

Total No. of Questions : 5]

SEAT No. :

PE-1814

[Total No. of Pages : 5

[6551]-101
M.B.A (Fintech)
101-GC-01 : MANAGERIAL ACCOUNTING
(2021 Pattern) (Semester - I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) *All questions are compulsory.*
- 2) *Use of digital calculator is allowed.*

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

[10]

- a) What is mean by capital and revenue expenditure?
- b) Describe PV ratio and contribution.
- c) Define Sunk Cost.
- d) What is mean by variances. Give types of variances.
- e) Write any four objectives of cost accounting.
- f) If the standard cost Rs 80 and actual cost Rs. 70 than what is the amount of material cost variance?
 - i) 10
 - ii) -10
 - iii) 150
 - iv) 20
- g) If the sales are Rs 300000 and PV ratio is 20% then what is the amount of variable cost?
 - i) Rs. 240000
 - ii) Rs.80000
 - iii) Rs.270000
 - iv) Rs.200000
- h) _____ are person and other entities that have to be paid by an enterprise an amount for providing the enterprise goods and services on credit.
 - i) Debtors
 - ii) Creditors
 - iii) Shareholders
 - iv) Customers

P.T.O.

Q2) Solve any 2 Out of 3 (Each of 5 Marks)**[10]**

- Differentiate between Managerial Accounting, Financial Accounting & Cost Accounting.
- Explain Accounting Principles (Concepts and Conventions) with examples.
- Define Marginal Cost and Marginal Costing? Explain various types of costs.

Q3) Solve any 1 Out of 2**[10]**

- From the following figures extracted from the books of Shri. Govind, you are required to prepare a trading and profit and loss account for the year ended 31st March 2022 and balance sheet as on that date after making the necessary adjustments.

Particulars	Amount	Particulars	Amount
Govinds Capital	₹ 2,28,800.00	Stock (1.4.2021)	₹ 38,500.00
Govinds Drawings	₹ 13,200.00	Wages	₹ 35,200.00
Plant & Machinery	₹ 99,000.00	Sundry Creditors	₹ 44,000.00
Freehold Property	₹ 66,000.00	Postage & Telegrams	₹ 1,540.00
Purchases	₹ 1,10,000.00	Insurance	₹ 1,760.00
Returns Outwards	₹ 1,100.00	Gas and Fuel	₹ 2,970.00
Salaries	₹ 13,200.00	Bad Debts	₹ 660.00
Office Expenses	₹ 2,750.00	Office Rent	₹ 2,860.00
Office Furniture	₹ 5,500.00	Freight	₹ 9,900.00
Discounts (Dr.)	₹ 1,320.00	Loose tools	₹ 2,200.00
Sundry Debtors	₹ 29,260.00	Factory Lighting	₹ 1,100.00
Loan to Shri Krishan @10% p.a balance on 1.4.2021	₹ 44,000.00	Provision for B/D	₹ 880.00
Cash at Bank	₹ 29,260.00	Interest on Loan to Shri Krishna	
Bills Payable	₹ 5,500.00	Cash in Hand	₹ 2,640.00
		Sales	₹ 2,31,440.00

Adjustments :

- i) Stock on 31st March 2022 was valued at 72000 Rs.
 - ii) A new machine was installed during the year costing Rs. 15400, but it was not recorded in the books as no payment was made for it. Wages Rs. 1100 paid for its erection have been debited to wages account.
 - iii) Depreciate-
Plant and machinery by 38.88%
Furniture by 10%
Freehold Property by 5%
 - iv) Loose tools were valued at Rs 1760 on 31st March 2022
 - v) Of the sundry Debtors Rs 600 are bad and should be written off.
 - vi) Maintain a provision of 5% on sundry debtors for doubtful debts
 - vii) The manager is entitled to a commission of 10% for the net profit after charging such commission.
- b) M/s Anand Ltd. Has furnished the following details. Prepare a cost sheet determining Cost of sales for M/s Anand Ltd. As on 31st March 2019.

Particulars	Amount
Office Appliances	₹ 20,400.00
Plant and Machinery	₹ 4,60,000.00
Buildings	₹ 1,50,000.00
Opening Stock	
Finished Goods	₹ 78,000.00
Raw Material	₹ 1,38,000.00
Work in Progress	₹ 1,98,000.00
Raw material purchased	₹ 3,22,000.00
Carriage Inward	₹ 14,000.00
Direct Labour	₹ 1,62,000.00
Indirect Labour	₹ 20,000.00
Repairs and Maintenance	₹ 16,000.00
Factory Supervision	₹ 10,000.00
Rate & Taxes	₹ 9,300.00
Office Salary	₹ 9,600.00
Head and Power	₹ 70,000.00
Advertisement	₹ 32,500.00
Salesmans Commission	₹ 33,500.00
Interest on Borrowed Funds	₹ 3,000.00
accured Expenses	
Direct Labour	₹ 8,000.00

Indirect Labour	₹ 1,000.00
Interest on Borrowed Funds	₹ 1,000.00
Closing Stock	
Finished Goods	₹ 1,00,000.00
Raw Materials	₹ 1,50,000.00
Work in Progress	₹ 1,80,000.00

- Charge depreciation on Plant and Machinery @ 10% Building @ 5%, office appliances @ 5%
- Distribute heat and power to factory, office and selling in the ratio 8:1:1
- Depreciation on building to charged to Factory, Office and Selling in the ratio 7:2:1.
- Rates and taxes to be charged to factory and office in the ratio 2:1

Q4) Solve any 1 Out of 2 :

[10]

- A company production single article sales at Rs. 10 each. He marginal cost of production is Rs. 6 and fixed cost Rs. 400 p.a. Calculate
 - PV ratio
 - Break Even sales
 - The sales to earn profit of Rs. 500
 - Profit at sales of Rs. 3000

OR

- XYZ company Ltd. Has prepared the following budget estimates for the year 2022- 23.
 Sales Unit 15000
 Fixed Expenses Rs. 34000
 Sales Value Rs. 150000
 Variable Cost Rs. 6 per unit
 You are required to calculate
 - Find the P/V ratio, Break Even Point and Margin of Safety.
 - Calculate revised P/V ratio, BEP and Margin of Safety in each of the following cases
 - Decrease of 10% in selling price
 - Increase of 10% Variable cost
 - Increase of sales volume by 2000 unites
 - Increase of Rs. 6000 in fixed cost

Q5) Solve any 1 Out of 2 :**[10]**

- a) From the following information calculate
- i) Material cost variance
 - ii) Material price variance
 - iii) Material usage variance
 - iv) Material mix variance

Product	Standard			Actual		
	Qty.	Price	Total	Qty.	Price	Total
A	50	2.00	100	40	5.00	200
B	30	3.00	90	20	3.00	60
C	20	4.00	80	30	3.00	90
Total	100		270	90		350

OR

- b) A Factory engaged in manufacturing plastic toys is working at 40% capacity and produces 10000 toys per month. The present cost break up for one toy is as under

Material : 10 Rs.

Labor : 3 Rs.

Overheads : 5 Rs. (60% Fixed)

Selling price : 20 Rs. per toy.

If it is decided to work the factory at 50% capacity, the selling price falls by 3%. At 90% capacity, the selling price falls by 5% accompanied by a similar fall in the price of material. You are required to prepare a statement showing the profit or losses at 40%, 50% and 90% capacity utilization.



Total No. of Questions : 5]

SEAT No. :

PE-1815

[Total No. of Pages : 2

[6551]-102

M.B.A. (All Programms)

**GC-02-102 : ORGANIZATIONAL BEHAVIOUR
(2021 Pattern) (Semester - I)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer ANY 5 :

[5 × 2 = 10]

- a) Define Organization.
- b) Name any 4 functions of management.
- c) Define Attitude.
- d) What is a complementary Transaction?
- e) What are the steps in the process of perception?
- f) Name any 2 types of organizational culture.
- g) Name the pairs of personality traits from MBTI.
- h) What are the 2 types of values?

Q2) Answer ANY 3 :

[2 × 5 = 10]

- a) Define and explain Herzberg's Two Factor Theory of Motivation.
- b) What are the steps in group formation?
- c) Explain Autocratic model of OB.

Q3) a) Examine and discuss how formal groups and informal groups complement each other. [10]

OR

- b) How can Kurt Lewin's model be used to manage employees' resistance when the company is changing from 'Work from Home' to 'Hybrid working' mode?

P.T.O.

Q4) a) Where and how should (9,9) style of Leadership be used effectively?[10]

OR

b) Distinguish between strong and weak culture. When is a weak culture beneficial?

Q5) a) When 2 groups are having a destructive conflict about allocation of resources in the kitchen of a 5 star hotel, suggest any 2 strategies of how you will be able to resolve it. [10]

OR

b) Suggest any 4 strategies to be used for managing the stress of the employees in a IT company arising out of 'Work from home'.



Total No. of Questions : 5]

SEAT No. :

PE-1816

[Total No. of Pages : 2

[6551]-103

M.B.A. (All Programs)

GC-03-103 : ECONOMIC ANALYSIS FOR BUSINESS
DECISIONS

(2021 Pattern) (Semester - I) (All Programmes)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Attempt any 5 questions (2 marks each)

[5 × 2 = 10]

- a) Define Economics.
- b) Explain utility.
- c) Managerial Discretionary theory was given by_____
- d) Define Cyclical pricing in short.
- e) Write the formula for cross elasticity of demand.
- f) Write any four criteria's for good demand forecasting.
- g) What are the two types of demand?
- h) Demand curve can slope upward. (True/False)

Q2) Attempt any 2 questions (5 marks each)

[2 × 5 = 10]

- a) Define Price Elasticity of Demand.
- b) Explain Survey method of Demand forecasting.
- c) Write Relationship between Average cost and Marginal cost.

