3) a) Illustrate various reasons behind capacity planning. **[10]**

OR

b) Differentiate continuous and Intermittent operation process.

Q4) a) Classify inventories and appraise seasonal, decoupling, cyclic, pipeline & safety inventory with examples. **[10]**

OR

b) Illustrate the concept of forecasting as a planning Tool.

Q5) a) Design the service system for e-SCM. **[10]**

OR

b) Compose generalised supply chain for Automobile Accessories Manufacturing Company. (Consider Assumption)

x x x

Total No. of Questions : 5]

SEAT No. :

PE2985

[Total No. of Pages : 2

[6551]-25

M.B.A.-I

**205 HR SC HRM-01: COMPETENCY BASED HUMAN
RESOURCE MANAGEMENT SYSTEM-II
(Revised 2019 Pattern) (Semester-II)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Attempt all questions.*
- 2) *Draw diagram/ flow chart/model answer wherever applicable.*
- 3) *Write examples wherever necessary.*
- 4) *Figures to the right indicates full marks.*

Q1) Attempt any five questions.

[10]

- a) Define performance.
- b) What is meaning of transformational competency?
- c) Explain job specification.
- d) Define organizational culture.
- e) Recall the concept of career progression.
- f) Define the term competency.
- g) Enlist two myths about competency.
- h) What is key performance indicator?

Q2) Attempt any two:

[10]

- a) Explain in detail the Iceberg model of competency.
- b) Write a note on competency based succession planning.
- c) Explain various types of competency model.

P.T.O.

Q3) Attempt any one:

[10]

- a) Elaborate the Lancaster model of competency.
- b) Comment on how competency mapping framework can be used while performing functions of human resource management effectively

Q4) Attempt any one

[10]

- a) Discuss the term competency mapping. State & explain the process of competency mapping for the post of sales executive
- b) Design KRA's & KPI's for profile of HR executive working in an IT company

Q5) Attempt any one:

[10]

- a) Explain in detail, the components of performance management system.
- b) Design a competency skill matrix for the profile of customer relationship executive (CRM)



Total No. of Questions :5]

SEAT No. :

PE2986

[Total No. of Pages : 2

[6551]-26

F.Y.M.B.A.

**SC-BA-01 : BASIC BUSINESS ANALYTICS USING R
(Revised 2019 Pattern) (Semester-II) (205 BA)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer the following questions (Any five)

[5×2=10]

- a) Define Business Analytics.
- b) What is the use of sub() function in R?
- c) Define Business Intelligence.
- d) List some popular data visualization tools used in the industry.
- e) Mention any four essential skills of a good business analyst.
- f) Define predictive analytics.
- g) List some basic commands used in the R command line interface for data analysis.

Q2) Answer the following (any 2)

[2×5=10]

- a) What are the various stages of data maturity in an organization? Briefly explain each stage.
- b) What is data visualization? Why is it important in analytics? Name any three data visualization tools.
- c) What are arithmetic operators in R. Elaborate any three arithmetic operators with example.

P.T.O.

Q3) Answer the following (any one)

[1×10=10]

- a) Explain the following functions with example:
 - i) `str()`
 - ii) `length()`
 - iii) `Rbind()`
 - iv) `Merge()`
 - v) `grepl()`
- b) Explain the analytical decision-making process and its key characteristics. How can a business problem be broken down into key questions that can be answered through analytics? provide with a suitable example.

Q4) Solve any one:

[1×10=10]

- a) Discuss the applications of business analytics in retail and energy Analytics
- b) Explain the importance of data in the practice of business analytics. Differentiate between data, information, and knowledge, and discuss how each contributes to the analytics process.

Q5) Solve any one:

[1×10=10]

- a) Discuss the importance of loops in R. Elaborate for and while loops with examples.
- b) Write an R program to perform the following file-handling operations:
 - i) Create a text file and store student information (Name, Roll No, and Marks).
 - ii) Read and display the data from the file.
 - iii) Append new student data to the same file.
 - iv) Count the total number of students (lines) in the file.
 - v) Display only those students who scored more than 70 marks.



Total No. of Questions :5]

SEAT No. :

PE2987

[Total No. of Pages : 3

[6551]-27

First Year M.B.A.

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

(Revised 2019 Pattern) (Semester-II)

Time :2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Solve any FIVE out of EIGHT

[5×2=10]

- a) Define Financial System.
- b) List out FOUR components of Financial System.
- c) What is mean by Forward Contract?
- d) Which of the following is not a financial derivative?
 - i) Stock
 - ii) Futures
 - iii) Options
 - iv) Forward contracts
- e) The owner of the debenture is qualified for
 - i) Fixed-rate interest
 - ii) Company's voting rights
 - iii) Firm's Profits share
 - iv) Fixed dividend
- f) Write down the full form of RTGS, NEFT, IMPS, UPI.
- g) Define Repo Rate?
- h) MUDRA Bank stands for?

P.T.O.

Q2) Solve any TWO out of THREE.

[2×5=10]

- a) Write any FIVE functions of Commercial banks.
- b) Explain about Global Depository receipts
- c) Explain the reforms in Indian money market.

Q3) Solve any ONE out of TWO

[1×10=10]

- a) Explain different types of Financial Derivatives in detail.
- b) Differentiate between Banking and Non-Banking Financial Institutions.

Q4) Solve any one out of two :

[1×10=10]

- a) Identify the type of function of SEBI in the following cases :
 - i) Rajeev was unwilling to buy shares in the stock market as he was told by someone that stock market is a place where various malpractices take place. He decides to discuss the matter with his friend who explains to him how SEBI takes care of the interests of the investors.
 - ii) Pankaj wants to become a stock broker. When he approaches people and asks them to get started as investor through him they ask for a certificate which the SEBI must have given him. He becomes aware of the fact that in order to function as a stock broker he will have to get registered with SEBI.
 - iii) Kirti Steels already has issued shares in the stock market and is a well known name among the people. Recently it issued shares but had to go through the proper audition process and thorough inspection about the various requirements to be fulfilled as an issuer.
 - iv) Recently some people were caught in some of the malpractices like insider trading. The SEBI has decided to take strict action and cancel their candidature. Further penalties are also to be imposed on them.
 - v) A magazine has published a report on how SEBI is serious about training of the intermediaries and deciding their code of conduct. A lot of research has been going on in various related areas and the information of use is being published so that various participants can get useful results from it.

- b) Raman who is a broker in a stock exchange has to face challenging questions from society. His own family sometimes asks him to think about his decision to become a broker. He however, has full faith in the stock exchange. He knows that the membership of a stock exchange is properly regulated abiding the legal system and the public doing investment is safe in making deals. His children one day asked him the reason behind the ups and downs in the stock market. He clarified their doubt by telling them that forces of supply and demand decide the prices of securities in the secondary market. Off late he has decided to write a book on the Functioning of stock exchange and its significance in the Indian economy. He is trying to highlight in his book how through the process of investment and disinvestment existing securities are sold and resold and savings are channelized into the most productive opportunities. Definitely Raman is justifying his presence in his job.
- i) What is the meaning of Stock Exchange?
 - ii) Identify and briefly explain the functions of Stock Exchange discussed in the above case.
 - iii) What is an e-IPO?

Q5) Solve any ONE out of TWO.

[1×10=10]

- a) Critically evaluate different types of Electronic Fund Transfer.
- b) Reserve Bank of India acts as promoter of the financial system. Justify



Total No. of Questions : 5]

SEAT No. :

PE2988

[Total No. of Pages : 2

[6551]-28

F.Y. M.B.A.

205- SC-MKT-01 : MARKETING RESEARCH

(Revised 2019 Pattern) (Semester-II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Quote Relevant Example wherever required.*
- 3) *All questions carry equal marks.*

Q1) Answer any 5 (2 marks each)

[10]

- a) Discuss ethical issues in Marketing Research.
- b) Enlist any two bareers of international Marketing research
- c) Describe in brief online marketing research
- d) Define factor analysis.
- e) Enlist various sources of secondary data for international Marketing research
- f) Define the concept of perceptual Mapping.
- g) Which marketing research tools are extensively used for sales forecasting.
- h) Define Marketing Information system.

Q2) Attempt any 2 (5 marks each)

[10]

- a) Demonstrate with example any application of Advertising copy research for a print advertisement.
- b) Discuss any one application of Consumer Panels in Marketing Research
- c) What is a multi-item scale? How is it applied in marketing research to measure attitude of consumers for a product.

P.T.O.

Q3) Solve any one [10]

- a) What is Discriminant Analysis? Discuss its objectives and applications in Marketing Research.
- b) Explain the application of cluster analysis in Marketing for the purpose of customer segmentation

Q4) Solve any one [10]

- a) An Icecream company is trying to carry improvements in their products for the same, you as a marketing manager design appropriate research design for the said research project.
- b) Draft a Marketing Research Proposal for the Automobile Company wants to find out the acceptance of electric vehicle (SUV Segment) in Indian Market.

Q5) Solve any one [10]

- a) Construct and interpret a perceptual map. Generated from a hypothetical example of No. of store visits & expenditure in visits per year for 15 individuals. (A to O)
- b) Design a questionnaire to study online buying behaviour of consumers for electronic goods using appropriate attitudinal scale.



Total No. of Questions :5]

SEAT No. :

PE2989

[Total No. of Pages : 2

[6551]-29

F.Y.M.B.A.

**205-SC-OSCM-01 : SERVICES OPERATIONS MANAGEMENT-I
(Revised 2019 Pattern) (Semester-II)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer any 5 out of 8 questions.

[2 each]

- a) Enlist two examples of highly tangible services.
- b) Define New Service Development (NSD).
- c) Examine the facilitating role of services in an economy
- d) Define the term 'Consumer Service Economy'.
- e) What is Business service experience?
- f) State the concept of 'Service Dominant Logic'.
- g) What are the characteristics of service operations?
- h) What is the service profit chain?

Q2) Solve any two of the following sub questions:

[5 each]

- a) Summarize the evolution of economy with special reference to service sector.
- b) Write a short note on facility locations.
- c) Discuss the objective of good service organization

P.T.O.

Q3) a) What are the challenges of adopting new technology n services **[10]**

OR

b) Compare and contrast types and service processes. Illustrate with examples

Q4) a) “Designing the enterprise requires the new service development process” analyse the statement with suitable example. **[10]**

OR

b) Explain Huff model for a retail outlet.

Q5) a) Evaluate the customer experience and outcomes for food delivery services provided by mobile apps. **[10]**

OR

b) What is flowcharting and explain Gantt chart with examples.



Total No. of Questions : 5]

SEAT No. :

PE2990

[Total No. of Pages : 2

[6551]-30

F.Y. M.B.A.

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Attempt any five

[10]

- a) Name two factors that influence employee relations?
- b) What is Collective Bargaining?
- c) List two Acts that Govern Employee Health, Welfare and Safety.
- d) Mention Two main objectives of The Maternity Benefit Act, 1961
- e) Define Strike under the Industrial Disputes Act, 1947?
- f) Enumerate two provisions related to wages under the Maharashtra Shops & Establishment Act.
- g) Highlight any two features of Collective Bargaining.
- h) Enlist three different forms of Workers Participation in India.

Q2) Answer any two of the following :

[10]

- a) Why is employee relations significant in an organization? Provide a comprehensive explanation of the importance and impact of effective employee relations on organizational performance, employee satisfaction, productivity, and overall workplace harmony.
- b) In what ways do the Human Relations Approach and the Gandhian Approach to employee relations differ and share similarities? Compare and contrast these two approaches, highlighting their key principles, strategies, and implications for fostering positive employee relations within an organization.
- c) Who are the authorities under Maharashtra Recognition of Trade Union and Prevention of Unfair Labour Practices 1971.

P.T.O.

Q3) a) Evaluate the impact of ILO conventions and recommendations on the formulation and implementation of labor laws in India. **[10]**

OR

b) What is lay-Off? Discuss the right of a workman for lay-off compensation? When the compensation is not payable to a laid-off workman? **[10]**

Q4) a) When strikes and lockouts are considered to be illegal, opine with the help of Rights of Recognized unions under Maharashtra Recognition of Trade Union and Prevention of Unfair Labour Practices Act 1971. **[10]**

OR

b) Discuss the establishment and functions of advisory boards and committees under the Minimum Wages Act, 1948, emphasizing their role in advising the government on matters related to minimum wages and ensuring a participatory approach in decision-making. **[10]**

Q5) a) If you are the HR vice president of a renowned organization, how will you ensure safe and healthy working environment considering all the provisions related to health and welfare under The Factories Act, 1948? **[10]**

OR

b) Meena and Ram, both employed as software engineers at a prestigious IT company, exhibit commendable dedication and performance in their respective roles. However, a concerning situation arises when Ram begins displaying unwarranted advances towards Meena. He repeatedly invades her personal space, stands too close to her, and makes unsolicited comments about her appearance. Initially, Meena attempts to overlook this behavior, hoping it will cease on its own. Unfortunately, the situation gradually worsens.

Eventually, Meena receives an explicit message from Ram on the company's internal messaging platform, expressing his romantic feelings for her. This inappropriate message deeply disturbs Meena, causing her to feel extremely uncomfortable and violated. Realizing she can no longer endure the harassment, Meena decides to take decisive action. **[10]**

i) What actions can Meena take?

ii) The provisions of which law can protect Meena's interest - Justify your answer and Discuss the Internal Complaints Committee and Local Complaints Committee under The Sexual Harassment of Women at Workplace (Prevention Prohibition and Redressal) 2013.

x x x

Total No. of Questions : 5]

SEAT No. :

PE2991

[Total No. of Pages : 2

[6551]-31

F.Y. M.B.A.

**206 BA - SC - BA - 02 : DATA MINING
(2019 Revised Pattern) (Semester - II)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Solve any five. [10]

- a) State 2 examples of real World Data Mining Applications.
- b) List any 2 BI Tools.
- c) What is descriptive modeling?
- d) What is big data Analysis?
- e) What is data cleaning?
- f) What is fraud detection?
- g) What is classification?
- h) List Important Data Mining Task.

Q2) Solve any two : [10]

- a) Differentiate between Partitional and Hierarchical clustering method.
- b) Explain the process of Data Normalization and its importance in preparing data for analysis.
- c) Explain the importance of feature selection with reference to Big Data.

Q3) Elaborate the use of Data Mining in the target Marketing. [10]

OR

Elaborate how Anomaly detection helps businesses to identify unusual behaviour or irregular pattern.

P.T.O.

Q4) “Graph based algorithm in clustering is the best method”. Justify the statement. **[10]**

OR

With the help of suitable example explain Density - based clustering method.

Q5) Apply the Decision - tree based approach to classify B2B customer buying stages and provide recommendations for targeted marketing strategies. **[10]**

OR

Apply Apriori Algorithm to the given dataset to find frequent item sets (Given support value = 40%, confidence = 40%)

T _{id}	Item Purchased
T ₁	A, B, C
T ₂	A, B, C, D, E
T ₃	A, C, D
T ₄	A, C, D, E
T ₅	A, B, C, D

x x x

Total No. of Questions : 5]

SEAT No. :

PE2992

[Total No. of Pages : 2

[6551]-32

F.Y. M.B.A.

206 FIN SC-FIN-02 : PERSONAL FINANCIAL PLANNING

(2019 Pattern) (Semester - II) (Revised)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicates full marks.*
- 3) *Assume suitable data if necessary.*
- 4) *Use of simple calculator is allowed.*

Q1) Attempt any five questions.

[10]

- a) What is annuity?
- b) Define Derivatives
- c) Using loopholes of law to reduce tax is known as
 - i) Tax planning
 - ii) Tax evasion
 - iii) Tax management
 - iv) Tax avoidance
- d) Define cryptocurrency
- e) Deduction on interest paid on educational loans can be claimed under which section of the income tax act?
 - i) Section 80D
 - ii) Section 80E
 - iii) Section 80C
 - iv) Section 80G
- f) Define the term 'Risk'.
- g) State the concept mutual funds.
- h) Define Time value of money.

P.T.O.

Q2) Attempt any two. [10]

- a) Prem borrows Rs.4,00,000 from a bank for purchase of the flat at 12% per annum. Find EMI for the period of 4 years using flat interest rate.
- b) Explain responsibilities of financial planner.
- c) Discuss liquidity, safety and profitability as on investment criteria.

Q3) a) i) Calculate the future value of an investment of Rs.4,000 compounded annually at the rate of 6% after 4 years period.
ii) What is the present value of Rs.10,000 after 6 years when the discounting rate is 10%?

[10]

OR

- b) Critically examine various deduction applicable to individuals for tax planning under section 80C of Income tax act 1961.

[10]

Q4) a) Analyse the different ways of mis-selling the investment products. How one can be saved from such mis-selling.

[10]

OR

- b) Analyse different types of mutual funds as on option of investment vehicle, with suitable example.

[10]

Q5) a) Critically discuss the need of estate planning, with reference to transferring of assets.

[10]

OR

- b) Critically evaluate various investment option available for retirement planning.

[10]



Total No. of Questions : 5]

SEAT No. :

PE2993

[Total No. of Pages : 2

[6551]-33

F.Y. M.B.A.

206MKT - SC - MKT - 02 : CONSUMER BEHAVIOUR

(2019 Pattern) (Revised) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Attempt any five.

[10]

- a) What do you mean by sub - culture?
- b) What is social class?
- c) Write down the meaning OT BOP consumers.
- d) What do you mean by HNI consumers?
- e) List down the new trends in consumer behaviour.
- f) Enumerate consumer buying process.
- g) Define consumer Behaviour.
- h) What is Brand personality?

Q2) Attempt any two.

[10]

- a) Write short note on VALS Typology.
- b) Discuss AIO classification of lifestyle.
- c) Explain Search, Experience & Credence aspects in services.

Q3) Attempt any one.

[10]

- a) Describe the measurement of social classes in India using Socio - Economic profile of Indian consumers.

OR

- b) 'Organizational Buying is normally a systematic process'. Discuss.

P.T.O.

Q4) Attempt any one.

[10]

- a) Define personality. What are various determinants of personality.

OR

- b) Explain sigmund freud's theory of personality in detail.

Q5) Attempt any one.

[10]

- a) Discuss in detail : Carl Jung's theory of personality.

OR

- b) What is family life cycle"? Explain how purchasing decisions are affected by family life cycle?



Total No. of Questions : 5]

SEAT No. :

PE2994

[Total No. of Pages : 2

[6551]-34

**F.Y.M.B.A. (Operations and Supply Chain Management)
SC - OSCM - 02 - 206 : SUPPLY CHAIN MANAGEMENT
(2019 Revised 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) Answer any 5 out of 7.

[10]

- a) Define a commodity-centric supply chain.
- b) Explain the objectives of SCM.
- c) Write any two benefits of improved funds flow.
- d) State any four features of JIT Purchasing.
- e) Explain the concept of customer success.
- f) Explain VED Analysis.
- g) What is Total Supply Chain Management?

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

[10]

- a) Compare push-based and pull-based supply chain strategies.
- b) Discuss the growth in outsourcing and its effect on supply chain dynamics.
- c) Define upstream and downstream flows in supply chain management.

Q3) Answer the following question.

[10]

- a) Explain the concept “Shift from Linear Supply Chains to Collaborative Networks” in SCM. Illustrate the reason for going towards Collaborative networks.

OR

- b) Discuss the major driving forces shaping the changing business landscape in supply chain management.

P.T.O.

Q4) Answer the following question.

[10]

- a) Explain the role of Kanban and Vendor Managed Inventory (VMI) in supply chain management.

OR

- b) Discuss the importance of customer focus and demand management in SCM. How can companies align their operations to meet customer demands effectively while maintaining efficiency?

Q5) Answer the following question.

[10]

- a) Design Model of customer Satisfaction. List the strategies to fill service quality gaps.

OR

- b) Explain the concept of customer value requirement mapping and its significance in supply chain management.



Total No. of Questions : 5]

SEAT No. :

PE2995

[Total No. of Pages : 2

[6551]-35

F.Y.M.B.A.

**207-GE-UL-07: CONTEMPORARY FRAMEWORK IN MANAGEMENT
(2019 Revised 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 5 out of 8.

[5×2=10]

- a) Explain emotional intelligence.
- b) Explain the habit sharpen the sword.
- c) List down stages of maturity quantum.
- d) Explain fear of conflict.
- e) Define the law of Respect.
- f) Define self motivation.
- g) Explain Hedgehog concept.
- h) List down four leaders of corporate.

Q2) Attempt any 2 out of 3

[2×5=10]

- a) Explain five dimensions of Trait EI model.
- b) What are the types of empathy?
- c) Explain in detail Law of addition.

Q3) Attempt any one.

[10]

- a) Write down 7 habits of highly effective people.

OR

- b) Explain empathy and its Barriers of empathy.

P.T.O.

Q4) Attempt any one. [10]

a) Explain in details Law of process.

OR

b) Explain five dysfunctions of team and discuss role of leader in above every function.

Q5) Attempt any one. [10]

a) Explain in details five myth about Leadership.

OR

b) Analyze the fundamental causes of organisational Team failure.



Total No. of Questions : 5]

SEAT No. :

PE3190

[Total No. of Pages : 2

[6551]-36

F.Y. M.B.A.

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

(2019 Pattern) (Semester - II) (Revised)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Attempt any 5 questions. [10]

- a) State any two components of the global economy.
- b) Two responsibilities of IMF.
- c) Mention two challenges faced by developing economics in international finance.
- d) What are neighboring rights?
- e) What is meant by fixed exchange rate?
- f) State two factors affecting crude oil and gold prices globally.
- g) Mention two threat to the open market.
- h) What is meant by free trade?

Q2) Attempt any 2 out of 4: [10]

- a) Compare market - oriented capitalism and developmental capitalism with examples.
- b) Compare bilateral and multilateral trade agreements with example.
- c) Explain the dispute settlement procedures under GATT & WTO.
- d) Explain the reforms in international monetary affairs after Bretton Woods system.

P.T.O.

- Q3) a)** Examine the impact of globalization on the Indian economy, focusing on its effect on trade, business environment FDI, technological advancement and socio - economic patterns. **[10]**

OR

- b) Examine the functions and significance of GATT and WTO including the outcomes of Uruguay round, in promoting international trade.

- Q4) a)** Elaborate the meaning of Global Economy and its History structure along with its components. **[10]**

OR

- b) Explain different payment systems in international trade, highlighting their advantages, risk and relevance in global commerce.

- Q5) a)** How did the IMF (International Monetary Fund) emerge from the Bretton Woods conference and what is its mandate and also explain role of IMF? **[10]**

OR

- b) Analyze the Euro zone crisis and Brexit discussing their causes and evaluating their economic impact on India as well as the broader global economy.



Total No. of Questions : 5]

SEAT No. :

PE2996

[6551]-37

[Total No. of Pages : 2

F.Y.M.B.A.

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

Time : 2 Hours]

[Max. Marks : 35

Instructions to the candidates:

- 1) All Questions are compulsory.
- 2) All Questions carry equal marks.

Q1) Answer any Five of the following.

- a) State the characteristics of an entrepreneur.
- b) Name the most important function of Entrepreneur.
- c) Show the reason for startup failure.
- d) What is crowd funding?
- e) What is venture capital?
- f) What are financial statements?
- g) What is sole proprietorship?
- h) Define market research and market intelligence.

Q2) Answer any two of the following.

- a) Explain the concept of private equity.
- b) Explain the four components of financial statement.
- c) What is the role of selling in startup?

Q3) Attempt any one.

- a) Explain the details various scheme provided by ministry of skill development and entrepreneurship (MSDE).

OR

- b) How government helps startups? Explain with examples.

P.T.O.

Q4) Attempt any one.

- a) Discuss how is value proposition and product development process carried out while developing business model.

OR

- b) Sumarize PMEGP scheme provided by government for starts up.

Q5) Attempt any one.

- a) Discuss the success story of any entrepreneur you feel suitable. State the factors that made him successful entrepreneur.

OR

- b) Design a business plan for an organisations planning to launch electric two wheelers in the market.



Total No. of Questions : 5]

SEAT No. :

PE2996

[6551]-37

[Total No. of Pages : 2

F.Y.M.B.A.

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

Time : 2 Hours]

[Max. Marks : 35

Instructions to the candidates:

- 1) All Questions are compulsory.
- 2) All Questions carry equal marks.

Q1) Answer any Five of the following.

- a) State the characteristics of an entrepreneur.
- b) Name the most important function of Entrepreneur.
- c) Show the reason for startup failure.
- d) What is crowd funding?
- e) What is venture capital?
- f) What are financial statements?
- g) What is sole proprietorship?
- h) Define market research and market intelligence.

Q2) Answer any two of the following.

- a) Explain the concept of private equity.
- b) Explain the four components of financial statement.
- c) What is the role of selling in startup?

Q3) Attempt any one.

- a) Explain the details various scheme provided by ministry of skill development and entrepreneurship (MSDE).

OR

- b) How government helps startups? Explain with examples.

P.T.O.

Q4) Attempt any one.

- a) Discuss how is value proposition and product development process carried out while developing business model.

OR

- b) Sumarize PMEGP scheme provided by government for starts up.

Q5) Attempt any one.

- a) Discuss the success story of any entrepreneur you feel suitable. State the factors that made him successful entrepreneur.

OR

- b) Design a business plan for an organisations planning to launch electric two wheelers in the market.



Total No. of Questions : 5]

SEAT No. :

PE2997

[Total No. of Pages : 2

[6551]-38

F.Y.M.B.A.

210 GE-UL-10 : QUALITATIVE RESEARCH METHODS

(Revised 2019 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) Answer any 5 out of 8 (2 marks each)

[10]

- a) Define qualitative research
- b) What is Theoretical Sampling
- c) What is Case triangulation in qualitative research
- d) Enlist the Quality Criterias in selecting sample for Qualitative Research
- e) Define Purposive sampling
- f) Enlist the interviews used in qualitative research
- g) Explain Zaltman's Metaphor Elicitation Techniques
- h) Enlist the characteristics of qualitative research

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

[10]

- a) What are the advantages and disadvantages of using qualitative research methods?
- b) Explain various techniques of qualitative research with suitable example.
- c) Elaborate the process of focus group discussion in details

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

[10]

- a) You are conducting a case study of a successful small business. Describe how you would use observations and interviews to explore the factors that contribute to their success.
- b) You are conducting a focus group study to explore the attitudes of parents towards vaccination. Describe how you would analyze the data and what types of themes you might expect to find.