Q3) a) Elaborate the concept of changes or shifts in Supply curve.

[10]

OR

- b) Explain the Law of Demand with Graph and schedule.

P.T.O.

Q4) a) Explain the difference between Private Cost and Social Cost. **[10]**

OR

b) What do we mean by Break Even Point?

Q5) a) Explain the Multiplier effect with suitable example? **[10]**

OR

b) What are various phases of Business Cycles explain with suitable graph?



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SEAT No. :

PE-1817

[Total No. of Pages : 3

[6551]-104

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

**104:GC-04 : BUSINESS RESEARCH METHODS
(2021 Pattern) (Semester - I)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Solve any five.

[10]

- a) What is the need of Business research?
- b) Why is it important to define the research problem appropriately?
- c) Define research design in your own words.
- d) List the stages in the research process.
- e) Describe the likert scale?
- f) What is reliability?
- g) What are the major differences between a sample and census?
- h) How should the target audience be defined?

Q2) Solve any two.

[10]

- a) What are the different forms in which research work may be reported. Describe.
- b) What is exploratory research design? Explain different methods and techniques for conducting Exploratory research Design.
- c) Compare and contrast In-depth Interview and focus groups.

P.T.O.

Q3) Solve any one. [10]

- a) Develop a questionnaire to determine the attitude of buyers towards online shopping experience.
- b) Draft a research proposal to study the growing demand for organic fruits and vegetables.

Q4) Solve any one. [10]

- a) The following table gives the distribution of out lay of the budget of a professionally managed farm under major head of development expenditure.

Heads expenditure in Rupees lakh.

1. Land preparation	1.5
2. Plant Material	0.75
3. Irrigation system and water management	1.75
4. Other farm machines and equipments	0.5
5. Miscellaneous	0.25

Represent the information by suitable diagram.

- b) Prepare appropriate hypothesis in research to understand employee job satisfaction based on following variables.
 - i) Work experience
 - ii) Income
 - iii) Age
 - iv) Working environment
 - v) Gender

Q5) Solve any one. [10]

- a) What sample design would you suggest in each of the following? Justify your answer.
 - i) To determine the customer perception towards the latest cell phone introduced by renowned manufacturer.
 - ii) To find out the time spent on social media among the school going children of Pune city.
 - iii) To determine the shopping behaviour of customers on online shopping platforms, through national level survey.
 - iv) Employee satisfaction of a leading Car manufacturer.

- b) Draw the histogram and find made from the Graph for marks of students from the following distribution.

Marks	10-20	20-30	30-40	40-50	50-60	60-70	70-80
Number of Students	7	9	12	20	23	15	8



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SEAT No. :

PE-1818

[Total No. of Pages : 2

[6551]-105
M.B.A. (All Program)
105 - GC 05: BASICS OF MARKETING
(2021 Pattern) (Semester - I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) Answer any Five (2 marks each) :

[10]

- a) What is PESTAL Analysis.
- b) Enumerate the various demographic variables.
- c) Difference between impulsive purchase vs routine purchase
- d) Tabulate the difference between Customer Satisfaction & Customer Delight.
- e) Define Marketing.
- f) Define value Proposition.
- g) Define Micro Environment.
- h) Describe Brick and Click Model.

Q2) Answer any Two (5 marks each) :

[10]

- a) List the types of PLC and Infer the strategies across stages of the PLC.
- b) Name and summarize the bases for segmentation that might be used in segmenting consumer markets.
- c) Summarize the Core concepts of Marketing.

P.T.O.

Q3) Answer any One (10 marks each) :

[10]

“USP is a method of differentiating the product from the competition”. Apply this statement in real life situations with the help of examples.

A company that sells luxury watches is looking to segment its market. What are the demographic factors that could be used to segment the market for luxury watches?

Q4) Answer any one (10 marks each) :

[10]

What are the different buying roles that consumers play in the buying process? Analyse the significance of each role and how marketers can influence them.

Develop the marketing mix for anti-dandruff shampoo and oil control soap.

Q5) Answer any One (10 marks each) :

[10]

“In the modern business world, the significance of marketing management has increased to a great extent due to the constant changes in macro environment”. Critically evaluate the statement analyzing the macro environmental factors influencing Indian marketing world.

Ninjas Corporation is a multinational organization with a presence in various countries. The company has been facing stiff competition in its core markets, and there have been concerns about the impact of changing regulations on its operations. In order to address these challenges, the senior management team of Ninjas Corporation has decided to conduct a PESTEL analysis.



Total No. of Questions : 5]

SEAT No. :

PE-1819

[Total No. of Pages : 2

[6551]-106

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

106 - GC - 06 : DIGITAL BUSINESS

(2021 Pattern) (Semseter - I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Solve any Five

- a) What is E-Commerce? [2]
- b) Define EDI? [2]
- c) What are Electronic Marketers? [2]
- d) Write down the benefits of Electronic web commerce? [2]
- e) What are the advantages and disadvantages of mobile commerce? [2]
- f) What is a digital business ecosystem? [2]
- g) What is Electronic Retailing (E-tailing)? [2]
- h) What are E-books? [2]

Q2) Solve any Two:

- a) Explain the Components of E-Commerce? [5]
- b) What is Mobile Commerce? Describe the various types of Mobile commerce. [5]
- c) What is Social Commerce with examples in social media? [5]

Q3) Solve any One:

- a) What is Digital and explain the implementation of various types of digital Payment and the uses of Digital payment? [10]
- b) What is E-Marketplace and its operation with examples? [10]

P.T.O.

Q4) Solve any One:

- a) Explain Electronic Retailing (E-tailing)? Relate the Electronic Retailing in Current scenario with examples? **[10]**
- b) What is E-Governance or Electronic Governance? Differentiate with respect to its Objective by relating its type? **[10]**

Q5) Solve any One:

- a) What is E-Recruitment? Describe the layout of social recruiting and formulate various Benefits? **[10]**
- b) Explain the design of the E-health? Explain the basic characteristics of E-health? **[10]**



Total No. of Questions : 5]

SEAT No. :

PE-1820

[Total No. of Pages : 2

[6551]-107

M.B.A. (All Programs)

107 GE UL 01: MANAGEMENT FUNDAMENTALS
(2021 Pattern) (Semester - I)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) Attempt all questions.*
- 2) All questions carry equal marks.*
- 3) Give diagrams and examples wherever necessary.*

Q1) Attempt any 5 out of 8 questions :

[5 × 2 = 10]

- a) Illustrate SPan of control.
- b) List out managerial competencies.
- c) Explain workplace.
- d) Describe organising.
- e) Discuss the concept departmentalization.
- f) What is ethical approach in decision making.
- g) How to benchmark best practices.
- h) Comment on matrix organizational structure.

Q2) Attempt any 2 out of 3 questions :

[2 × 5 = 10]

- a) Explain any four types of organisation structure.
- b) Coordination is the essence of management. Discuss the statement.
- c) Differentiate mechanistic and organic organisation.

P.T.O.

Q3) Answer any one out of 2 :

[1 × 10 = 10]

- a) “Adaptability and flexibility are important criteria of boundary less organisation”. Throw a light in this statement . Also discuss the role of technology in this kind of organisation.
- b) How do you see planning as an management process. Appraise its role in present day business organisation.

Q4) Answer any one out of 2 :

[1 × 10 = 10]

- a) What are the essential characteristics of a good decision? As a manager what will help you to take effective decisions.
- b) “Controlling is a fundamental function that ensures work accomplishment according to plan”. Analyze this statement. Also discuss its steps.

Q5) Answer any one :

[1 × 10 = 10]

- a) “Managers and leavles have to carry out different tasks in an organization” How Mintzberg listed these roles what are the areas used by him to organize these roles.
- b) Draw an organization chart of any organization and also explain the need of organization chart.



Total No. of Questions : 5]

SEAT No. :

PE-1821

[Total No. of Pages : 2

[6551]-108

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

GE-UL-02 : INDIAN ECONOMY

(108) (2021 Pattern) (Semester - I)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer any five of the following :

[5 × 2 = 10]

- a) What is primary sector?
- b) What is Unemployment?
- c) Major Portion of working population in India.
 - i) Tertiary sector
 - ii) private sector
 - iii) Public sector
 - iv) Secondary sector
- d) Poverty in less developed countries is largely due to
 - i) Voluntary idleness
 - ii) Income inequality
 - iii) Lack of cultural activities
 - iv) Lack of intelligence of people
- e) The best indicator of economic development of any country is
 - i) Agriculture
 - ii) Transport
 - iii) It's gross production
 - iv) Its per Capital Income

P.T.O.

- f) What is a full form 'NITI AAYOG'?
- g) What is Economic development?
- h) What is 'Human 'Development Index'?

Q2) Any 2 questions :

[2 × 5 = 10]

- a) Write a note on 'NABARD'.
- b) Explain the importance of SSI.
- c) Write any; 5 trends in India's Economy.

Q3) Solve any one :

[10]

- a) Explain the functions of 'Reserve Bank of India'.

OR

- b) How do you differentiate between 'Hard Infrastructure and 80ft Infrastructure'.

Q4) Solve any one :

[10]

- a) Write a detailed note on 'Public Private Partnerships with examples.

OR

- b) Explain the Advantages of Special Economic Zones.

Q5) Solve any one :

[10]

- a) Explain any 5 trends in 'Exports & Imports' in Indian economy.

OR

- b) Discuss the issues in 'Agriculture in India'.



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SEAT No. :

PE-1822

[Total No. of Pages : 2

[6551]-109

M.B.A. (All Programs)

GE-UL-03 : ENTREPRENEURSHIP DEVELOPMENT (109)
(2021 Pattern) (Semester - I)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer any 5 out of 8 :

[5 × 2 = 10]

- a) Define Intrapreneurs.
- b) Define Entrepreneur.
- c) What is long form of DIC.
- d) What is role of DIC.
- e) What is role of MCED in Maharashtra.
- f) What is S.S.I.
- g) Explain "make in India" in short.
- h) Explain Business plan.

Q2) Answer any 2 out of 3 :

[2 × 5 = 10]

- a) Start up India - short note.
- b) Which are various theories of Entrepreneurship.
- c) Explain Innovation Theory.

Q3) a) Explain Role of EDM, NIESBUD & NEDB in Development of Entrepreneurship in India. [10]

OR

- b) "Entrepreneurship Development Program is essential for the growth of potential Entrepreneurs" Do you agree? Comment.

P.T.O.

Q4) a) Explain the growth of women Entrepreneurs in India with suitable example. **[10]**

OR

b) Explain Business opportunities in Health sector in India.

Q5) a) Prepare a Detailed project report for Masala products (Spices). **[10]**

OR

b) Prepare a detailed project Report for organic food product of your choice.



Total No. of Questions : 5]

SEAT No. :

PE-1823

[Total No. of Pages : 2

[6551]-110

M.B.A. (All Programs)

**110: ESSENTIALS OF PSYCHOLOGY FOR MANAGERS
(2021 Pattern) (Semester - I) (Elective GE-UL-04)**

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 :

[5 × 2 = 10]

- a) Where does the word “Psychology” come for?
- b) Write components of language.
- c) The term used to refer the first two weeks of life is _____
 - i) The period of infancy
 - ii) neo-natal stage
 - iii) clay childhood
 - iv) preoperational stage
- d) Mention name of any four psychologists and the theory/concept postulated by them respectively.
- e) Mention contemporary trends in field of psychology.
- f) Define memory retrieval.
- g) What is meant by term ‘heredity’
- h) Explain meaning of ‘culture’

Q2) Answer any two :

[10]

- a) Outline the Gestalt theory of perception
- b) Explain any five types of learning.
- c) Explain biological basis of behavior.

Q3) Answer any one :

[10]

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

OR

- b) Explain the process of classical conditioning with examples.

Q4) Answer any one :

[10]

- a) Apply classical conditioning theory and bring out its usage by
 - i) Parent ii) Manager

OR

- b) Explain the types of memory. Discuss the measures of memory retention.

Q5) Answer any one :

[10]

- a) Discuss 'the knowledge of psychology can be applied in many professions' with relevant examples.

OR

- b) Critically evaluate relationship between well-being and resilience in preventing mental health issues.



Total No. of Questions : 5]

SEAT No. :

PE-1824

[Total No. of Pages : 2

[6551]-111
M.B.A. (All Programs)
GE-UL-05: LEGAL ASPECTS OF BUSINESS
(2021 Pattern) (Semester - I)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) Answer the following (any 5) :

[10]

- a) Define goods and future goods as per sale of goods Act.
- b) Define Promissory Note.
- c) What do you mean by a private company?
- d) Define Contract and Agreement.
- e) Define coercion and undue influence.
- f) Define Prospects and Indemnity.
- g) Define Company and Article of Association.
- h) Define unpaid seller and unpaid buyer.

Q2) Answer the following (any 2) :

[10]

- a) Distinguish between sale and agreement to sale.
- b) Explain anticipatory breach and Actual breach of contract.
- c) Write short note on 'Caveat Emptor'.

P.T.O.

Q3) Answer the following :

[10]

- a) L offered to M his scooter for Rs 10,000/- M accepted the offer and tendered Rs 6,000/- cash down payment, promising to pay the balance of Rs 4,000/- by the delivery. Is there a contract? Justify your answer. Explain valid contract as per Indian Contract Act.

OR

- b) Define free consent. When the consent is said to be free?

Q4) Answer the following :

[10]

- a) Explain the various types of Endorsement under Negotiable Instrument Act.

OR

- b) What are the various modes of discharge from liability of parties to a negotiable Instrument.

Q5) Answer the following :

[10]

- a) Explain all rights of consumer. Define 'Consumer under the consumer protection Act.

OR

- b) What are the rights and responsibility of Director Under Company Act.



Total No. of Questions : 5]

SEAT No. :

PE-1825

[Total No. of Pages : 2

[6551]-112

M.B.A. (All Programs)

GE-UL-06-112: Demand Analysis and Forecasting
(2021 Pattern) (Semester - I)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) Answer any Five (2 marks each) :

[10]

- a) Explain the significance of Demand Forecasting?
- b) What is Firm Level Forecasting?
- c) The measure of forecast error which calculates the average of absolute differences between the actual and the forecast demand over in time periods is known as _____
- d) What are the different Qualitative Forecasting Methods?
- e) The law of supply defines a/an _____ relationship between price and quantity.
- f) Which of the following is not correct about demand forecasting?
 - i) Predicts future demand for a product or service.
 - ii) Based on the past demand for the product or service.
 - iii) It is not based on scientific methods.
 - iv) Helps in the managerial decision making.
- g) A linear trend equation has the form _____.
- h) Enlist the determinants of demand.

P.T.O.

Q2) Answer any Two (5 marks each): **[10]**

- a) Differentiate between Short-term forecasting and Long-term forecasting.
- b) Compare and contrast the strengths and weaknesses of cross impact analysis?
- c) Outline the steps involved in New Product Forecasting.

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

- a) Summarize the types of Demand Elasticity.
- b) Summarize qualitative methods of demand forecasting used by Marketing manager.

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

- a) List different Exponential Smoothing Methods and elaborate it with appropriate examples.
- b) Explain the benefits of forecasting with suitable examples

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

- a)
 - i) The demand for period t-2 and t-1 is 20 and 24 cases respectively. As per naïve method, calculate the demand for next period 't'. **[5]**
 - ii) Explain the techniques of the Trend Projection Method of forecasting? **[5]**
- b) Explain the role of forecasting in Supply Chain with reference to FMCG products.



Total No. of Questions : 5]

SEAT No. :

PE-1826

[Total No. of Pages : 2

[6551]-201

M.B.A. (All Programs)

**GC-07 : MARKETING MANAGEMENT (201)
(2021 Pattern) (Semester - II)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer any 5 out of 8.

[5 × 2 = 10]

- a) Define Product
- b) Define Price
- c) Define Convenience Goods
- d) Explain Discriminating Pricing
- e) Enlist participants of Distribution systems
- f) Define Publicity
- g) Elaborate U.S.P.
- h) Elaborate F.M.G.G.

Q2) Answer any 2 out of 3.

[2 × 5 = 10]

- a) Explain in detail various stages of new product development process.
- b) Elaborate the factors influencing pricing decisions.
- c) Write the difference between consumer goods & Industrial Goods.

Q3) a) Design suitable distribution channel for Ice Creams company. **[10]**

OR

- b) Design suitable pricing strategy for German Car manufacturing company launching new 'SUV' car in Indian market. **[10]**

P.T.O.

Q4) a) Explain the factors influencing selection of promotion mix to be used for an electric two wheeler in Maharashtra. **[10]**

OR

b) Prepare suitable promotion mix for Refrigerator in Indian Market. **[10]**

Q5) a) Prepare detailed marketing plan with suitable assumptions for a new brand of "Fast food" in Indian market. **[10]**

OR

b) Design marketing plan for a company planning to launch an "Air conditioner" for home segment. **[10]**



Total No. of Questions : 5]

SEAT No. :

PE-1827

[Total No. of Pages : 5

[6551]-202
M.B.A (All Program)
GC - 08 - 202 : FINANCIAL MANAGEMENT
(2021 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) Attempt all questions.*
- 2) Each question carries equal marks.*
- 3) Use of simple calculator is allowed.*

Q1) Answer the following (Any 5)

[10]

- a) What is Financial Management?
- b) What is Working Capital management?
- c) Enlist the types of leverage.
- d) The Financial Planning deals with_____
 - i) Preparation of Financial Statement
 - ii) Planning for capital issues
 - iii) Preparation Budgets
 - iv) All of the Above
- e) _____ and _____ carry fixed rate of interest and are to be paid off irrespective of firms revenue.
 - i) Debenture, Dividend
 - ii) Debenture, Bonds
 - iii) Dividend, Bonds
 - iv) Dividend, Treasury Notes
- f) _____ statement involves the changes in cash position.
 - i) Fund Flow
 - ii) Cash Flow
 - iii) Financial
 - iv) None of the above
- g) What do you mean by leverage?
- h) What are the objectives of financial management?

P.T.O.

Q2) Answer in Brief (Any two)**[10]**

- a) Explain the functions of Financial Manager.
- b) Discuss the functions of finance manager in modern age organisation.
- c) Explain the elements that constitute the working capital of a company.
- d) What do you understand by cost of capital? Explain the various types of cost of capital.

Q3) a) The following is the Balance Sheet of AMR Ltd. as on 31st March 2025
[10]

Balance sheet as on 31.03.2025

Liabilities	Amount	Assets	Amount
Share Capital	5,00,000	Land and Building	3,40,000
Profit and Loss A/C	50,000	Plant and Machinery	4,50,000
General Reserve	80,000	Stock in Trade	2,50,000
12% Debenture	5,20,000	Debtors	2,00,000
Creditors	1,00,000	Bills Receivable	40,000
Bills Payable	50,000	Bank	20,000
Total	13,00,000	Total	13,00,000

Calculate :

- i) Current Ratio
- ii) Quick Ratio.
- iii) Inventory to Working Capital
- iv) Debt to Equity
- v) Capital Gearing Ratio

OR

- b) From the following Balance Sheet of JKM Manufacturing Ltd. As at 31st March 2024 and 2025. You are required to prepare a common size balance sheet and interpret it. [10]

Balance Sheet of JKM manufacturing Ltd.