P.T.O.

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

[10]

- a) How can qualitative research methods be used to explore consumer behavior and preferences in the retail industry? Elaborate it with suitable example?
- b) How can qualitative research methods be used to explore the impact of new technologies and social media on society and culture in opinion of youngsters in Pune city?

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

[10]

- a) What ethical considerations should researchers take into account when conducting qualitative research with vulnerable populations, such as children or individuals with mental health conditions?
- b) Imagine you are conducting a qualitative study on the experiences of healthcare workers at SPRI hospital during a COVID pandemic. Create the suitable questionnaire for structured interview of this focused group. What data collection methods would you use, and how would you address potential ethical issues?



Total No. of Questions : 5]

SEAT No. :

PE2998

[Total No. of Pages : 2

[6551]-39

First Year M.B.A.

211 (GE-UL-11) : BUSINESS, GOVERNMENT & SOCIETY

(Revised 2019 Pattern) (Semester-II)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Attempt any five (carry 2 marks each).

[10]

- a) Define corporate governance.
- b) Explain public policy.
- c) Any two features of CSR practices.
- d) Define PPP Model.
- e) Macroeconomic crises in India started from the year _____.
- f) Price mechanism is an important concept in universal access & efficiency. (True/False)
- g) Any two domestic forces against globalization.
- h) Define MNC.

Q2) Attempt any two (carry 5 marks each).

[10]

- a) Explain FDI. Define role of FDI in the growth of a country.
- b) How the technology has influenced the changing workplace.
- c) Discuss the roles of Business, Government & Society.

P.T.O.

- Q3) a)** Social responsibility of business refer to what the business does, over and above the statutory requirement for the benefit of the society. Explain with suitable example. **[10]**

OR

- b) Discuss the concept of globalization and its implications for business operating in today's inter connected world. Provide examples to illustrate your points.

- Q4) a)** Explain the relationship between poverty and economic growth. Discuss any two strategies that businesses can employ to address these challenges within a global context. **[10]**

OR

- b) Justify any two sectors of privatization experience in Indian context.

- Q5) a)** Illustrate the responsibilities of Industry relations in Indian context. **[10]**

OR

- b) Explain the pros and cons of population in economic development of a country.



Total No. of Questions : 5]

SEAT No. :

PE2999

[Total No. of Pages : 2

[6551]-40

First Year M.B.A.

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

(Revised 2019 Pattern) (Semester - II)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer the following. (any 5 out of 8) [10]

- a) Define Business Process Redesign?
- b) What is process simplification?
- c) Define information technology?
- d) Define lean manufacturing?
- e) What is intelligent manufacturing?
- f) Define cycle time reduction?
- g) What is process modelling?
- h) Define Change Management.

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

- a) Discuss the role of leader & manager?
- b) Explain the measuring existing processes in detail?
- c) Discuss the factors relating to BPR Failure?

Q3) Answer the following. [10]

- a) Explain the key elements of business process Re-engineering?

OR

- b) Explain the role of information technology in reengineering?

P.T.O.

Q4) Answer the following. [10]

a) Explain in details the tools used in Modelling the Business?

OR

b) Explain in details the Measuring KPIs, Methodologies?

Q5) Answer the following. [10]

a) Discuss in details the problems related to creating a culture of change?

OR

b) Discuss in details the factors related to management support?



Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages : 2

PE3000

[6551]-41

S.Y. M.B.A.

301-GC-11 : STRATEGIC MANAGEMENT

(Revised 2019 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer the following (Any five) :

[10]

- a) Define strategy.
- b) Key Performance Indicators (KPI).
- c) Competitive disadvantage.
- d) Environmental threat and opportunity profile.
- e) Define low cost strategy.
- f) Define diversification strategy.
- g) Define blue ocean strategy.
- h) Define mission.

Q2) Answer the following (Any two) :

[10]

- a) Distinction between strategy and tactics.
- b) Concept of vision and mission.
- c) GE 9 cell model.

Q3) Answer the following (Any one) :

[10]

- a) Explain suitable retrenchment strategies for spice jet set to lay off 1,400 employees.

OR

- b) Explain strategic management process and barriers to strategic implementation.

P.T.O.

Q4) Answer the following (Any one) :

[10]

- a) Discuss balanced score card. Discuss how it can be used as tool for strategy evaluation?

OR

- b) Discuss the key differences between blue ocean and red ocean strategies.

Q5) Answer the following (Any one) :

[10]

- a) Discuss the environmental sustainability issues in strategic management.

OR

- b) Prepare and explain (ETOP) for an Oil and Gas company.



Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages : 4

PE3001

[6551]-42

S.Y. M.B.A.

**302 GC-12 : DECISION SCIENCE
(Revised 2019 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) *Graph paper will not be provided.*
- 4) *Use of non-scientific calculator is allowed.*

Q1) Solve ANY FIVE of the following:

[5×2=10]

- a) Write conditions for basic assignment models.
- b) State the condition for case of degeneracy in transportation models.
- c) Define feasible solution in Linear Programming Model.
- d) Give two real-life examples of Poisson distribution.
- e) Define critical path in network diagram.
- f) Enlist various criteria of decision making under uncertainty.
- g) What are the limitations of Games Theory?
- h) What assumptions are generally made in solving sequencing problems?

Q2) Solve ANY TWO of the following.

[2×5=10]

- a) Explain the role of quantitative techniques in decision making.
- b) Solve the following LPP by graphical method:
Maximize $Z = 3x + 4y$
Subject to $x + y \leq 6;$
 $2x + y \leq 8;$
 $x, y \geq 0.$
- c) How would you deal with the assignment models where:
 - i) Some assignments are prohibited.
 - ii) The objective function is of maximization type.

P.T.O.

Q3) Solve ANY ONE of the following:

[1×10=10]

- a) A Company Management and the Labour Union are negotiating a new 3 year settlement.

Each player has 4 strategies; they are:

Company Strategies	Union Strategies			
	I	II	III	IV
I	20	25	40	−5
II	15	14	2	4
III	12	8	10	11
IV	35	10	5	0

- I. Hard and Aggressive Bargaining
- II. Reasoning and Logical Approach
- III. Legalistic Strategy
- IV. Conciliatory Approach

The costs to the Company (in the form of average wage rise in Rs.) are given for every pair of strategy choices. Which strategy will the two sides adopt? Also determine the value of the game.

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

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

Simulate the rainfall for 10 days using following random numbers:

67, 63, 39, 55, 29, 78, 70, 06, 78, 76. Find average rainfall.

Q4) Solve ANY ONE of the following:

[1×10=10]

- a) The Captain of a cricket team has to allot five middle batting positions to five batsmen.

The average runs scored by each batsman at these positions are as follows:

Batsmen	Batting Positions				
	I	II	III	IV	V
P	40	40	35	25	50
Q	42	30	16	25	27
R	50	48	40	60	50
S	20	19	20	18	25
T	58	60	59	55	53

Find the assignment of batsmen to positions, which would give the maximum number of runs.

- b) If 5% of electric bulbs manufactured by a company are defective, use Poisson Distribution to find the probability that in a box of 100 bulbs
- none is defective
 - 3 bulbs are defective. (Given: $e^{-5} = 0.007$)

Q5) Solve ANY ONE of the following:

[1×10=10]

- a) Following are the activities of a project:

Activity	Immediate Predecessor Activity	Activity Times in Weeks		
		Most Optimistic	Most Likely	Most Pessimistic
A	None	4	7	13
B	A	6	9	11
C	A	5	7	9
D	B	3	5	7
E	C	7	8	10
F	D	2	3	5
G	E	6	7	8
H	F & G	2	3	4

- i) Calculate the expected time of each activity.
 - ii) Draw the network and indicate the expected time on each activity.
 - iii) Compute the earliest completion time of the project.
 - iv) Identify the critical path in the diagram.
- b) There are 7 jobs, each of which have to go through machines A and B in order AB. Processing time in hours is given in the table. Calculated total elapsed time, idle time of both machines and total idle time of the system.

Job	1	2	3	4	5	6	7
Machine A	3	12	15	6	10	11	9
Machine B	8	10	10	6	12	1	3



Total No. of Questions : 5]

SEAT No. :

PE3002

[Total No. of Pages : 2

[6551]-43

S.Y.M.B.A.

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

(Revised 2019 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Solve any five :

[5×2=10]

- a) Explain the concept of Goods Services Continuum.
- b) Concept of servicescape.
- c) Enlist Service Quality Models.
- d) Concept of Customer Lifetime Value.
- e) Work from home model as opportunity for service marketing.
- f) Concept of high-contact services with examples.
- g) Explain concept of service marketing triangle.
- h) Challenges for small and medium enterprises in service marketing.

Q2) Solve any two :

[2×5=10]

- a) Discuss the evolution of services as value contributors in the Indian and global contexts.
- b) How does physical evidence contribute to service marketing effectiveness? Explain with suitable examples.
- c) Discuss the significance of service recovery in managing service failures.

P.T.O.

Q3) Solve any one :

[1×10=10]

- a) Discuss the importance of studying services marketing in the context of the Indian and global economics post-2020. What are the emerging trends and challenges?
- b) What is the role of the service blueprint in improving service delivery? Discuss the steps involved in mapping the process horizontally and vertically.

Q4) Solve any one :

[1×10=10]

- a) Discuss the levels and dimensions of service quality with reference to the ServQual model. How do these dimensions impact customer loyalty?
- b) What are the key approaches to selecting a target market for services? Provide examples to illustrate their application.

Q5) Solve any one :

[1×10=10]

- a) Discuss how automation and emerging technologies are transforming service marketing in sectors like IT, retail, and healthcare.
- b) Discuss the applications of service marketing in healthcare sector.



Total No. of Questions : 5]

SEAT No. :

PE3003

[Total No. of Pages : 2

[6551]-44

M.B.A.-II

**1-SC-PHCM-01: FUNDAMENTALS OF PHARMA AND
HEALTHCARE MANAGEMENT
(2019 Pattern) (Revised) (Semester-III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.*
- 2) Each question has an internal options.*
- 3) Your answer should be specific and to the point.*

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

[10]

- a) What is organizational learning?
- b) Highlight any two factors that contribute to the growth of medical tourism in a country.
- c) What are the functions of Primary health centers in India?
- d) Give functions of Asha worker.
- e) What are the functions of Healthcare Management?
- f) What is Pharmaceutical Industry?
- g) Define CRM and its use in hospitals.
- h) Sidha cover under ministry
 - i) Finance
 - ii) Railway
 - iii) Ayush
 - iv) Health and welfare

P.T.O.

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

- a) Explain duties and responsibilities of healthcare manager.
- b) What are Non-Governmental Organizations (NGOs) and Private Voluntary Organizations (PVOs).
- c) Describe alternative system of medicine in the healthcare sector.

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

- a) Explain in detail the public health-care infrastructure/system in India.
- b) Describe the recruitment process and training methods used in the pharmaceutical and healthcare sectors. Why is training and development crucial in this field?

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

- a) Analyze the factors that could lead to demotivation among healthcare professionals. Explain any two theories of motivation.
- b) Construct a marketing strategy with emphasis on STP (Segmentation, Targeting, Positioning) for organic cosmetic brand.

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

- a) As a product manager in a pharmaceutical company, how would you apply the elements of the Marketing Mix (4Ps) to Successfully launch a new product? Explain in detail with suitable examples to support your strategy.
- b) What is Tele Diagnosis and Tele medicine. Evaluate how Telemedicine is reshaping rural healthcare access in India.



Total No. of Questions : 5]

SEAT No. :

PE3004

[Total No. of Pages : 2

[6551]-45

M.B.A. - II

**304 BA- SC -BA- 03 : ADVANCED STATISTICAL METHODS USING R
(Revised 2019 Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer the following questions. (Any five)

[5×2=10]

- a) Define NULL and Alternate hypothesis.
- b) Define Statistical modeling.
- c) What is adjusted R^2 in regression Analysis?
- d) Explain pbinom () Functions in R. ()
- e) How do you interpret P value in hypothesis testing?
- f) Enlist models which are both regression & classification in ML.
- g) Define probability and give example.
- h) Write properties of the Normal Distribution.

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

[10]

- a) Compare poisson distribution and binomial distribution.
- b) Discuss the application of Bayes theorem in Data Science.
- c) Explain linear discriminant analysis model.

P.T.O.

Q3) a) Consider the employee salary database and perform all types of descriptive analysis the data with the help of R programming code.[10]

OR

b) Explain multiple regression with its two applications. [10]

Q4) a) Explain dimension reduction techniques with examples. [10]

OR

b) What is Logistics regression in R? Assume suitable data and explain how do you Interpret regression coefficient in R? [10]

Q5) a) Explain the concept of time series. Discuss how time series is used in business forecasting. [10]

OR

b) Describe Linear Discriminant Analysis (LDA). Write a brief outline of R code for the same. [10]



Total No. of Questions : 5]

SEAT No. :

PE3005

[6551]-46

[Total No. of Pages : 2

S.Y.M.B.A.