(Rs. In Lacs)

Liabilities	2024	2025	Assets	2024	2025
Share Capital			Fixed Asset		
8% Preference Shares	80	80	Land and Building	120	125
Equity Shares	100	120	Plant and Machinery	80	100
Reserve & Surplus			Furniture	10	10
General Reserve	20	24	Investment	20	19
Profit and Loss A/C	10	12	Current Assets		
Secured Loans			Stock	8	10
8% Debentures	25	20	Debtors	5	7
Unsecured Loans			Bank	4	5
Fixed Deposit.	0	5	Bills Receivable	3	4
Current Liabilities and Provisions					
Creditors	8	9			
Bills Payable	3	4			
Provision for Taxation	4	6			
Total	250	280	Total	250	280

- Q4) a) Calculate the working capital requirement of "RJM Ltd." [10]

Particular	Cost per unit (Rs.)
Raw material	800
Direct labour	300
Over heads	600
Total Cost	1700
Profit	300
Selling price	2000

Additional information's :

- i) Output 60,000 units per annum.
- ii) Raw material in stock 1 month.
- iii) Work in progress—half Month (consider 100% Raw material & 50% labor & Overhead).
- iv) Finish goods in stock 1 month.
- v) Credit allowed by suppliers - 1 month.
- vi) Credit allowed to debtors 2 months.
- vii) Delay in payment of wages half month.
- viii) Delay in payment of overheads half month.

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

OR

- b) DCM Ltd. is contemplating to raise additional funds of Rs. 20,00,000 for setting up a project. The company expects EBIT of Rs. 8,00,000 from the project following alternative plans are available:- **[10]**

- i) To raise Rs.20,00,000 by way of equity shares of Rs.10 each.
- ii) To raise Rs. 10,00,000 by way of equity shares and Rs. 10,00,000 by way of debt @10%.
- iii) To raise Rs.6,00,000 by way of equity and Rs. 14,00,000 by way of preference shares @ 14%.
- iv) To raise - Rs.6,00,000 by equity shares; Rs.6,00,000 by debt @ 10%; Rs.8,00,000 by 14% preference shares.

The company is in 50% tax bracket. Advise the company about the proper alternative on the basis of EPS.

- Q5) a)** AAW Ltd. Is considering investing in a project that is expected to cost ₹ 1200000 and has an effective life of 5 years. The projected cash inflow for this period is as follows: **[10]**

Year	Amount (₹)
1	300000
2	300000
3	450000
4	450000
5	750000

Calculate :

- Discounted Pay Back Period
- Net Present Value @ 10% rate of discount.
- Profitability Index

OR

- b)** LJL Ltd. whose cost of capital is 10% is considering two mutually exclusive proposals, X and Y, the details for which are as follows: **[10]**

Particulars	Proposal X (₹)	Proposal Y (₹)
Initial Investment	1500000	1500000
Projected Cash Inflow		
1 st year	100000	650000
2 nd year	250000	600000
3 rd year	350000	600000
4 th year	550000	575000
5 th year	750000	525000

Calculate

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



Total No. of Questions : 5]

SEAT No. :

PE-1828

[Total No. of Pages : 2

[6551]-203

M.B.A. (All Program)

GC-09-203 : HUMAN RESOURCE MANAGEMENT
(2021 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Attempt any Five questions :

[5 × 2 = 10]

- a) Why do the organizations have focused on strategic HRM? [2]
- b) List out the operative functions in HRM. [2]
- c) Explain job specification. [2]
- d) List out the different types of Selection Procedure Test. [2]
- e) What is development? [2]
- f) Enlist the types of Promotion. [2]
- g) Write two legislations relating to employee compensation in India. [2]
- h) State two difference between Training and Development. [2]

Q2) Attempt any two Questions :

[2 × 5 = 10]

- a) Explain what Horizontal Fit and Vertical Fit Mean in SHRM? [5]
- b) Explain the types of employment interview and the common interview problems. [5]
- c) Elucidate the uses and methods of Performance appraisal. [5]
- d) Write Short Notes on: [5]
 - i) Competency Mapping
 - ii) Management By Objectives

P.T.O.

Q3) Attempt any One Question :

- a) Describe in detail the role of HR as a value addition Function in Business with examples for each area of value addition. **[10]**
- b) What do you understand by Job Evaluation? Discuss the Objectives and Methods of Job Evaluation? **[10]**

Q4) Attempt any One Question :

- a) Why industries are facing shortages in employees and what are the effective ways for dealing with employee shortages? **[10]**
- b) “Performance appraisal is not only for appraisal but is for achievement and improvement of performance”. Explain. **[10]**

Q5) Attempt any One Question :

- a) What are the various methodologies of compensation management? Describe the latest trend with special emphasis on forecasting techniques. **[10]**
- b) What is Human Resource Accounting? Outline the different methods of measuring the value of human resources? **[10]**



Total No. of Questions : 5]

SEAT No. :

PE-1829

[Total No. of Pages : 2

[6551]-204

M.B.A. (All Programs)

**GC-10-204 : OPERATIONS & SUPPLY CHAIN
MANAGEMENT
(2021 Pattern) (Semester - II)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions :

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

Q1) Attempt any 5 from the following 8 questions :

[5 × 2 = 10]

- a) Enlist the flows in supply chain.
- b) State the concept of TQM.
- c) Define capacity requirement planning.
- d) Define process layout.
- e) Define EOQ.
- f) State the drivers for supply chain.
- g) Enlist the modes of transportation.
- h) List the types of wastage of 'LEAN'.

Q2) Attempt any 2 from the following 8 questions :

[2 × 5 = 10]

- a) Paraphrase the assumptions of the classical EOQ model.
- b) Summarise the functions of operations management.
- c) Demonstrate the types of operations processes.

Q3) a) Illustrate the concept of service Blueprinting in context with Railway.[10]

OR

- b) "Role of production planning & control is to optimize the utilization of SMS of in puts of operations" comment. **[10]**

P.T.O.

Q4) a) Categorize the following components in A B C categorize. **[10]**

Component Name	Annual Demand	Per Unit cost (Rs.)
A 21	3,000	50
B 36	4,000	12
C 71	1,500	15
D 93	6,000	10
E 22	1,000	20
F 21	500	500
G 36	300	1,500
H 71	600	2
I 93	1,750	10
J 22	2,500	5

OR

b) Explain the concept of evolution of Supply Chain Managment. **[10]**

Q5) a) Design the Generalized SCM model for an automotive company. **[10]**

OR

b) "The goal of Master production schedule is to create a production plan that will efficiently use resources while meeting customer demand"
Support your answer with suitable examples.



Total No. of Questions : 5]

SEAT No. :

PE-1830

[Total No. of Pages : 2

[6551]-205

M.B.A. (Fintech)

205 : FINANCIAL MARKETS & BANKING OPERATIONS

(2021 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) Solve any Five :

[10]

- a) Define the term IMPS
- b) Define MICR
- c) Define Money Market Mutual Funds.
- d) Define new issue market.
- e) Define ADR
- f) Define GDR
- g) Define the term derivatives
- h) Define spot market

Q2) Solve any Two :

[10]

- a) Explain the concept of Commercial Bank in India.
- b) Distinguish between capital & money market.
- c) Write the main participants of money market.

Q3) Solve any One :

[10]

- a) Analyze the role of central bank in Money Market.

OR

- b) Describe the different types of NBFC'S.

Q4) Solve any One :

[10]

- a) Explain the concept of Wholesale and Retail Banking.

OR

- b) Describe the various Capital Market Instruments.

Q5) Solve any One :

[10]

- a) Evaluate the various Global Debt Instruments used in capital market.

OR

- b) Interpret the role of specialized banks in the economic development of India.



Total No. of Questions : 5]

SEAT No. :

PE-1831

[Total No. of Pages : 2

[6551]-206

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

SC 206 : BASIC R PROGRAMMING IN FINTECH
MANAGEMENT

(2021 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Solve any five:

[5 × 2 = 10]

- a) Define Fintech management.
- b) Identify the different types of analytics.
- c) List the four commonly used tools for analytics in the Fintech industry.
- d) State the different ways to get help in R.
- e) Identify the characteristics of good questions
- f) Enumerate the skills of a good business analyst
- g) Identify the different sub setting methods in R.
- h) What is spatial analysis?

Q2) Solve any two:

[2 × 5 = 10]

- a) Explain how R programming can be used in Fintech and Business analytics applications.
- b) Illustrate the different stages of an organization in terms of data maturity.
- c) Discuss how to explore and transform data in R.

P.T.O.

Q3) Solve any one:

[1 × 10 =10]

- a) Explain how to read from and write to a file in R
- b) A data analyst is using R to work with a dataset of customer demographics for a Fintech start-up. State the different data types that the data analyst needs to be familiar with in order to work with this dataset. Explain any two in detail.

Q4) Solve any one:

[1 × 10 =10]

- a) How does the program structure in R, including flow control statements and functions, contribute to the efficient execution and organization of code in data analysis projects?
- b) How do different data structures in R, such as vectors, lists and data frames, contribute to efficient data management and manipulation? Illustrate the appropriate use of any two data structure

Q5) Solve any one:

[1 × 10 =10]

- a) You are appointed as a consultant of leading Analytics Firm. How would you utilize R to effectively create a visual representation that illustrates the distribution of sales data?
- b) How do the “apply” family functions in R, such as apply () lapply (), and sapply (), enable efficient and streamlined data processing and analysis tasks? Demonstrate their practical applications in the context of data manipulation and summarization.



Total No. of Questions : 5]

SEAT No. :

PE-1832

[Total No. of Pages : 2

[6551]-207

M.B.A. (All Programs)

**207 GE UL 07: CONTEMPORARY FRAMEWORK IN
MANAGEMENT**

(2021 Pattern) (Semester - II)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates :

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

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

[10]

- a) What do you mean by Self-Awareness?
- b) Which are the 3 layers of a Brain?
- c) Which are the 7 Habits of Highly effective people?
- d) What do you mean by Hedgehog concept?
- e) Which are the 5 levels of leadership?
- f) What is law of Empowerment?
- g) What do you mean by dysfunction of a term and its 5 factors?
- h) What do you mean by flywheel and what are its 3 basic elements?

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

[10]

- 1) Explain the importance of self awareness and social skills at workplace.
- 2) What is dysfunction 2-Fear of conflict? Provide suggestions to overcome it.
- 3) Describe the EQ brain and how it works.

Q3) Answer any 1 :

[10]

- a) What do you mean by 'Put first thing first'? Why it is important for leading an effective life?

OR

- b) Explain the concept of flywheel and Doom Loop in the context of transformation of 'good to great' Companies.

Q4) Answer any 1 :

[10]

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

OR

- b) Explain any 5 laws of leadership along with examples.

Q5) Solve any 1 :

[10]

- a) Evaluate and Elaborate the role of a leader in making teams committed and attentive. towards the results.

OR

- b) Define Emotional intelligence. Explain the Ability based model of emotional Intelligence.



Total No. of Questions : 5]

SEAT No. :

PE-1833

[Total No. of Pages : 2

[6551]-208

M.B.A. (Fintech.)

MANAGEMENT

208-GE-UL-08 : Geopolitics and World Economic System

(2021 Pattern) (Semester - II)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Attempt any 5 questions having 2 marks each :

[10]

- a) Expand WTO and IMF.
- b) Define global economy.
- c) What is free trade?
- d) Define Brexit.
- e) What is ILO and ILL.
- f) Explain the concept of globalization in Reverse Gear.
- g) Define Trade war.
- h) What do you mean by Bi-lateral agreement.

Q2) Attempt any 2 questions having 5 marks each :

[10]

- a) Explain the structure of SAARC.
- b) Explain the payment System in international trade.
- c) State the role of WTO.

P.T.O.

Q3) Attempt any one out of two :

[10]

- a) List the impact of International Labour Organisation.

OR

- b) Discuss the theory of hegemonic stability.

Q4) Attempt any one out of two :

[10]

- a) Explain in detail the methods of protectionism.

OR

- b) Highlight the functions of IMF.

Q5) Attempt any one out of two :

[10]

- a) “The overall objectives of WTO is to facilitate world trade” Evaluate the statement.

OR

- b) What is mean by world Recession? Discuss the economics on high alert.



Total No. of Questions : 5]

SEAT No. :

PE-1834

[Total No. of Pages : 2

[6551]-209

M.B.A. (All Programs)

209 GE - UL - 09 START UP AND NEW VENTURE

MANAGEMENT

(2021 Pattern) (Semester - II)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) Answer any five (2 Marks Each) :

[10]

- a) Define entrepreneurship
- b) Define Bootstrap
- c) List the reasons often associated with failure of Product?
- d) Define Lean Startup
- e) List four social media tools.
- f) Define sustainable startup.
- g) List four roles of Government in ED

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

[10]

- a) Explain the concept of mind maps.
- b) Explain the objectives and eligibility criteria of PMEGP and how they foster entrepreneurship.
- c) Differentiate between Sole proprietorship and Partnership.

P.T.O.

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

[10]

- a) Develop a business proposal for a skill development startup incorporating India's Ministry of Skill Development and Entrepreneurship (MSDE) schemes. Provide detailed information about the schemes, their specific requirements and how they fit into your business model. Provide a rationale for your decisions.

OR

- b) Imagine you are the economic development director for a city. Your goal is to foster a thriving entrepreneurial ecosystem in your city. How would you utilize the knowledge of entrepreneurial ecosystems to devise strategies for promoting innovation and entrepreneurship in a town or region?

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

[10]

- a) As a financial consultant for a startup, create a plan to guide founders on the four essential components of financial statements. Offer specific considerations and examples to shape a comprehensive financial picture for potential investors.

OR

- b) How does the customer discovery process in a new startup contribute to identifying market needs, refining product offerings and establishing a sustainable business model?

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

[10]

- a) Assess the business plan components for introducing electric cars to the middle-income class segment.

OR

- b) How effective are the financing options outlined in the Financial Road Map for startups regarding their long-term sustainability, scalability and alignment with the company's growth trajectory and goals?



Total No. of Questions : 5]

SEAT No. :

PE-1835

[Total No. of Pages : 2

[6551]-210

M.B.A. (All Programs)

**GE-UL-10-210 : QUALITATIVE RESEARCH METHODS
(2021 Pattern) (Semester - II)**

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Write Short note on: (Any Five)

[5 × 2 = 10]

- a) Define Qualitative Research
- b) Focused Interview
- c) Theoretical Sampling
- d) Purposive Sampling
- e) Participant Observation
- f) Non-Participant Observation
- g) Objectivity
- h) Ethnography

Q2) Solve any two :

[2 × 5 = 10]

- a) Elaborate in detail Scope and limitations of qualitative research methods.
- b) Explain the interrelationship of Qualitative and Quantitative Research.
- c) Explain role of retrospective studies in the qualitative research with suitable example.

Q3) Design a qualitative research design on the following:

[10]

A survey on consumer attitude, preference towards UPI (Unified Payment Interface)

OR

Describe various projective techniques used for collection of qualitative data
Describe any two projective techniques in detail.

P.T.O.

Q4) Discuss in detail the types of triangulation techniques. **[10]**

OR

Describe various ethical principles & how it can be applied in qualitative research.

Q5) Explain in detail types of Qualitative Research methods. **[10]**

OR

A business firm is facing the problem of declining quality of production output. Elaborate your views in the context of qualitative research about :

- a) Theoretical sampling
- b) Purposive sampling
- c) Width or depth of sampling



Total No. of Questions : 5]

SEAT No. :

PE-1836

[Total No. of Pages : 2

[6551]-211

M.B.A. (All Program)

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

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) *All questions are compulsory.*
- 2) *All questions carry 10 marks.*
- 3) *All questions have internal options.*

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

[10]

- a) What is macroeconomic crisis?
- b) Discuss the concept of social responsibilities of business.
- c) Discuss the of privatization.
- d) Explain the meaning of Economic inequality.
- e) Define term 'Foreign Direct Investment (FDI).
- f) Explain the meaning of globalization of brands.
- g) The constitutional environment in India provides the framework for ____
 - i) Legislative decision-making and policy formulation
 - ii) Economic planning and resource allocation
 - iii) Social justice and equality.
 - iv) International trade agreements and treaties.
- h) The _____ environment plays a crucial role in shaping business operations.
 - i) Political and leagal
 - ii) Socio - cultural and ethical
 - iii) Techonological and digital
 - iv) Competitive and market - oriented

P.T.O.

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

- a) Advantages of Globalization.
- b) Write short note on impact of population on development.
- c) Measures to remove poverty in India.

Q3) Answer Any one of the following (10 marks each) [10]

- a) Identify and discuss the issues in regulation that arise with privatization.
- b) Elaborate different areas of conflicts between :
 - i) Business and society
 - ii) Society and Government

Q4) Answer Any one of the following (10 marks each) [10]

- a) Explain the advantages of Bot (Build, Operate and Transfer) model growth in India.
- b) "Foreign Direct Investment has a prominent role in economic development". Explain with reference to India.

Q5) Answer Any one of the following (10 marks each) [10]

- a) Examine the conflicts between businesses and nation - states in the context of globalization and discuss the latest developments including the Brexit phenomenon.
- b) Describe the disadvantage of Multi-National Corporation (MNC).



Total No. of Questions : 5]

SEAT No. :

PE-1837

[Total No. of Pages : 2

[6551]-212

M.B.A. (All Programs)

212 - GE-UL-12 : BUSINESS PROCESS

RE-ENGINEERING

(2021 Pattern) (Semester - II)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates :

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

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

[10]

- a) Which best describes the process of benchmarking?
 - i) Comparison of actual performance with budget
 - ii) Comparison of direct competitor's performance.
 - iii) Comparison of the costs of one product with another
 - iv) Comparison of the performance of one operation or business with another
- b) KPI stands for _____.
 - i) Key Process Indication
 - ii) Key Predictive Indicator
 - iii) Key Performance Indicators
 - iv) Key Process Information
- c) All Barriers to BPR implementation success are the results of _____.
 - i) Cause
 - ii) Root Causes
 - iii) Success
 - iv) Problems

P.T.O.

- d) _____ is an integrated approach to identifying, acquiring & retaining customers.
- i) Customer Management
 - ii) Customer Relationship Management
 - iii) Customer Process Management
 - iv) Process Management
- e) Define BPR.
- f) What is reduced cost?
- g) State any 2 objectives of BPR
- h) What are the organizational enablers?

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

[10]

- a) Describe different phases of BPR.
- b) Explain Just in Time concept
- c) Discuss the factors related to IT infrastructure

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

[10]

- a) What principles are used in BPR? Discuss in brief.
- b) Discuss the key elements of scorecard in detail.

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

[10]

- a) Point out the relationship between BPR & Information Technology.
- b) Define steps involved in performing business process reengineering.

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

[10]

- a) Discuss business activity map with neat diagram.
- b) What do you mean by product design and development? Discuss in brief.



Total No. of Questions : 5]

SEAT No. :

PE-1838

[Total No. of Pages : 2

[6551]-213

M.B.A. (Project Management)

**PRJ-SC-PRJ-01: FUNDAMENTAL OF PROJECT MANAGEMENT (205)
(2021 Pattern) (Semester - II)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to candidates :

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

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

[10]

- a) What is Activity-on-Node (AON)?
- b) Explain cpm and PERT?
- c) Outline 4 qualities or characteristics. that are essential for an effective project manager.
- d) Explain the role of ethics in project management.
- e) Why project management is considered important in modern organizations.
- f) Explain the concept of project portfolio management.
- g) Identify common cultural characteristics within organizations.
- h) Define direct cost & indirect cost.