**304-HR-SC-HRM-03 : STRATEGIC HUMAN RESOURCE
MANAGEMENT**

(Revised 2019 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) Each question carries 10 marks.*

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

[5×2=10]

- a) SHRM
- b) Human Resource Planning
- c) Job Analysis
- d) Talent Management
- e) Career Planning
- f) OCTAPACE
- g) Employee Engagement
- h) Strategic Fit

Q2) Answer the questions (Any 2)

[2×5=10]

- a) What are the few issues & challenges that multinational organizations face in SHRM?
- b) Write the difference between Strategic HR & Traditional HR.
- c) How does effective career planning contribute to employee motivation & retention?

Q3) Answer any one question.

[1×10=10]

- a) Explain various talent management strategies in addressing workforce diversity & inclusion.
- b) How does valuation of human resource contribute to strategic decision making?

P.T.O.

Q4) Answer any one question.

[1×10=10]

- a) Explain both qualitative & quantitative forecasting technique in predicting HR demand.
- b) Explain the importance of global business ethics in maintaining the reputation of sustainability of multinational companies.

Q5) Answer any one question.

[1×10=10]

- a) How does job analysis contribute to HR functions such as recruitment, selection and performance management?
- b) How do compensation & reward strategies impact employee motivation & performance?



Total No. of Questions :5]

SEAT No. :

[Total No. of Pages : 2

PE3006

[6551]-47

M.B.A.-II

HOSPITAL & HEALTHCARE MANAGEMENT
SC-THM-01: Fundamentals of Hospitality Management
(Revised 2019 Pattern) (Semester-III)

Time :2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Solve any five.

[10]

- a) Define Tourism.
- b) Enlist major departments of a Hotel.
- c) Enlist components of Tourism Infrastructure.
- d) What are star rating of Hotels.
- e) Enlist motivation for Tourism.
- f) Types of Tourists.
- g) Enlist two challenges in hospitality industry.
- h) What are advantages of hotel industry to Indian economy.

Q2) Solve any two

[10]

- a) Describe the relationship between tourism and industries related to it
- b) Describe the star rating system for hotels and its significance.
- c) Describe employment opportunities in hospitality industries

P.T.O.

Q3) Solve any one [10]

- a) Identify a hotel departments & discuss its role in delivering a quality guest experience.
- b) Apply the concept of tourism motivation to develop a marketing strategy targeting adventure tourists.

Q4) Solve any one [10]

- a) Analyze the impact of advancements in transportation technology on global tourism.
- b) Analyze the challenges faced by the hospitality industry in the face of changing consumer trends.

Q5) Solve any one [10]

- a) Develop an organizational structure for a boutique hotel that support personalized service.
- b) Design a Govt. policy that support sustainable growth in the hospitality & tourism sector.



Total No. of Questions : 5]

SEAT No. :

PE3007

[6551]-48

[Total No. of Pages : 2

S.Y.M.B.A.

SC-RABM-01 : AGRICULTURE AND INDIAN ECONOMY

(Revised 2019 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Solve any Five.

[5×2=10]

- a) Write any two objectives of establishment of National commission of farmers.
- b) Name two staple food crops grown in Kharif season in India.
- c) Write any two names involved in mechanism for grievance redressal under the food security Act.
- d) What is bonded labor? Name the legislation or act that abolished bonded labor in India.
- e) Name any two agricultural scientist associated with the Green revolution in India.
- f) Name any two benefits of mulching in soil conservation.

Q2) Solve any two questions.

[2×5=10]

- a) Explain purpose of green revolution.
- b) Elaborate role of private sector in agricultural irrigation.
- c) Highlight and compare concept and meaning of Food self sufficiency and Food Security.

Q3) a) Analyse the environmental impacts of Green revolution on soil and water resources. [10]

OR

- b) Discuss progress Indian agriculture under five year plans. Use suitable examples. [10]

(only highlight major developments)

P.T.O.

Q4) a) Describe the role of land tenure reform in addressing land ownership inequalities in India. **[10]**

OR

b) Elaborate role of cooperative farming societies in rural development Explain with suitable examples. **[10]**

Q5) a) Assess the role of NGO's and civil society organisations in promoting food security initiatives in India. **[10]**

OR

b) Analyse challenges faced in community based initiatives aimed at promoting land rights awareness and advocacy among marginalised populations in India. **[10]**



Total No. of Questions :5]

SEAT No. :

[Total No. of Pages : 2

PE12106

[6551]-49R

S.Y.M.B.A.

**304-SC-IB-01:IMPORT EXPORT DOCUMENTATION &PROCEDURES
(2019 Revised Pattern) (Semester-III)**

Time :2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Attempt all questions.

[10×1=10]

- a) FFA stands for _____.
- b) What does CCIE stand for?
- c) Do you know what IIFT represents?
- d) What is the full form of FIEO?
- e) What does EOUS stand for?
- f) What is expansion of SEZ?
- g) The IEC number is a number with ____ digit. (6, 3, 10, 9)
- h) Foreign exchange and foreign currencies in India are governed by FEMA Act. is the statement true or false?
- i) All clearing agents provide a both essential and optional service is the statement true or false.
- j) The currency used to buy imported good is _____ (Home currency/ seller home currency/buyer home currency/ none of these)

Q2) Attempt any two questions from the following.

[2×5=10]

- a) I.E.C. number.
- b) Pre-shipment Inspection.
- c) Bills of Lading.
- d) Marine Inspection.

P.T.O.

Q3) a) Explain role of EXIM Bank in Import & Export. [10]

OR

b) Differentiate between commercial and Consular Invoice.

Q4) a) Explain the role of “Cleaning and forwarding Agents”. [10]

OR

b) How do obtain Import Export code to Enter into cross border trade?

Q5) a) Explain various promotion schemes of export. [10]

OR

b) Describe any 2 commodity boards in exports.



Total No. of Questions : 5]

SEAT No. :

PE3009

[Total No. of Pages : 4

[6551]-50

S.Y.M.B.A.

**304 FIN-SC-FIN-03 : ADVANCED FINANCIAL MANAGEMENT
(2019 Revised Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer any five questions.

[5×2=10]

- a) State any two reasons of financial planning.
- b) What is meant by treasury bills?
- c) Why do firms pay dividends?
- d) What is meant by “Cash” in cash flow statements?
- e) What are the three types of mergers?
- f) What is meant by stock-split?
- g) State any two types of factoring.
- h) What is meant by transaction motive in cash management?

Q2) Solve any two questions.

[2×5=10]

- a) Explain any two short term sources of financing.
- b) Discuss the importance of working capital management in company's day to day operations.
- c) Explain the factors affecting capital structure decisions.

P.T.O.

Q3) Solve any one.

[1×10=10]

a) From the following information of PQR Ltd. prepare fund flow statement.

Liabilities	2021	2022	Assets	2021	2022
Equity capital	6,00,000	8,00,000	Goodwill	2,30,000	1,80,000
8% preference Share Capital	3,00,000	2,00,000	Land & Building	4,00,000	3,40,000
General Reserve	80,000	1,40,000	Plant	1,60,000	4,00,000
Profit & Loss A/c	60,000	96,000	Debtors	3,20,000	4,00,000
Proposed Dividend	84,000	1,00,000	Stock	1,54,000	2,18,000
Creditors Bills Payable	1,10,000	1,66,000	Bills Receivable	40,000	60,000
Provision for tax	40,000	32,000	Cash in Hand	30,000	20,000
	80,000	1,00,000	Cash at Bank	20,000	16,000
	13,54,000	16,34,000		13,54,000	16,34,000

Additional Information-

- Depreciation of Rs. 20,000 has been charged on plant and Rs. 40,000 on Land & Building.
- Interim dividend of Rs. 40,000 was paid in 2022
- Income tax of Rs. 70,000 paid in 2022

OR

- b) From the following information of zee Ltd; prepare cash from operations and cash flow statement.

Liabilities	2022	2023	Assets	2022	2023
Share Capital	1,25,000	1,53,000	Buildings	35,000	60,000
Bank Loan	40,000	50,000	Land	40,000	50,000
Other long term secured loans	25,000	-	Machinery	80,000	55,000
Creditors	40,000	44,000	Stock	35,000	25,000
			Debtors	30,000	50,000
	2,30,000	2,47,000	Cash	10,000	7,000
				2,30,000	2,47,000

Additional information:

- During the year a machine costing Rs.10,000 (accumulated depreciation Rs. 3,000) was sold for Rs. 5,000.
- The provision for depreciation against machinery during the year 2022 was Rs. 25,000 and Rs.40,000 in 2023.
- Net profit earned during the year 2022 was Rs. 45,000.

Q4) Solve any one.

[1×10=10]

- a) KPMG Ltd. is currently having equity share capital of Rs. 25 lakhs consisting of 25000 equity shares of Rs. 100/- each. The management is planning to raise another Rs. 20 lakhs to finance a major programme of expansion through one of the four possible financial plans.
- Entirely through equity shares.
 - Rs. 10 lakhs through equity shares and Rs. 10 lakhs through long-term borrowing at 8% p.a. interest.
 - Rs. 5 lakhs through equity shares & Rs. 15 lakhs through long-term borrowings at 9% interest.
 - Rs. 10 lakhs through equity shares & Rs. 10 lakhs through 5% preference shares. The company's expected EBIT is Rs. 8 lakhs. Assuming a corporate tax rate of 33% determine EPS in each of the alternative & comment which one is the leest & why?

OR

- b) A Company's expected annual net operating income (EBIT) is Rs. 50,000. The company has Rs. 2,00,000, 10% debentures. The equity capitalization rate (k_e) of the company is 12.5% calculate the total value of the firm and equity capitalization rate using net operating income approach.

Q5) Solve any one.

[1×10=10]

- a) Following information is collected from annual reports of FIR Ltd.

Profit Before Tax	Rs.2.50 crore
Tax rate	40%
Retention ratio	40%
Number of outstanding shares	50,00,000
Equity capitalization rate	12%
Rate of return on investment	15%

What should be the marker price per share according to Garden's model of dividend policy.

OR

- b) Poonawalla Ltd. has current sales of Rs. 20 lakhs per year. Its cost of sales is 70% of sales and bad debts are 1% of sales. Cost of sales comprise 80% variable costs & 20% fixed costs, while its required rate of return is 10%. The company allows customers 30 day's credit, but is considering in creasing this to 60 day's credit in order to increase sales. It has been estimated that this change in policy will increase sales by 20%, while bad debts will increase from 1% to 3%. It is not expected that the policy change will result in an increase in fixed costs & creditors and stock will also remain unchanged. Should poonawalla Ltd. introduce the proposed policy (Assume 360 days a year)



Total No. of Questions :5]

SEAT No. :

PE3010

[Total No. of Pages : 2

[6551]-51

S.Y.M.B.A.

304-OSCM-SC-OSCM-03: SERVICES OPERATION

MANAGEMENT-II

(Rev.2019 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 5 out of 8

[10]

- a) Categorize the stages of service innovation as per the virtual value chain.
- b) In which stage of competitiveness would a firm introducing new technology in service delivery be categorized.
- c) Evaluate how Quality by design supports service excellence.
- d) What criteria would you use to assess the effectiveness of outsourcing services?
- e) Propose a basic service strategy for a start-up in the e-commerce domain.
- f) Design a basic layout for a “Walk-through Audit” For a retail store.
- g) Explain the concepts of “perishability” in service operations.
- h) Apply the 7 P’s Framework to a gym service.

Q2) Answer any 2 out of 3

[10]

- a) Differentiate between customer involvement in service process and service customization.
- b) Analyze how the EKD (Extended Knowledge Discovery) model supports better decision-making in services.
- c) Evaluate the impact of technology on customer service and relationship building.

P.T.O.

Q3) Answer any 1 out of 2

[10]

- a) Design a customer relationship strategy for a startup food delivery app targeting Gen Z.
- b) Design a basic service design blueprint for a university admission process.

Q4) Answer any 1 out of 2

[10]

- a) Propose a strategy for service personalization using AI in banking services.
- b) Explain the concept of holistic service design. How does it contribute to service success.

Q5) Answer any 1 out of 2

[10]

- a) Analyze the impact of service perishability on operations planning in air lines and events industry.
- b) Evaluate how technology enables service innovation in customer support systems.



Total No. of Questions : 5]

SEAT No. :

PE3011

[Total No. of Pages : 2

[6551]-52

Second Year M.B.A.