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

[10]

- a) Explain the importance of defining the project scope in project management.
- b) Discuss the role of negotiation in outsourcing relationships and its significance in achieving mutually beneficial outcomes.
- c) Discuss the different forms of matrix organizational structures.

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

[10]

- a) Discuss various methods for estimating project times and costs and what are their advantages and limitations.

OR

- b) Provide an overview of resource scheduling and allocation methods in project management.

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

[10]

- a) Describe the five stage team development model commonly used in project management.

OR

- b) How can project manager use KPIs and KPMs to track project performance and identify areas for improvement.

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

[10]

- a) Describe the Risk management process in project management. Identify and explain the key steps in this process.

OR

- b) Outline the types of closure activities typically conducted at the end of the project. Give the specific examples and explain their importance



Total No. of Questions : 5]

SEAT No. :

PE-1839

[Total No. of Pages : 2

[6551]-214

M.B.A.

PROJECT MANAGEMENT

PRJ-SC-02-206 : Tools and Techniques in Project
Management
(2021 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions :

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

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

[5 × 2 = 10]

- a) Define Check Sheets.
- b) Define Checklists.
- c) State the concept of Cost Benefit Analysis.
- d) State the concept of Cost of Quality.
- e) Examine Prompt Lists.
- f) Examine Funding Limit Reconciliation.
- g) Define Logical Data Model.
- h) Examine Leads and Lags.

Q2) Solve any two of the following sub questions:

[2 × 5 = 10]

- a) Compare benchmarking and statistical sampling techniques of data gathering for projects. .
- b) Express and describe the steps involved in Mind Mapping with respect to project data representation.
- c) Interpret the 'Rolling-Wave Planning' a advanced data analysis concept.

P.T.O.

Q3) a) You have been appointed as a Project Manager and you are managing a project to develop a new company intranet site. Demonstrate the various brainstorming methods for data gathering. **[10]**

OR

b) Customers are unhappy with the amount of time they spend on hold when they call the Help Desk. Dramatize and relate the statement in context with Root Cause Analysis technique. **[10]**

Q4) a) Explain sensitivity analysis method used for a project of your choice. **[10]**

OR

b) Explain Bottom-Up Estimating method in context with setting up auto parts manufacturing facility. **[10]**

Q5) a) You are the project manager for a project to implement a childcare facility for your organization's employees. Use the Logical Data Model and formulate the data representation of the same. Justify your answer. **[10]**

OR

b) Following table indicates the data of a company which provides solutions to the complaints received. Month of employment at help desk and the complaints received data is mapped in the table. Hypothesize and assess the data using regression analysis technique. **[10]**

Months of employment	8	12	15	26	30	42	45	52	60	64
Complaints	13	10	9	7	6	5	4	3	3	2



Total No. of Questions : 5]

SEAT No. :

PE-1840

[Total No. of Pages : 2

[6551]-215

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

205-DM SC-01 : Fundamentals of Digital Marketing

(2021 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) Attempt any 5 :

[5 × 2 = 10]

- 1) Define Digital Marketing.
- 2) What is Brand Awareness?
- 3) E marketing
- 4) Full form of SEM and SEO
- 5) What is a Blog?
- 6) Define mobile marketing
- 7) What is Social Media?

Q2) Attempt any 2 :

[2 × 5 = 10]

- 1) Explain the importance of visitor's engagement
- 2) Explain the types of SEM in Digital marketing
- 3) Write a note on video marketing

Q3) Attempt any 1 :

[1 × 10 = 10]

- 1) Explain the Benefits & Challenges of SEO
- 2) Highlight the need of affiliate marketing. What skills are required for affiliate marketing?

Q4) Attempt any 1 :

[1 × 10 = 10]

- 1) What challenges are faced during digital marketing by organizations?
- 2) What are the types of video marketing

Q5) Attempt any 1 :

[1 × 10 = 10]

Develop the digital marketing plan for sustainability & Market growth for any one of following

- i) Matrimonial website
- ii) Hotel website



Total No. of Questions : 5]

SEAT No. :

PE-1841

[Total No. of Pages : 2

[6551]-216

M.B.A. (Digital Marketing)

**(SC-DM-02) 206 DM : CONSUMER BEHAVIOUR IN DIGITAL ERA
(2021 Pattern) (Semester - II)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question has internal options.*
- 3) *Figures to the right indicate full marks.*
- 4) *All questions carry equal marks.*
- 5) *Draw suitable charts/diagrams wherever necessary.*

Q1) Answer any five :

[10]

- a) Who are consumers in physical, digital & Phygital Buying?
- b) What is D2C market?
- c) What is TAM in Digital marketing?
- d) Who are Digital Natives?
- e) Enlist the uses of consumer search digital platforms.
- f) What is e-consumer persona?
- g) What is UTAUT in digital marketing?
- h) Who are E-customers & E-consumers?

Q2) Answer any two :

[10]

- a) Write short note on factors influencing digital buyer behaviour.
- b) Write in brief about Digital Buying Roles.
- c) Explain the concept of Digital consumer community forums.

P.T.O.

Q3) Answer any one :

[10]

- a) Explain digital buying process for a consumer who wishes to buy FMCG product for family use.
- b) How has buying evolved from physical, digital to phygital? Explain with relevant examples.

Q4) Answer any one :

[10]

- a) 'B2B buying factors are multidimensional as compared to B2C buying in any industry'. Justify the statement with appropriate examples.
- b) How the Gen x, y and z digital buying behaviour differ in any product buying? How should company leverage these changes?

Q5) Answer any one :

[10]

- a) Discuss the changes took place in consumer behaviour with change in offline to web to multiple and hybrid buying environment.
- b) Discuss in detail the role of E-consumer platforms in consumer feedback mechanism.



Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages : 2

PE1842

[6551]-217

F.Y. M.B.A.

205 SC-SER-01 : SERVICE MANAGEMENT

(2021 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Solve any five :

[10]

- a) What is service economy?
- b) What do you mean by Services.
- c) Market segmentation.
- d) Service leadership
- e) Service Blue Print
- f) Service encounter
- g) Define service marketing.

Q2) Solve any two :

[10]

- a) Write short note on integrated service marketing.
- b) Classify the services.
- c) Discuss Goods vs Services.

P.T.O.

Q3) a) Discuss service encounter of online hotel booking. [10]

OR

b) What is the nature of service marketing?

Q4) a) Discuss the role of technology in service marketing. [10]

OR

b) Explain service leadership with eg.

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

OR

b) Discuss 'Zone of Tolerance' in details.



Total No. of Questions :5]

SEAT No. :

PE1843

[Total No. of Pages : 2

[6551]-218

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

206-SC-SER-02: SERVICES OPERATIONS MANAGEMENT

(2021 Pattern) (Semester-II)

Time : 2 ½Hours]

[Max. Marks : 50

Instructions to the candidates:

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

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

[10]

- a) What is Strategic service vision?
- b) Define service Quality.
- c) Why service recovery is essential?
- d) What is perishability?
- e) Discuss the concept Holistic service design.
- f) Define Balanced design.
- g) List out value of customer.
- h) What is Walk Through Audit?

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

[10]

- a) Explain competitive service strategies.
- b) Describe the concept quality function deployment.
- c) Explain customer behavior in service settings.

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

[10]

- a) Describe the benefits and risks of outsourcing services.
- b) Why service supply relationship is essential to develop service firm?

P.T.O.

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

- a) “Service design Impact on overall business change and value to business” Justify the statement.
- b) “Comprehensive integrated service design is essential to achieve organizational performance” Justify the statement.

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

- a) Why customer retention and customer loyalty is important in service industry?
- b) Explain customer involvement in service process and customer behavior in service setting.



Total No. of Questions : 5]

SEAT No. :

PE-1844

[Total No. of Pages : 2

[6551]-301
M.B.A. (All Programs)
301-GC-11 : STRATEGIC MANAGEMENT
(2021 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) Solve any five from the following :

[10]

- a) Define Strategic Intent.
- b) Define the concept of core competence.
- c) State grand strategies.
- d) What is business continuity planning?
- e) Define Key Performance Indicators (KPI).
- f) What is Tripple Bottom Line?
- g) Define functional organisational structure.
- h) Enlist various E-Commerce Business Model.

Q2) Answer any two of the following :

[10]

- a) Explain Value Chain Analysis.
- b) Explain Turnaround Strategy with its advantages & limitations.
- c) Differentiate between Blue Ocean & Red Ocean strategies.

P.T.O.

Q3) a) Explain Strategic Management Process & role of stakeholders in the process. **[10]**

OR

b) Discuss "Balanced scorecard is an effective tool for strategy evaluation". **[10]**

Q4) a) For formulating competitive strategy of FMCG industry, prepare & explain Porter's five force competition model. **[10]**

OR

b) A plastic furniture manufacturing company would like to divert from its current market and goods. Suggest and explain the various strategic options available with the company. **[10]**

Q5) a) What is a Business Model? Design a business model for pharmaceutical company planning to launch e-pharmacy. **[10]**

OR

b) Analyse Company's External Environment for four wheeler manufacturer through Environmental Threat and Opportunity Profile (ETOP). **[10]**



Total No. of Questions : 5]

SEAT No. :

PE-1845

[Total No. of Pages : 3

[6551]-302

M.B.A. (All Programs)

GC-12-302 : DECISION SCIENCE

(2021 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Solve any five out of eight questions :

[10]

- a) Define probability.
- b) State the monte carzo simulation.
- c) Define Saddle point.
- d) Define mean arrival rate.
- e) State pure strategy.
- f) Define Earliest start time.
- g) State balanced transportation problem.
- h) State the fullform of PERT.