**305 MKT-SC-MKT-04 : SALES AND DISTRIBUTION MANAGEMENT
(2019 Revised Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Attempt any five out of eight questions (2 marks each)

[10]

- a) What is the full forms of CIS?
 - i) Channel Important System
 - ii) Channel Information System
 - iii) Channel Induced System
 - iv) Channel Incorporated System
- b) At a corporate level, a sales forecast is used for :
 - i) Changing commission pay schedules
 - ii) Developing local sales promotions
 - iii) Allocating Resources across functional area
 - iv) Setting sales quotes
- c) With respect to a channel of distribution, the number of intermediary levels within the channel indicates the _____ of a channel.
 - i) Length
 - ii) Width
 - iii) Depth
 - iv) Similarity
- d) _____ refers to the exchange of goods or commodities against money or service.
 - i) Distribution
 - ii) Place
 - iii) Myopia
 - iv) Sales
- e) _____ is the process of making of product available to the end consumer or business.
 - i) Sales
 - ii) Distribution
 - iii) Exchange
 - iv) Barter
- f) Sales & distribution management majorly focuses on the _____.
 - i) Buying aspect of an organisation
 - ii) Selling aspect of an organisation
 - iii) Negotiating aspect of an organisation
 - iv) Producing aspect of an organisation
- g) What is sales forecasting?
- h) What is distribution management?

P.T.O.

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

- a) What do you understand by franchising? State its advantages & disadvantages.
- b) Explain the process of recruitment and selection of sales force.
- c) Explain the strategic functions of sales management.

Q3) Attempt any one. [10]

- a) Explain the importance of sales forecasting also explain various methods of sales forecasting.

OR

- b) Discuss the role of “Sales Audit” In the sales management with appropriate example.

Q4) Attempt any one. [10]

- a) What do you understand by retailing. Explain various types of retailing format with suitable examples.

OR

- b) Explain the major wholesaling activities and challenges faced by retailers due to omnichannel & multichannel systems.

Q5) Attempt any one. [10]

- a) What do you understand by supply chain management? Explain various components of supply chain management.

OR

- b) Discuss the “E-tailing structure” along with its advantages & disadvantages.



Total No. of Questions : 5]

SEAT No. :

PE3012

[Total No. of Pages : 2

[6551]-53

S.Y. M.B.A.

305 HR : SC-HRM-04 : HR OPERATIONS

(2019 Revised Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Solve any five.

[10]

- a) What do you mean by 'Memo'
- b) Explain the term "form 16A"
- c) Define gratuity, explain the term forfeiture of gratuity.
- d) Explain the standard deductions - from salary.
- e) Discuss the Eligibility criteria under the payment of Gratuity Act, 1972.
- f) Explain Rein statement of service.
- g) Explain the concept "Deployment of employees'.
- h) Explain the term perquisites.

Q2) Solve any Two.

[10]

- a) Explain the concept of 'Set on & set off' bonus under the payment of Bonus Act, 1965
- b) Mr. Prakash working in an organization his Basic salary is Rs. 4,000 and Dearness Allowance is Rs. 3,000. Calculate minimum and maximum bonus payable to him per month and per annum.
- c) Mr. Amar was working in an organization from 1998. his Basic salary was Rs. 12,000 and Dearness Allowence was Rs. 8000. He got retired in 2023, calculate gratuity payable to Amar.

P.T.O.

Q3) Solve any one [10]

- a) Write down the step-by-step process to withdraw the provident fund from EPFO and mention the reasons under which it can be withdrawn?
- b) Draft a 'Appreciation letter to Mr. Uday, who achieved his targets continuously in last six months. Also mention he will get an incentive for the same.

Q4) Solve any one. [10]

- a) Explain in detail the elements of compensation.
- b) Draft a 'warning letter' to an employee for misbehave with superior.

Q5) Solve any one. [10]

- a) Explain all the benefits under the ESIC act, 1948.
- b) Explain the term "Arising out of and in the course of "employment. How the compensation calculation is done in case of temporary disablement, permanent total disablement and death?



Total No. of Questions : 5]

SEAT No. :

PE3013

[Total No. of Pages : 2

[6551]-54

S.Y.M.B.A.

**305-FIN SC-FIN-04 : INTERNATIONAL FINANCE
(2019 Revised 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.*
- 2) *Every question has an internal option.*

Q1) Answer any 5 out of 8.

[10]

- a) International finance is concerned with _____
 - i) Exchange rates of currencies
 - ii) Monetary systems of the world
 - iii) Foreign Direct Investment
 - iv) All of the above
- b) Define future contract.
- c) More instability in currency is called as _____
 - i) Country Risk
 - ii) Financial Risk
 - iii) Currency Risk
 - iv) Liquidity Risk
- d) Explain the concept of Balance of payment.
- e) List any 4 types of Bonds.
- f) Define GDR.
- g) Explain the concept of 'Arbitrage'.
- h) What do you understand by 'Currency Swap'?

Q2) Solve any two.

[10]

- a) Write a note on Global Financial Market.
- b) State the functions of 'Financial Action Task Force'.
- c) Write a note on 'Money Laundering'.

P.T.O.

Q3) Solve any one. [10]

- a) State the objectives of International Monetary Fund.

OR

- b) State any five fundamental factors (with detailed explanation) affecting exchange rates.

Q4) Solve any one. [10]

- a) What do you understand by 'International Double Taxation'? Evaluate the ways of its regulation.

OR

- b) Discuss in detail the risk involved in 'Foreign Direct Investment'.

Q5) Solve any one. [10]

- a) State the issues involved in overseas funding choices.

OR

- b) Discuss the features of 'Foreign Exchange Market'.

* * *

Total No. of Questions : 5]

SEAT No. :

PE3014

[Total No. of Pages : 2

[6551]-55

S.Y. M.B.A.

**305 OSCM-SC-OSCM-04 : Logistics Management
(2019 Revised 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

[10]

- a) Define Ordering cost
- b) What is Warehousing.
- c) Define Logistics Management.
- d) What is pipeline Transport.
- e) Enlist the modes of Transport.
- f) Define Logistics service provider.
- g) What is procurement Logistics.

Q2) Solve any two.

- a) Discuss significance of Logistics. **[5]**
- b) Describe the cross docking concept. **[5]**
- c) Explain the role of IT in Logistics. **[5]**

P.T.O.

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

- a) Illustrate information structure & communication infrastructure.
- b) Explain modes of Transport with suitable example.

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

- a) Explain the Sea freight Transport & inland water way Transport.
- b) Describe the role of service providers in Logistics with suitable eg.

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

- a) Describe in detail about warehousing Handling & picking system.
- b) Discuss the importance of determinants of the Logistical service level on food products with eg



Total No. of Questions : 5]

SEAT No. :

PE-12216

[Total No. of Pages : 2

[6551]-56-R

M.B.A. - II (Business Analytics)

**SC-BA-04 : MACHINE LEARNING & COGNITIVE
INTELLIGENCE USING PYTHON
(2019 Revised) (Semester - III) (305BA)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory and each carry 10 marks.*
- 2) *Draw graphs/ charts wherever necessary.*

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

[10]

- a) Define unsupervised learning.
- b) Enlist any 4 features of Pandas package.
- c) What do you mean by classification in machine learning?
- d) Write any 2 variable naming conventions in python.
- e) Differentiate between list and tuple data types in python, (Minimum 2 points).
- f) What is decision tree in machine learning?
- g) What is cognitive intelligence?
- h) What do you mean by operator overloading in python?

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

[10]

- a) Explain control structures-FOR loop and WHILE loop in python.
- b) Explain different types of built-in data types in python with examples.
- c) Describe SEMMA process model of Machine learning in detail.

Q3) a) Describe in detail k-mean clustering algorithm with an example.

[10]

OR

- b) Discuss in detail any 5 core libraries in python.

[10]

P.T.O.

Q4) a) What is data visualization? Draw and explain different types of plots.**[10]**

OR

b) Discuss in detail various unsupervised machine learning algorithms.**[10]**

Q5) a) Illustrate applications of supervised learning in any 5 domains. **[10]**

OR

b) Write a python program to find whether the user entered number is odd or even. **[10]**



Total No. of Questions :5]

SEAT No. :

PE3016

[Total No. of Pages : 2

[6551]-57

S.Y.M.B.A.

GE-UL-13-306 : INTERNATIONAL BUSINESS ECONOMICS

(Revised 2019 Pattern) (Semester-III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory, draw diagrams wherever necessary.*
- 2) Give suitable examples.*

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

[10]

- a) Define International Trade.
- b) What is TRIPS?
- c) What is FII?
- d) Define IMF.
- e) What are the functions of WTO?
- f) What is Spot Rate?
- g) Define Anti-Dumping.
- h) What is Forward Market?

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

[10]

- a) Write a note on International Reserves.
- b) Explain Special Drawing Right.
- c) Explain role of RBI in Foreign Exchange Management.

P.T.O.

Q3) a) Examine the economic risk indicators for FDI & FII. **[10]**

OR

b) Differentiate between Reserves and Debts, with relevant examples.

Q4) a) Discuss the problem of International Debt. **[10]**

OR

b) Critically discuss the Absolute Advantage theory by David Ricardo.

Q5) a) Appraise the circumstances of Euro Crises in the world. **[10]**

OR

b) What is exchange rate? What are the factors affecting exchange rate?



Total No. of Questions : 5]

SEAT No. :

PE3017

[Total No. of Pages : 2

[6551]-58

S.Y. M.B.A.

**GE-UL-14 307 : INTERNATIONAL BUSINESS ENVIRONMENT
(2019 Revised Pattern) (Semester - III)**

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer any five.

[5×2=10]

- a) Name any two consequences of economic Globalisation.
- b) Give any two names of capital account components involved in balance of payment.
- c) List any two principal functions of IMF.
- d) Give any two names of tariff barriers to international trade.
- e) Give any two issues created due to digitalisation in international business environment.
- f) Name any two modes of FDI.
- g) Write name of any two ethical componets of international business environment.
- h) Name any two factors responsible for reverse globalisation.

Q2) Answer any two.

[2×5=10]

- a) Write note on dynamics of Global Enterprises.
- b) Analyse role of Global value chain in international business environment.
- c) What does UNCTAD stand for? Write main objectives of UNCTAD.

Q3) a) Judge the success of government initiatives and international cooperation efforts in addressing emerging issues in international business. **[10]**

OR

- b) Compare and contrast advantages and limitations of WTO membership for developing and developed countries.

P.T.O.

Q4) a) Critically evaluate effectiveness of UNCTAD initiatives in addressing trade barriers and promoting trade liberalisation. **[10]**

OR

b) Define FD1. Analyse Greenfield and Brownfield investments with examples.

Q5) a) Elaborate concept of Balance of payment comment on significance of balance of payment and various components. **[10]**

OR

b) Define globalisation and reverse globalisation. Explain globalisation dynamic and as driver for international trade.

* * *

Total No. of Questions : 5]

SEAT No. :

PE3018

[Total No. of Pages : 2

[6551]-59

S.Y.M.B.A.

**GE - UL - 15 (308) : Project Management
(2019 Revised 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.*
- 3) *Each question has an internal option.*

Q1) Solve any Five of the following.

[5×2=10]

- a) Define project.
- b) Recall the four elements of project scope.
- c) Enlist different project stakeholders.
- d) What is Dyfunctional conflict?
- e) What is schedule variance?
- f) List different performance indices of project.
- g) Recall project audit.
- h) What is concept of change control management?

Q2) Solve any Two of the following.

[2×5=10]

- a) Draw the stakeholder power Vs interest Grid and explain stakeholders in project.
- b) Discuss the activities carried out during project closure.
- c) Explain the code of ethics & professional conduct for project manager.

P.T.O.

Q3) Solve any one of the following. [1×10=10]

- a) You are handling a metro project for one of the metro city. As a project manager which qualities are essential for handling project team effectively?
- b) Define “Project monitoring information system”. Explain in detail project monitoring & different techniques used to monitor the time performance.

Q4) Solve any one of the following. [1×10=10]

- a) Compare & contrast matrix & dedicated team structure approach.
- b) “Organisation culture influence the quality estimates in project” Justify. Discuss different methods of estimates in project.

Q5) Solve any one of the following. [1×10=10]

- a) Explain risk breakdown structure. Create risk breakdown structure of organisation of cultural fest as project at your college.
- b) Critisize five stages team development model. Discuss the sources of conflict at each stage.



Total No. of Questions : 5]

SEAT No. :

PE3019

[Total No. of Pages : 2

[6551]-60

S.Y. M.B.A.

309 : GE - UL - 16 : KNOWLEDGE MANAGEMENT

(2019 Revised 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) Solve any five questions (2 Marks Each):

[10]

- a) Define Explicit knowledge.
- b) What are the elements of organizational culture?
- c) What do you understand by expertise?
- d) Explain knowledge transfer
- e) Enlist the steps in Knowledge Management Cycle.
- f) What is Codifiability of Knowledge?
- g) Which of the following is an example of tacit knowledge?
 - i) A written report
 - ii) A mathematical formula
 - iii) Skills in riding a bicycle
 - iv) A company's annual financial statement
- h) Which of these is a commonly used tool in Knowledge Management?
 - i) Typewriter
 - ii) Knowledge maps
 - iii) Cash registers
 - iv) Mechanical calculators

P.T.O.

Q2) Solve any two out of the three questions (05 Marks Each): [10]

- a) Write a short note on the role of culture in KM
- b) Write a note on 'Virtual Community of Practice.
- c) Write a short note on Data & Data mining.

Q3) Solve Any One: (10 Marks Each): [10]

- a) Analyze in depth the various types of knowledge.
- b) Define knowledge management and elaborate on the knowledge management cycle.

Q4) Solve Any One: (10 Marks Each): [10]

- a) Define knowledge audit and analyze its necessity and benefits.
- b) Discuss the ethical, legal, and managerial issues in Knowledge Management. Why are they essential for KM's success?

Q5) Answer any One of the following (10 Marks Each): [10]

- a) Analyze the qualitative and quantitative measures used for assessing KM impact. Discuss the advantages and limitations of each approach.
- b) Discuss the Meyer & Zack KM cycle in detail, highlighting its key stages and their significance in managing organizational knowledge effectively.



Total No. of Questions : 5]

SEAT No. :

PE3020

[Total No. of Pages : 2

[6551]-61

S.Y.M.B.A.

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

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

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

[10]

- a) Define Board of director.
- b) What is mean by OECD?
- c) What is mean by SEBI?
- d) Define shareholder.
- e) What is mean by NGO?
- f) What is mean by vendor?
- g) Name of the current SEBI chairman _____.
- h) What is green finance?

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

[10]

- a) Examine the role of SEBI.
- b) Comment on legal provision under company Act, 2013 for corporate governance.
- c) Elaborate the role's and e-function of internal control.

P.T.O.

Q3) Answer any one. [10]

- a) Comment on JJ Irani committee for corporate governance.
- b) Comment on Indian model on corporate governance.

Q4) Answer any one. [10]

- a) Role of company secretary as whistle blower.
- b) Describe in brief about enterprise Risk management step's

Q5) Answer any one [10]

- a) Describe needs and importance of corporate governance.
- b) Comment on Nirav Modi PNB Scam.

* * *

Total No. of Questions : 5]

SEAT No. :

PE3021

[Total No. of Pages : 2

[6551]-62

S.Y. M.B.A.

**311-GE-UL-18 : MANAGEMENT OF NON-PROFIT ORGANISATION
(2019 Revised Pattern) (Semester - III)**

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

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

[10]

- a) Non profit organisation accounts for a considerable percentage of national _____ in many countries.
 - i) NNP
 - ii) NDP
 - iii) GDP
 - iv) GNP
- b) Under which section of the companies Act, the central Govt. may issue a licence to a limited or private limited company for NPO.
 - i) Section 6
 - ii) Section 7
 - iii) Section 8
 - iv) Section 9
- c) In NPO membership paid every year is known as
 - i) Entrance fee
 - ii) Legacy
 - iii) Donation
 - iv) Subscription
- d) Legal states of Non profit organisation is not seen in
 - i) Society
 - ii) Corporation
 - iii) Private company
 - iv) Trust
- e) All non profit organisation are required to have a board consisting of at least _____ directors.
 - i) 2
 - ii) 3
 - iii) 4
 - iv) 5

P.T.O.

- f) Define NGO.
- g) Define society and Trust.
- h) Out of the following which is not the parameter to be assessed & controlled by mission statement?
 - i) Risk
 - ii) Cost
 - iii) Time
 - iv) Performance

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

- a) What are the key dimensions that define a non profit organisation and how does these dimension differentiate non-profits form for profit entities?
- b) What are the essential skills and abilities required for a leader in non-profit organisations & how do a non profits vision, mission, values and goals shape its overall success?
- c) What are the different key matrices and evaluation methods that are used to assess the performance of non profit organisation & how does ethical decision making influence these evaluation.

Q3) a) What is the role of the executive play in building effective & sustainable non-profit organisation & how can they ensure maintaining the standards and a code of conduct to promote accountability & ethical decision making. [10]

OR

- b) How do profit and non profit organisation differ in terms of struction, objectives and operations identify the key factor that influence the non profit organisations.

Q4) a) What is the significance of the societies Registration Act, and Indian companies act in the context of Non-profit organisation. [10]

OR

- b) What are the factors responsible for the success of the non profit organisation.

Q5) a) Elaborate any sustainable business model based on the social need. [10]

OR

- b) Explain the role of Non profit organisation in the framing of public policy.

* * *

Total No. of Questions : 5]

SEAT No. :

PE-3022

[Total No. of Pages : 2

[6551]-71

M.B.A.

401 GC - 14 : ENTERPRISE PERFORMANCE MANAGEMENT

(Rev. 2019) (Semseter - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer Any 5 out of 8 (2 marks):

[10]

- a) Define NPA.
- b) Explain Goal Congruence.
- c) What is Spred?
- d) Explain Importance of Audit.
- e) What is ABC Analysis.
- f) Define Social Audit.
- g) What is 'Net Promoter Score'?
- h) Explain 'Sell Through Analysis.

Q2) Write Short Notes (Any 2):

[10]

- a) Conversion Matrix & Audience Involvement Matrix.
- b) Goal Congruence - Importance & Applicability.
- c) Economic Value Added.

Q3) a) Explain the role of 'Balanced Scorecard' as a performance evaluation tool.

[10]

OR

- b) Explain 'Project Control Process' in detail.

P.T.O.

Q4) a) Analyse various performance evaluation parameters for 'Commercial Banks' [10]

OR

b) Explain various KPI's used by 'E commerce' Industry.

Q5) a) Explain the role of Audit as a control system. Explain various types of Audit. [10]

OR

b) Advika Ltd. wanted to calculate the transfer price on cost plus 14 v return for Investment basis. From the following information to it's 'ALFA' division for the year 2024-25.

I) Determine the transfer price for Division 'ALFA'

II) If volume is reduced by 10%. What will be the impact on transfer price.

i) Fixed Asset Rs. 14,00,000

ii) Current Assets Rs. 10,00,000 (Including Debtors)

iii) Debtors Rs. 3,00,000

iv) Annual fixed cost of Division ALFA Rs. 10,00,000

v) Variable cost Rs. 40 per unit

vi) Budgeted Volume 2,40,000 units



Total No. of Questions : 5]

SEAT No. :

PE-3023

[Total No. of Pages : 2

[6551]-72

S.Y.M.B.A.

(GC - 15) 402 : INDIAN ETHOS & BUSINESS ETHICS

(Rev. 2019 Pattern) (Semseter - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Solve any FIVE:

[5 × 2 = 10]

- a) Define Indian Ethos.
- b) What is the role of Indian Ethos in managerial practices?
- c) What are the dimensions of Work Ethos?
- d) What is the significance of Values in business?
- e) Ethics v/s Ethos: Differentiate.
- f) What is the significance of Eastern Management v/s Western Management?
- g) Briefly explain Trans-Cultural Human Values.

Q2) Solve any Two:

[2 × 5 = 10]

- a) Explain the Evolution of Indian Ethos and its relevance in contemporary workplaces.
- b) Discuss the Role of Indian Ethos in managerial practices.
- c) Analyze the impact of Value Based Management on global change.

Q3) a) Discuss the Laws of Karma and its relevance in business settings.[10]

OR

- b) Explain the Leadership Pointers derived from Kautilya's Arthashastra.[10]

P.T.O.

- Q4)** a) Develop a plan for a business to implement transparency and accountability measures in the era of Social Media and E-Platforms. **[10]**

OR

- b) Analyse the essence of Business Ethics and highlight various types of Business Ethics. **[10]**

- Q5)** a) Analyze the difficulties faced in practicing ethics within organizations, provide suitable examples. **[10]**

OR

- b) Evaluate the ethical challenges for managers in different functional areas of Business, with a focus on HRM. **[10]**



Total No. of Questions : 5]

SEAT No. :

PE-3024

[Total No. of Pages : 2

[6551]-73

S.Y.M.B.A.

BUSINESS ANALYTICS

**403 BA : SC - BA - 05 : Economics of Network Industries
(2019 Pattern) (Revised) (Semester - IV)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Solve any Five (2 marks each)

- a) Explain supply-side economics of scale. [2]
- b) Define software variety under hardware competition. [2]
- c) Short note on Software Pricing. [2]
- d) Explain Role of patent in Network industries. [2]
- e) What are Gateways. [2]
- f) Define Digital Convergence. [2]
- g) Role of Network in Airline Industry. [2]
- h) Define Network Economics. [2]

Q2) Solve any Two (5 marks each)

- a) Explain dynamic approach to technology Revolutions. [5]
- b) Explain Characteristics of Network industries for cost structure. [5]
- c) Explain licensing and standardization in NI. [5]

Q3) a) Discuss the key economics characteristics of the telecommunication industry. How do economies of scale and network effects influence competition? [10]

OR

- b) What is hardware Industry? What is the hardware compatibility and Network externalities approach. [10]

P.T.O.

Q4) a) As a system expert you are requested to suggest the new technology advancement adoption approach? **[10]**

OR

b) What is mean by zero pricing? Explain the business model of zero pricing. **[10]**

Q5) a) Analyze the role of patents, licensing and standardization in network industries. **[10]**

OR

b) Explain the Role of code sharing agreements in Airline Industry. **[10]**



Total No. of Questions : 5]

SEAT No. :

PE-3025

[Total No. of Pages : 2

[6551]-74

M.B.A.

**403 FIN: SC-FIN-05: Financial Laws
(Revised 2019) (Semester - IV)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) Answer any Five questions (2 marks each) :

[10]

- a) Mention any two types of financial institutions exempted under SARFASEI Act.
- b) What are two important criteria for a company to be eligible for scheme for sustainable structuring of stressed Assets?
- c) Write any two differences between FERA and FEMA.
- d) Write any two responsibilities of the council of Actuaries.
- e) Write any two stages in the Corporate Insolvency Resolution Process (CIRP)?
- f) State any two qualifications required to become an Actuary under Actuaries Act.
- g) Mention any two advantages of IBC for resolving financial distress in business.
- h) Write any two laws applicable for Indian companies for setting branches abroad.
- i) Write two features of Boiler plate provisions.

P.T.O.

Q2) Answer any two :

[2 × 5 = 10]

- a) Discuss the incorporation, composition of Institute of Actuaries of India under the Actuaries Act, 2006.
- b) Elaborate role of Central Registry in preventing fraudulent loan transactions.
- c) Comment on eligibility criteria and steps involved in Corporate Debt Restructuring (CDR) mechanism.
- d) Write note on 'Adjudicating Authority' under Insolvency and Bankruptcy code.

Q3) a) Evaluate the societal and economic implications of SARFAESI Act on the credit ecosystem in India. **[10]**

OR

- b) Define securitisation and reconstruction elaborate objectives and exempted transactions under SARFAESI Act 2002. **[10]**

Q4) a) Analyse impact of actuarial regulations on financial stability of Insurance Companies in India. Evaluate how they safeguard policy holders. **[10]**

OR

- b) Analyse registration of members appointment and prosecution of director for council of actuaries institute of India. **[10]**

Q5) a) Discuss the liability of guarantors under corporate insolvency resolution process. **[10]**

OR

- b) Evaluate effectiveness of Insolvency and Liquidation process for a corporate entities under IBC. Has it expedite the resolution distressed? **[10]**



Total No. of Questions : 5]

SEAT No. :

PE-3026

[Total No. of Pages : 2

[6551]-75

M.B.A.

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

(Rev. 2019 Pattern) (Semseter - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer Any 5 out of the following 8 (2 marks Each): **[10]**

- a) What are the 3 main componens of digial economy?
- b) Define Gold Fish Industry archetype.
- c) What does BAR mean in marketing?
- d) State any 2 attributes of Human-Centric Brands.
- e) What are the 3 main components of digital economy?
- f) Explain with suitable example “The O Zone”.
- g) What is Omni Chanel Marketing?
- h) What role do women play as “gatekeepers” in purchasing decisions?

Q2) Answer Any 2 out of questions (5 marks Each): **[10]**

- a) How can your business acquire greater mind share by leveraging youth’s roles by early adopters and trendsetters?
- b) How can the Content & Graphic of your advertise tell a story about your brand?
- c) What is UI and UX and how it impacts the Market?

Q3) Answer of the following questions: **[10]**

- a) Explain the concept of integrating traditional and digital marketing strategies in the context of Marketing 4.0?

OR

P.T.O.

- b) Discuss the importance of incorporating a human-to-human touch in brand interaction and provide examples of how brands can achieve this in their marketing strategies.

Q4) Answer of the following questions: [10]

- a) How can your business transition from the traditional four 'P's to the digital for 'C's by adopting the Co-creation, taking advantage of currency like pricing, engaging in communal activation and driving conversation? [10]

OR

- b) Discuss the consumer behaviour and industry characteristics exhibited by 'Door Knob' archetype with example. [10]

Q5) Answer of the following questions. [10]

- a) As a Banking Professional, What are the fundamental changes required in a customer service strategy of a Bank to embrace collaborative customer care? [10]

OR

- b) How can your business acquire greater mind share by leveraging youth's roles by early adopters and trendsetter? [10]



Total No. of Questions : 5]

SEAT No. :

PE-3027

[Total No. of Pages : 2

[6551]-76

M.B.A.