Q2) Solve any two out of Three questions :

[10]

- a) Compare CPM and PERT.
- b) Discuss the steps involved in Laplace criterion with example.
- c) Explain the applications of Markov Chain.

P.T.O.

Q3) a) Use the graphical method to solve the following LPP. **[10]**

$$\text{Maximize } Z = 100x + 100y$$

Subject to constraints,

$$6x + 4y \geq 24$$

$$4x + 2y \leq 16$$

$$3.5x + 3y \leq 21$$

$$x, y \geq 0$$

OR

b) Solve the following assignment problem for minimization. **[10]**

	1	2	3	4	5
A	8	8	8	11	12
B	4	5	6	3	4
C	12	11	10	9	8
D	18	21	18	17	15
E	10	11	10	8	12

Q4) a) Obtain the initial feasible solution of the following transportation problem using. **[10]**

i) NWCM

ii) LCM

	D ₁	D ₂	D ₃	D ₄	Supply
O ₁	10	20	5	7	10
O ₂	13	9	12	8	20
O ₃	4	15	7	9	30
O ₄	14	7	1	0	70
O ₅	3	12	5	19	50
Demand	60	60	20	10	

OR

- b) A bakery keeps a stock of popular brand of cake. Daily demand based on past experience is given below. **[10]**

Dairy Demand	0	10	20	30	40	50
Probability	0.01	0.15	0.20	0.50	0.12	0.02

Using the following random numbers simulate the demand for next 10 days and also calculate the average demand for the cake basis of simulated data :

Random numbers : 45, 72, 56, 51, 79, 9, 61, 43, 31 and 81

- Q5) a)** A project has fourteen activities A through M. The relationships which obtain among these activities are given below. Construct the network diagram and number them. **[10]**

‘A’ is the first operation

‘B’ and ‘C’ can be performed paralalled and immediate successor to 'A'

‘D’, ‘E’ and ‘F’ follow ‘B’

‘G’ follows ‘E’

‘H’ follows ‘D’, but it can't start untill ‘E’ completed

‘I’ and ‘J’ succeed ‘G’

‘F’ and ‘J’ precede ‘K’

‘H’ and ‘I’ precede ‘L’

‘M’ succeeds ‘L’ and ‘K’

The cast operation ‘N’ succeeds ‘M’ and ‘C’.

OR

- b) Solve the following game by using Dominance Rule. **[10]**

		Player Y				
		1	2	3	4	5
Player X	I	1	3	2	7	4
	II	3	4	1	5	6
	III	6	5	7	6	5
	IV	2	0	6	3	1



Total No. of Questions : 5]

SEAT No. :

PE-1846

[Total No. of Pages : 2

[6551]-303

M.B.A. (Fintech)

304 FT - SC - FT - 03 : GLOBAL FINANCIAL MARKETS

(2021 Pattern) (Semseter - 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) *Every question has an internal option.*

Q1) Answer any FIVE:

[10]

- a) List the components of the Balance of Payments.
- b) Define exchange rate quotations.
- c) What does ADR stands for?
- d) What is money laundering?
 - i) The process of saving money in a bank for future.
 - ii) The illegal process of concealing the origins of money obtained through criminal activities.
 - iii) The act of investing money in legitimate business.
 - iv) The legal process of transferring money between accounts.
- e) Define foreign exchange risk.
- f) What is dual currency bond?
- g) What is full form of IFRS?
- h) Explain Gold standard system.

Q2) Answer any TWO:

[10]

- a) Explain the procedure involved in issuing bonds in the international market.
- b) Describe the types of currency risks faced by firms in international operations.
- c) Describe the role of international co-operation in financial crime control.

P.T.O.

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

- a) Explain the main features of Bretton Woods system and discussed it's advantages and limitations.
- b) Explain methods of forecasting Exchange Rates with suitable examples.

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

- a) Evaluate the role of FATF in shaping anti-money laundering laws globally.
- b) Evaluate the strenghts and weaknesses of the Efficient Market Approach and Fundamental Approach in forecasting exchange rates.

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

- a) Explain the recent trends in the international security market an assess their impact on Global Financial Markets. Support your answer with relevant examples.
- b) "The SWIFT, CHIPS, AND CHAPS Play, a role in minimizing settlement risk in cross border transactions" Explain.



Total No. of Questions : 5]

SEAT No. :

PE-1847

[Total No. of Pages : 3

[6551]-304

M.B.A. (All Programs)

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer the following (any 5) :

[10]

- a) Give any four examples of financial modelling?
- b) Short cut to highlight a row?
 - i) SHIFT + Space bar
 - ii) CTRL + Space bar
 - iii) CTRL + HOME
 - iv) CTRL + END
- c) _____ function issued to find out EMZ in excel?
 - i) FV
 - ii) PV
 - iii) PMT
 - iv) Rate
- d) Write syntax for the following?
 - i) Sum IF
 - ii) XIRR
- e) What are the excel functions?
- f) State any two uses of functions of SUMPRODUCT?
- g) Which type of data do used financial modules begin with.
 - i) External
 - ii) Bank
 - iii) Internal
 - iv) Government
- h) _____ is required for calculating of future value using excel?
 - i) = FV (Interest_rate, number_Payments FV, types)
 - ii) = FV (depreciation rate, purchasecore, time)
 - iii) = FV (interact rate, time)
 - iv) = FV (Interest_rate, number_payments PV, types)

P.T.O.

Q2) Solve any two :

[2 × 5 = 10]

- a) What do you mean by discounted cash flow and explain advantages of discounted cash flow?
- b) Outline the differences between NPV and XNPV functions in excel?
- c) What are the design principles of a good financial model.

Q3) a) Build an income statement based on the following data with the help of excel for 3 years. You can make necessary assumptions. You need to write assumptions following are the requirements to set up a car showroom with cost. **[10]**

- i) Area of showroom 15000 sq. ft.
- ii) Area of godown 30,000 sq. ft.
- iii) Rent for showroom Rs. 150 per sq. ft per month and rent for godown Rs. 30 per sq. ft per month.
- iv) Staff required

Particular	Qty	Salary (Rs.)
1) Manager	2	35000 per month
2) Sales officer	3	25000 per month
3) Admin. officer	2	20000 per month
4) Godown staff	3	12000 per month

- 5) Operating & maintenance cost 15% of revenue
- 6) Capital structure 50% debt @ 13% & 50% equity total capital requirement Rs. 240 Lakhs
- 7) Estimate revenue growth is 10% p.a.
- 8) Estimate monthly sales is 30 units per month.

Showroom price of car is Rs. 20 lakhs. Commission is 4% per vehicles sold.

OR

- b) How would you model capital expenditures (Capex) in financial model? **[10]**

- Q4) a)** Following is the quarterly raw material consumptions of XYZ Ltd for its two products is product P and Product Q. Write down the steps. using Hlookup to find out quarter 2 for each product [10]

	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Product P	100	120	150	130
Product Q	80	90	110	100

OR

- b) Explain & calculate the annual repayment of loan with help of get formula in financial modelling with following data : [10]

Principal amount Rs. 33,00,000/-

Interest Rate - 10% p.a

Term - 10 years

- Q5) a)** A company has purchased a machinery worth Rs. 50 lakhs in the year 2022. Estimated life of each of these assets in 10 years. Write steps with syntax of IFANO functions to create a depreciation should be charged using straight line method. [10]

OR

- b) Construct a spreadsheet using scenario manager for three different sales growth scenario of a retail store the following data. You are expected to write steps that will be followed for the same. [10]
- Base year : Sales grow at a steady rate of 5% p.a.
 - Optimistic case : Sales grow at an accelerated rate 8% p.a.
 - Pessimistic case : Sales grow at conservative rate of 2% p.a.



Total No. of Questions : 5]

SEAT No. :

PE-1848

[Total No. of Pages : 2

[6551]-305

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

**306 - GE - UL - 13 : International Business Economics
(2021 Pattern) (Semseter - III)**

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

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

[10]

- a) Define the term "Tariff".
- b) What is "Quota".
- c) Define "Forward Market".
- d) Which of the following is not a type of foreign exchange quotation?
 - i) Spot rates
 - ii) Common rates
 - iii) Cross rates
 - iv) Forward rates
- e) Define the term "Arbitrage".
- f) Define Dumping.
- g) What is IMF?
- h) What does the term "WTO" means?

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

[10]

- a) Discuss the multilateral trade policy.
- b) Explain the functions of foreign exchange market.
- c) Describe the gold exchange standard.

P.T.O.

Q3) a) Explain the functions and structure of Foreign Exchange Market. **[10]**

OR

b) Demonstrate the difference between traditional and modern theory of FDI.

Q4) a) Throw light on the role played by the IMF and World Bank in International Business. **[10]**

OR

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

Q5) a) Discuss the provisions of volatility management by the government in details with relevant example. **[10]**

OR

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



Total No. of Questions : 5]

SEAT No. :

PE-1849

[Total No. of Pages : 2

[6551]-306

M.B.A. (All Programs)

**307-GE-UL-14 : INTERNATIONAL BUSINESS
ENVIRONMENT
(2021 Pattern) (Semester - III)**

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) Answer any 5 out of 8 :

[10]

- a) Define the term FDI.
- b) Define out sourcing.
- c) What is Balance of Payments.
- d) Define BREXIT.
- e) Define Reverse Globalization.
- f) Define Corporate social Responsibility.
- g) Define Foreign Exchange Market.
- h) The World Trade Organization was established on _____
 - a) 1 February, 1995
 - b) 3 October, 1996
 - c) 1 January, 1995
 - d) 1 April, 1995

Q2) Answer any 2 out of 3 :

[10]

- a) Discuss Globalization as a driver of International Business.
- b) Identify & explain Tariff & non-Tariff Barriers to International Business.
- c) Describe the modes of FDI.