**403 HR (SC-HRM-05) : ORGANIZATIONAL DIAGNOSIS &
DEVELOPMENT**

(Revised 2019) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) Solve any Five:

[10]

- a) Define the term organizational Development.
- b) _____ is a mechanism to facilitate innovation in large bureaucratic organizations where the forces of inertia, hierarchical communication patterns & standard ways of addressing problems inhibit learning, innovation and change.
- c) Expand PESTEL.
- d) An OD intervention RAT stands for _____
- e) What is organizational Diagnosis?
- f) Enlist four comprehensive Interventions.
- g) What is Action Research?
- h) Enumerate any four roles of OD consultant.

Q2) Solve any two:

[10]

- a) What is an OD intervention? Classify OD interventions.
- b) Explain in detail use of Marvin Weishord's Six Box model in organizational diagnosis.
- c) Describe in brief the steps in action research.

P.T.O.

Q3) Solve any one :

[10]

- a) In an organization it is observed that team members have expressed a desire to improve cooperation among themselves and among their units. They are also interested in knowing the problems that may be hidden and in providing useful information about current challenges being faced in other's areas of responsibility. Being OD consultant which team intervention (along with process) you would suggest?
- b) What are Third party peace making Interventions? Explain any one Third party peace making intervention in detail.

Q4) Solve any one :

[10]

- a) Discuss briefly the concept of comprehensive OD interventions with examples.
- b) Discuss in detail any two structural OD interventions.

Q5) Solve any one :

[10]

- a) Discuss common issues in Consultant client Relationships.
- b) Being a manager, explain the leadership style you will use to bring about the desired goal accomplishment.



Total No. of Questions : 5]

SEAT No. :

PE-3028

[Total No. of Pages : 2

[6551]-77

M.B.A.

**403 - OSCM: SC-OSCM-05:E - Supply Chain & Logistics
(Rev. 2019) (Semester - IV)**

Time : 2½ 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) GIS
- b) ERP
- c) RFID
- d) What is data mart?
- e) What is forward logistics?
- f) What is e-payment?
- g) What is Reverse logistics?

Q2) Solve any Two (5 marks each) :

[10]

- a) Explain Nature and scope of E-logistics.
- b) What is the order management process?
- c) What is e-payment advantages and disadvantages.

P.T.O.

Q3) a) Explain Holistic approach to supply chain. **[10]**

OR

b) Discuss E-procurement in details. **[10]**

Q4) a) Explain New trends and technology in logistics. **[10]**

OR

b) Explain E-tracking systems with examples. **[10]**

Q5) a) Discuss competitive advantages through e-supply chain management. **[10]**

OR

b) Explain E-logistics Documentation in details. **[10]**



Total No. of Questions : 5]

SEAT No. :

PE-3029

[Total No. of Pages : 2

[6551]-78

M.B.A.

PHARMA & HEALTH CARE MANAGEMENT

404PHCM-SC-PHCM-02 : Pharma & Healthcare Regulatory

Environment in India

(Rev.2019 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) Answer any Five out of Eight.

[10]

- a) Define API with suitable example.
- b) Recall 'Drugs'.
- c) Enlist Attributes of Trade secrets.
- d) Enlist steps of Environmental scanning.
- e) Explain IPR.
- f) Define offer.
- g) Explain consumer protection Act.
- h) Recall 'Spurious Drugs'.

Q2) Answer any 2 out of 3 :

[10]

- a) Compare & contrast between consumer protection Act & pharmacy Act.
- b) Explain International marketing Environment in pharma & Healthcare.
- c) Write in details drugs & cosmetics Act 1947.

Q3) Answer any 1 out of 2 :

[10]

- a) Demonstrate the use of PESTLE in changing pharma & Healthcare market in India.
- b) Mr. ABC wants to establish a multispecialty hospital in Pune. List out various Laws governing the commissioning of the hospital. Elaborate the act with reference to incorporation of hospital as a company.

P.T.O.

Q4) Answer any 1 out of 2 :

[10]

- a) Analyse the global API count trends & favourable environment to boost the innovation for better pharma & healthcare services in Indian context.
- b) Analyse the changing role of IPR offer pharma companies with suitable example.

Q5) Answer any 1 out of 2 :

[10]

- a) As create a step by step policy plan to avoid malpractices in pharma & Healthcare industry for Indian market.
- b) Discuss laws related to Narcotics Drugs in India with suitable example.



Total No. of Questions : 5]

SEAT No. :

PE-3030

[Total No. of Pages : 2

[6551]-79

M.B.A.

**404 RABM : SC-RABM-02 : ICT FOR AGRICULTURE
MANAGEMENT
(Revised 2019) (Semester - IV)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) *Attempt all questions.*
- 2) *Figures to the right indicate full marks.*
- 3) *Draw sketches wherever necessary with pencils.*

Q1) Solve any Five :

[5 × 2 = 10]

- a) State True or False: “Tele-education is primarily designed for urban students.”
- b) QR code stands for.
- c) Fill in the blanks: Remote sensing collects data primarily through _____ technologies.
- d) Enlist any two ICT tools useful for agricultural extension services.
- e) Define Microcredit and its importance in rural economies.
- f) What is meant by ICT-driven risk management in agriculture?
- g) B2B stands for
- h) Leapfrogging technology means:
 - i) Linear technological advancement
 - ii) Skipping multiple stages of development
 - iii) Deleting all traditional methods
 - iv) None of the above

P.T.O.

Q2) Solve any Two :

[2 × 5 = 10]

- a) Discuss the various types of ICT services that enable market access for rural farmers.
- b) Identify the major risks in agriculture and describe how ICT tools can mitigate them.
- c) Describe the structure and purpose of the PMJDY scheme for financial inclusion.

Q3) a) Apply the Business Correspondent Model to design an outreach strategy for promoting agricultural insurance. **[10]**

OR

- b) Demonstrate with an example how E-commerce platforms can be used to eliminate middlemen in agricultural transaction.

Q4) a) Examine the role of ICT in empowering rural women through better access to financial services and credit. **[10]**

OR

- b) Distinguish between E-auction platforms and physical Mandi systems in agricultural marketing.

Q5) a) Evaluate the effectiveness of ICT platforms like E-Choupal in bridging rural market gaps. **[10]**

OR

- b) Propose a comprehensive ICT strategy for improving logistics efficiency in perishable agricultural produce.



Total No. of Questions : 5]

SEAT No. :

PE-3031

[Total No. of Pages : 2

[6551]-80

M.B.A.

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

(Revised 2019 Pattern) (Semseter - IV)

Time : 2½ 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 out of 8:

[5 × 2 = 10]

- a) What is Industry 4.0?
- b) Define Mechatronics?
- c) What is Product Lifecycle Management (PLM)?
- d) List any two pillars of Industry 4.0?
- e) What is the significance of U's in Big Data?
- f) What are cobots?
- g) What is the Smart Industry Readiness Index (SIRI)?
- h) Give any two sectors where Industry 4.0 is being applied?

Q2) Answer any 2 out of 3:

[2 × 5 = 10]

- a) Define the term “Cyber Physical Systems (CPS)” and explain its role in Industry 4.0?
- b) Illustrate the significance of the “Us” of Big Data Analytics in Industry 4.0?
- c) Discuss the role of Artificial Intelligence and Internet of Things (IoT) in smart manufacturing?

P.T.O.

Q3) Answer any 1 out of 2 : **[1 × 10 = 10]**

- a) Describe the evolution of Industrial Revolutions from Industry 1.0 to 4.0, highlighting major drivers and impacts.
- b) Analyse the role of Cyber - Physical Systems (CPS) in building smart factories.

Q4) Answer any 1 out of 2 : **[1 × 10 = 10]**

- a) Demonstrate how Big Data and Analytics enhances business decision - making in Industry 4.0?
- b) Discuss the integration of IoT with Industrial Internet of Things (IIoT) in smart logistics and manufacturing?

Q5) Answer any 1 out of 2 : **[1 × 10 = 10]**

- a) Compare and contrast vertical and horizontal integration in Industry 4.0?
- b) Critically evaluate the Smart Industry Readiness Index (SIRI) and its use in Industry 4.0 transformation?



Total No. of Questions : 5]

SEAT No. :

PE-3032

[Total No. of Pages : 2

[6551]-81

M.B.A.

COMPUTER MANAGEMENT BUSINESS ANALYTICS

BA-404-SC-BA-06 : Artificial Intelligence in Business

Applications

(Revised 2019 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions :

- 1) All questions are compulsory.
- 2) Neat diagrams must be drawn wherever necessary.
- 3) Assume suitable data, if necessary.

Q1) Answer any 5 out of 8 :

[5 × 2 = 10]

- a) Define first order logic.
- b) What is Syntactic Analysis?
- c) Define Reasoning systems for categories.
- d) State Depth-First Search.
- e) Define Clustering.
- f) Define Syntactic Analysis (Parsing).
- g) State uniform-cost search.

Q2) Answer any 2 out of 3 :

[2 × 5 = 10]

- a) What is the primary objective of hill-climbing search? Give suitable example.
- b) What is the difference between forward and backward chaining?
- c) Give the Semantic representation of “John Loves Marry”.

P.T.O.

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

- a) Define the terms chromosome, fitness function, crossover and mutation as used in Genetic algorithms. Explain how Genetic algorithms works. **[10]**
- b) Explain in brief PROLOG Systems with its implementations? **[10]**

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

- a) Explain in detail A* searching technique with an example. **[10]**
- b) What factors justify whether the reasoning is to be done in forward or backward reasoning? **[10]**

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

- a) Define ANN and explain, the basic structure of ANN. Give an example of a real-world application of neural networks. **[10]**
- b) Explain in detail learning from observation and explanation based learning. **[10]**



Total No. of Questions : 5]

SEAT No. :

PE-3033

[Total No. of Pages : 3

[6551]-82

M.B.A.

**SC - FIN - 06 : CURRENT TRENDS & CASES IN FINANCE
(Revised 2019 Pattern) (Semseter - IV) (404 FIN)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each Question has an internal option.*
- 3) *Each question carries 10 marks.*
- 4) *Use of sample calculator is allowed.*

Q1) Answer any five out of eight (2 marks each):

[10]

- a) Define Angel Funding?
- b) What is an alternative delivery channel?
- c) State two functions of payment banks?
- d) Why startups are important for India?
- e) Which type of microfinance institutions focuses on providing financial services exclusively to women?
 - i) Commercial Banks
 - ii) Cooperative Banks
 - iii) Development Banks
 - iv) Self-Help Groups
- f) In India, NABARD does not provide refinance to
 - i) Scheduled commercial Banks
 - ii) Regional rural banks
 - iii) Export-import bank
 - iv) State development banks

P.T.O.

- g) Which of the following is not the part of organised sector of Indian money market?
- i) Mutual funds
 - ii) Chit funds
 - iii) NBFCS
 - iv) R.B.I.
- h) What is Retail Banking.
- i) Banking deals with individual and lends money to them
 - ii) Banking targeted at Corporates
 - iii) Banking for weaker section of society
 - iv) Banking for wholesalers

Q2) Answer the following. (Any 2): **[5 × 2 = 10]**

- a) What is difference between bank and small finance bank?
- b) Differentiate between micro-credit and micro finance.
- c) Describe the business model of payment banks in India.

Q3) a) Enumerate the different schemes available for new startups by government of India. **[10]**

OR

- b) How microfinance is helping poor households & small Business in India? Elaborate with suitable example.

Q4) a) 'Amar' is an angel investor is seeking an annual return of 25% on the investment of Rs. 500000 in a business. **[10]**

Calculate & analyze the following

- i) What is the angel's Investment worth after 5 years?
- ii) If the investor and the entrepreneur have agreed that based on the financial projections the value of the business at the end of 5 years would be Rs. 1050670. Calculate the angel investor's equity percentage.

OR

- b) How do various UPI models achieve the good market share in India? Analyse the any one working model with suitable facts & figures.

Q5) a) A company is contemplating to raise additional funds of Rs. 80,00,000 for setting up a project. The company expects EBIT of Rs. 40,00,000 from the project following alternative plans are available:- **[10]**

- i) To raise Rs. 80,00,000 by way of equity shares of Rs. 200 each.
- ii) To raise Rs. 40,00,000 by way of equity shares of Rs. 200 each, and Rs. 40,00,000 by way of debt @ 10%.
- iii) To raise Rs. 50,00,000 by way of equity of Rs.200 each and rest Rs. 30,00,000 by way of preferences shares @ 14%.
- iv) To raise Rs. 30,00,000 by equity shares of Rs.200 each ; Rs. 30,00,000 by debt @ 10%, Rs. 20,00,000 by 14% preference shares.

The company is in 50% tax bracket. Which option is best?

OR

- b) Ravi, a venture capitalist, is looking to invest Rs. 750,000 in a startup and expects an annual return of 20%.
 - i) What will be the value of Ravi's investment after 6 years?
 - ii) If the entrepreneur and Ravi have agreed that the value of the startup at the end of 6 years would be Rs. 1,800,000, calculate Ravi's equity percentage in the business at the end of 6 years.



Total No. of Questions : 5]

SEAT No. :

PE-3034

[Total No. of Pages : 2

[6551]-83

M.B.A.

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) Solve any Five :

[5 × 2 = 10]

- a) Define the term "Digital Disruption" in Human Resource Management.
- b) Define "Employee Engagement".
- c) Enlist any four modern technological interventions used in HR.
- d) Define the term "Workforce Diversity".
- e) Mention any two benefits of decentralizing work sites.
- f) What do you mean by Employee Experience platforms?
- g) What is Artificial Intelligence in the context of HR?
- h) Which of the following is a feature of mobile-enabled HR solutions?
 - i) Handwritten attendance logs
 - ii) App-based leave applications
 - iii) Manual performance reviews
 - iv) Physical suggestion box

Q2) Write short notes on (Any 2) :

[2 × 5 = 10]

- a) Data Analytics in transforming HR.
- b) Decentralizing work sites and employee satisfaction.
- c) Cloud and mobile enabled HR solutions.

P.T.O.

Q3) Answer any one : [10]

- a) Explain how current HR trends have helped improve organizational culture and employee performance.
- b) Discuss the impact of technological disruptions on HR functions such as planning, recruitment and employee engagement.

Q4) Answer any one : [10]

- a) As an HR manager, how will you use digital tools to manage a diverse workforce while ensuring safety skill development and parity?
- b) Explain how organizations are promoting family work life balance through re-engineered work processes and tech-driven policies.

Q5) Answer any one : [10]

- a) A software firm is using outdated method of employee performance evaluation. Recommend a tech-enabled system that improves accuracy engagement, and transparency in performance reviews.
- b) A logistics company wants to enhance employee engagement and recognition. Suggest how technology can help create a culture of engagement and reward.



Total No. of Questions : 5]

SEAT No. :

PE-3035

[Total No. of Pages : 2

[6551]-84

M.B.A.

**404-IB-SC-IB-02 : GLOBAL TRADE & LOGISTICS
MANAGEMENT
(Revised 2019 Pattern) (Semester - IV)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions :

- 1) *All questions are compulsory.*
- 2) *Neat diagrams must be drawn wherever necessary.*
- 3) *Assume suitable data, if necessary.*

Q1) Solve any five :

[5 × 2 = 10]

- a) What is full form of CHA?
- b) Define & explain FCA What are the Freight types.
- c) Which of the following is international trade?
 - i) Trade between countries.
 - ii) Trade between regions
 - iii) Trade between provinces
 - iv) Both (ii) & (iii)
- d) Transportation cost trade effects:
 - i) Pattern of trade
 - ii) Boundaries between tradable and non-tradable goods.
 - iii) Global supply chains.
 - iv) All of the above
- e) Define & explain FCA
- f) Government policy about exports & imports is called:
 - i) Commercial policy
 - ii) Fiscal policy
 - iii) Monetary policy
 - iv) Finance policy
- g) What is FFA
- h) Explain Third party Logistics

P.T.O.

Q2) Solve any two. (5 marks each) :

[2 × 5 = 10]

- a) Explain Heckscher - ohlin model.
- b) Explain porters Diamond model.
- c) Explain mercantilism.

Q3) Solve any one :

[10]

- a) List the documents used for export of goods.
- b) Explain Global Trade and it's significance.

Q4) Solve any one :

[10]

- a) Explain port operations in detail.
- b) Explain challenges for Indian Businesses for conducting international business.

Q5) Solve any one :

[10]

- a) Mr. Tanay is a bearing manufacturer in India. Mr. Henry of south Africa sells goods to m/s Joy. Corporation in South America & Mr. Willam of USA buys various goods from Canada.

- i) Who is importer?
- ii) Who is manufacturer?
- iii) Who is exporter.

Also explain answers of all above questions.

- b) Shrikant is selling goods to Scotland. Amit is buying goods from USA where as Sameer is buying raw materials from Dubai & after processing it sells finished goods to UK.

- i) Who is exporter?
- ii) Who is importer?
- iii) What is Export Trade?

Also explain answers of all above questions.



Total No. of Questions : 5]

SEAT No. :

PE-3036

[Total No. of Pages : 2

[6551]-85

M.B.A.

**404 MKT-SC-MKT-06 : MARKETING STRATEGY
(Revised 2019 Pattern) (Semester - IV)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) Solve any five :

[5 × 2 = 10]

- a) Differentiate between “strategic” and “tactical” marketing.
- b) Describe the term Marketing Strategy.
- c) Describe the term Marketing Audit.
- d) Define Market Forecasting.
- e) Define Data-Driven Marketing Strategy.
- f) Creating the marketing strategy includes _____.
 - i) Marketing objectives and strategies
 - ii) Forecasts of expected results
 - iii) Create alternative plans
 - iv) All of the above
- g) List the factors influencing choice of target market.
- h) What is the main goal of relationship marketing?

Q2) Solve any two.

[2 × 5 = 10]

- a) Discuss the components of a comprehensive marketing plan. Explain how a well-structured plan contributes to achieving marketing objectives.
- b) Describe the process of market opportunity analysis. Outline the key steps involved in identifying, formulating, and implementing market opportunities.
- c) What are the types of strategies used when “pioneering new markets”?

P.T.O.

Q3) Solve any one :

[1 × 10 = 10]

- a) Describe the customer life cycle, and the importance of customer life time value. How can companies increase customer life time value? How does CLV impact marketing strategies?
- b) Discuss the strategic challenges of competing against low-cost rivals. Analyze various pricing strategies that companies can employ to maintain profitability and market share in such competitive environments. Provide examples of successful strategies.

Q4) Solve any one :

[1 × 10 = 10]

- a) Create a marketing plan for a new FMCG product targeting health-conscious consumers. Outline the key components of the plan, including product positioning, pricing, distribution, and promotional strategies. Explain the reasoning behind your marketing decisions.
- b) Imagine you are the product manager for a company that manufactures traditional digital cameras. Market research indicates a consistent decline in sales due to the rise of smartphone cameras. Describe three strategies you would consider to address this decline.

Q5) Solve any one :

[1 × 10 = 10]

- a) Describe the control process in marketing. What are the key elements of the control process? How can you reformulate a marketing strategy based on the control process? How does this process impact a marketing plan?
- b) Discuss the significance and application of marketing data touch points. Provide examples of how businesses can utilize data from these touch points to personalize marketing efforts.



Total No. of Questions : 5]

SEAT No. :

PE-3037

[Total No. of Pages : 2

[6551]-86

M.B.A.

**SC-THM-02 : TOURISM AND TRAVEL MANAGEMENT
(Revised 2019 Pattern) (Semester - IV) (404 THM)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions :

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

Q1) Attempt any 5 questions out of 7 :

[5 × 2 = 10]

- a) Define sustainable tourism and its key principles.
- b) Elaborate different types of tourism.
- c) Describe the role of tour operators in the tourism industry.
- d) Write two significance of tourism in economic development.
- e) Explain the concept of destination tourism.
- f) Two components of tourism product.
- g) Describe the role of travel agencies in facilitating tourism.

Q2) Attempt any 2 out of 3 :

[2 × 5 = 10]

- a) Adventure tourism.
- b) Compare and contrast in bound and out bound tourism in terms of their economic impact on a country.
- c) Compare the characteristics of mass tourism and sustainable tourism.

Q3) a) Elaborate tour planning, importance of tour and classification of tour packages. **[10]**

OR

- b) Explain Eco tourism, evolution, principles, trends and functions of Ecotourism.

P.T.O.

Q4) a) Define tourism concepts along with components of tourism. **[10]**

OR

b) Explain travel agency and tour operation Business. What are the functions of tour package.

Q5) a) Explain travel agent and what are the skill sets required in order to become a travel agent. **[10]**

OR

b) Explain 5 tourist places in Maharashtra and elaborate with examples about their specialities.



Total No. of Questions : 5]

SEAT No. :

PE-3038

[Total No. of Pages : 2

[6551]-87

M.B.A.

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

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) Solve any Five (2 marks each) :

[10]

- a) List factors that push globalization.
- b) Enlist theories of organizational adaptation.
- c) What is an acquisition?
- d) List Four Criteria of Sustainable Competitive Advantage.
- e) What is piggybacking?
- f) What is a Learning Organization?
- g) What are Greenfield Projects?
- h) What do you mean by 'Market Intelligence'?

P.T.O.

Q2) Solve any Two (5 marks each) :

[10]

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

Q3) a) Elaborate and highlight the current challenges to Global Strategic Management using suitable example from the industry. **[10]**

OR

- b) Why do business firms globalize? List and discuss the reasons for and against using suitable FMCG product example. **[10]**

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

OR

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

Q5) a) Discuss different overseas market entry strategies. Of these, which suitable overseas expansion strategy would you suggest for CAMPA-COLA (RCPL Venture)? Justify. **[10]**

OR

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



Total No. of Questions : 5]

SEAT No. :

PE-3039

[Total No. of Pages : 2

[6551]-88

M.B.A.

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

[10]

- a) What is 'Technology Intelligence'?
- b) List any two methods for collecting data in technology intelligence?
- c) Explain 'Technology Interface' in competitive strategy?
- d) Explain 'Technology Forecasting'?
- e) What is the role of 'Technology Strategy' in business strategy?
- f) Give two examples of technology domains that drive competition?
- g) What is the importance of 'Speed of Change' in a technology domain?
- h) Why it is important to appraise the technology environment before investment?

Q2) Answer any 2 out of 3:

[10]

- a) Explain how competitive forces influence technological change in an industry?
- b) Discuss the role of core competencies in technology business integration?
- c) Evaluate the strategic implications of creating new technology - based products.

P.T.O.

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

- a) Analyse the Technology Strategy Typology in business competitiveness.
- b) Describe how the Product - Technology - Business connection is established in strategy domain.

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

- a) Evaluate mechanisms for collecting Technology Intelligence and their impact?
- b) Discuss how mapping the technology environment helps in strategic planning?

Q5) Answer any 1 out of 2 : **[10]**

- a) Examine the role of diversification in technology strategy types.
- b) Formulate a Framework linking business strategy and technology development.



Total No. of Questions : 5]

SEAT No. :

PE-3040

[Total No. of Pages : 2

[6551]-89

M.B.A. (Management)

407-GE-UL-21 : CYBER LAWS

(Revised 2019) (Semester - IV)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) Attempt any Five :

[5 × 2 = 10]

- a) Define Cyber Law.
- b) What do you mean by E-Contracts?
- c) What is meant by Salient Features of the IT Act, 2000?
- d) Define Cyber Crime.
- e) What is the role of Cryptography in Cyber Security?
- f) Explain the term “Trademark” in the Internet Era.
- g) What is the significance of SPDI under Indian Cyber Law?
- h) Define the term Cyber Appellate Tribunal.

Q2) Attempt any Two :

[2 × 5 = 10]

- a) Explain various authorities under the IT Act, 2000 and their powers.
- b) Discuss the concept and legal status of E-Commerce in India.
- c) What is reverse domain name hijacking? How is it addressed legally?

Q3) Attempt any One :

[1 × 10 = 10]

- a) Discuss the key provisions and legal framework surrounding Electronic Signatures under Indian law.
- b) What are the major challenges of Cloud Computing in the context of law and data privacy?

P.T.O.

Q4) Attempt any One :

[1 × 10 = 10]

- a) Explain the concept of Cyber Space Jurisdiction and its relevance in cross-border cyber crimes.
- b) Describe the concept of Copyright in the Digital Medium. How is it protected under Indian law?

Q5) Attempt any One :

[1 × 10 = 10]

- a) Write a detailed note on the Information Technology (Amendment) Act, 2008 and its impact on cyber law in India.
- b) What is the role of International Treaties (like WIPO and UNCITRAL) in harmonizing cyber and e-commerce laws globally?



Total No. of Questions : 5]

SEAT No. :

PE-3041

[Total No. of Pages : 2

[6551]-90

M.B.A.

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

(2019 Pattern Revised) (Semester - IV)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Solve any 5 questions (02 Marks Each):

[10]

- a) What is the meaning of CSR?
- b) List any four characteristics of CSR.
- c) Recall the year CSR was initiated in India and name one global and one Indian company known for CSR.
- d) What is meant by corporate sustainability?
- e) Name any two benefits of CSR.
- f) Define Strategic CSR.
- g) What is meant by corporate sustainability?
- h) Mention two challenges in CSR implementation in India.

Q2) Solve any two out of the three questions (05 Marks Each):

[10]

- a) Differentiate between voluntary and mandatory CSR initiatives.
- b) What is the role of the CSR Committee as per Companies Act, 2013.
- c) Explain the evolving role of stakeholders in CSR.

P.T.O.

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

- a) What is meaning and importance of corporate social responsibility? Discuss the evolution of CSR.
- b) What are the benefits and failures with corporate social responsibility initiatives?

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

- a) Corporate social responsibility provides an organization with various advantages and is not only useful for the society but also for the organization discuss.
- b) Many well-known brands have embraced CSR with open arms and partnered with nonprofits to drive change' Explain with examples.

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

- a) Evaluate how CSR can enhance an organization's brand image and reputation. Illustrate with examples.
- b) For Health Care Organizations, the new consideration for CSR should take into consideration the global vast poverty - related health challenges' - Discuss.