P.T.O.

Q3) Applying answer Any One out of Two : [10]

- a) Sketch the components of Balance of Payment statement.
- b) Demonstrate the role of Multinational Corporations in growth of developing countries.

Q4) Analysing answer any One out of Two : [10]

- a) Critically analyse the impact of COVID - 19 on International Trade.
- b) Discuss in detail the Traditional and Modern Theories of Foreign Direct Investment.

Q5) Evaluating/Creating answer any one out of two : [10]

- a) Evaluate the growing concern for Ecology in International Business Environment.
- b) "Ethics & corporate social Responsibility play an important role in International Business". Critically evaluate the statement.



Total No. of Questions : 5]

SEAT No. :

PE-1850

[Total No. of Pages : 2

[6551]-307

M.B.A. (All Program)

308 GE-UL-15 : PROJECT MANAGEMENT

(2021 Pattern) (Semester - III)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) Answer any Five :

[10]

- a) How do you define project scope?
- b) What are the key components of a project management plan?
- c) How do you manage project risks effectively?
- d) What does communication play in project management?
- e) What are the major stages of the project life cycle?
- f) How do you ensure project quality with standards?
- g) How do you measure project performance and success?

Q2) Answer any Two :

[10]

- a) Explain project management process groups.
- b) Explain the activities carried during the project closure.
- c) Draw the stake holder power Vs interest grid & explain the stakeholders of project.

P.T.O.

Q3) a) Explain the project management audit process. **[10]**

OR

b) Elaborate code of ethics & professional conduct for project manager. **[10]**

Q4) a) Draw the project management golden triangle & explain the components of it. **[10]**

OR

b) Comment on conflict in project teams. **[10]**

Q5) a) A survey conducted in the year 2021 by project management Institute highlights 12% of the projects have failed in recent years. Elaborate the statement & explain the common causes of project failure. **[10]**

OR

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



Total No. of Questions : 5]

SEAT No. :

PE-1851

[Total No. of Pages : 2

[6551]-308

M.B.A. (All Program)

**309-GE-UL-16 : KNOWLEDGE MANAGEMENT
(2021 Pattern) (Semester - III)**

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates :

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

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

[10]

- a) Explain condifiability of knowledge?
- b) Define Tacit knowledge.
- c) Enlist the steps in knowledge management cycle.
- d) Elaborate the concept of knowledge condification.
- e) Explain the quantitative measures in knowledge management.
- f) State the functions of knowledge portal.
- g) Define the term Epistemology.

Q2) Answer any two of the following (5 marks each):

[10]

- a) State the concept 'Organizational culture' as an element of knowledge infrastructure.
- b) Write short note on : Role of culture in knowledge management.
- c) Difference between Declarative and Procedural knowledge.

Q3) Answer any one of the following (10 marks each) :

[10]

- a) Explain in detail : Types of knowledge.
- b) State the concept : KM Infrastructure.

P.T.O.

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

- a) Explain in detail : Role & Responsibilities of knowledge management.
- b) What are future trends of knowledge management?

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

- a) What is the application & effectiveness of KM in manufacturing industry.
- b) How does KM support the innovation process in an organization?



Total No. of Questions : 5]

SEAT No. :

PE1852

[Total No. of Pages : 2

[6551]-309

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

310 - GE - UL - 17 : CORPORATE GOVERNANCE

(2021 Pattern) (Semester - III)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

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

[10]

- a) Define corporate social responsibility.
- b) What is corporate governance?
- c) What is Enterprise Risk Management?
- d) Define shareholders.
- e) Define Board charter.
- f) Define Public Limited Company.
- g) List types of directors.
- h) Define the role of CEO.

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

[10]

- a) What are the elements of good corporate governance?
- b) Explain the need of corporate governance.
- c) Discuss the relationship between Director and Executives.

P.T.O.

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

- a) Discuss the importance of Director's training and development.

OR

- b) Describe the role of diversity in board room.

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

- a) Discuss the role of corporate Governance in PSU.

OR

- b) Analyse the role of corporate Governance in Insurance companies and discuss the ways to improve the corporate governance.

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

- a) Explain corporate Governance code and Agency Theory also discuss the elements for Good corporate Governance.

OR

- b) Evaluate the case of Satyam Scam and discuss the improvements in India Corporate Governance.

x x x

Total No. of Questions : 5]

SEAT No. :

PE-1853

[Total No. of Pages : 2

[6551]-310

M.B.A. (All Programs)

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

Time : 2 Hours]

[Max. Marks : 50

Instruction to the candidates:

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

Q1) Solve the following Questions (Two marks each) Definitions (Any five):[10]

- a) Non-Profit organization.
- b) Volunteerism.
- c) Trust
- d) Conflict
- e) Volunteer
- f) Non-Profit Leadership
- g) Society
- h) Memorandum of Association

Q2) Answer the following Questions (Any two). [10]

- a) Explain different types of Non profit organizations.
- b) Describe the tools used to facilitate assessments of board performance.
- c) Explain characteristics of Non-profit Organization.

Q3) a) Describe the factors affecting development and the challenges of managing a Non-profit Organization. [10]

OR

- b) Enlist the documents required for a registration of Non-profit Organization.

P.T.O.

- Q4)** a) Elaborate Roles of Non-profit Organizations in the public policy framing process. **[10]**

OR

- b) Define Governance and Explain the legal duties of board members in Non-profit Organization.

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

OR

- b) Create a Marketing plan for a Non-profit Organization.



Total No. of Questions : 5]

SEAT No. :

PE-1854

[Total No. of Pages : 2

[6551]-311

M.B.A. (Project Management)

**304-PRJ-SC-03 : PROJECT ESTIMATING, COST & RISK
MANAGEMENT
(2021 Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions :

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

Q1) Attempt any five :

[10]

- a) Bidding.
- b) Risk Identification.
- c) Parametric Estimating.
- d) Analogous Estimating.
- e) Expert Judgement.
- f) Normalization.
- g) Lifecycle cost.
- h) Project Audit.

Q2) Attempt any two :

[2 × 5 = 10]

- a) Discuss the Advantages & disadvantages of using expert Judgement.
- b) Explain the concept of Earnedvalue.
- c) What is the primary objective of a Project Audit.
- d) What are the key elements included in a project monitoring plan.

P.T.O.

Q3) Attempt any ONE : **[1 × 10 = 10]**

- a) Explain the feed forward Technique in progress monitoring. How does it differs from Traditional mechanism.
- b) Discuss the difference between Direct Cost, indirect Costs, over heads in project costing (Provide an example)

Q4) Attempt any ONE : **[1 × 10 = 10]**

- a) Briefly explain the concept of Risk Identification in project risk management.
- b) Evaluate the Lifecycle costs can influence decision Making during the project initiation phase.

Q5) Attempt any ONE : **[1 × 10 = 10]**

- a) Briefly discuss the challenges & considerations involved in Market testing and outsourcing for project activities.
- b) Evaluate the steps involved in Qualitative Risk Assessment.



Total No. of Questions : 5]

SEAT No. :

PE-1855

[Total No. of Pages : 2

[6551]-312

M.B.A. (Project Management)

**SC-04: 305-PRJ : Project Management Execution & Monitoring
(2021 Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) Solve any 5 :

[5 × 2 = 10]

- a) Describe the term 'manage project knowledge'.
- b) Define the term resource management.
- c) What is controlling quality?
- d) Why managing communication is important in project works?
- e) Enlist tools & techniques for perform integrated change control.
- f) State the output of conducting procurement.
- g) State the characteristics of project monitoring.

Q2) Solve any 2 :

[2 × 5 = 10]

- a) Why integrated change control is Essential in project work?
- b) Discuss the tools & techniques for managing the project team.
- c) Explain the resource allocation for projects.

P.T.O.

Q3) a) Explain the concept of directing & controlling project work along with its inputs & output. **[10]**

OR

b) Why it is essential to monitor risk & control procurements? **[10]**

Q4) a) What are the tools and techniques apply for performing quality management in project work. **[10]**

OR

b) Explain the inputs for perform integrated change control. **[10]**

Q5) a) Write a detailed note on schedule control project management. **[10]**

OR

b) Design a project controlling chart for any service industry of your choice. **[10]**



Total No. of Questions : 5]

SEAT No. :

PE-1856

[Total No. of Pages : 2

[6551]-313

M.B.A. (Digital Marketing)

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Solve any five out of eight :

[10]

- a) Mention any 2 tools for social media scheduling.
- b) What is influencer collaboration in SMM?
- c) Name any 2 types of content used on instagram.
- d) What is content curation?
- e) Define click-through rate (CTR)?
- f) State any 2 benefits of youtube marketing.
- g) What is a viral post?
- h) Which among the following is a photo-sharing platform?
 - i) Facebook
 - ii) Twitter
 - iii) Instagram
 - iv) WhatsApp.

Q2) Solve any two of the following :

[10]

- a) Discuss the impact of user-generated content on brand image.
- b) How can marketers use hashtags effectively on social media?
- c) What role do micro-influencers play in social media campaigns?

P.T.O.

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

- a) Explain how to design a social media strategy for a local clotting boutique.

OR

- b) What demographic and psychographic factors must be analysed for a youth-centric social media campaign?

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

- a) How can a brand use Twitter and Linked in differently for marketing goals?

OR

- b) What are the steps involved in developing a user engagement strategy on social media?

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

- a) Discuss five ways to optimise content for better reach and engagement.

OR

- b) Explain with examples how customer feedback from social media can be used to improve marketing decisions.



Total No. of Questions : 5]

SEAT No. :

PE-1857

[Total No. of Pages : 2

[6551]-314

M.B.A. (Digital Marketing)

**SC-04: 305-DM : Digital Marketing Research
(2021 Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) Attempt any five :

[5 × 2 = 10]

- a) Explain digital marketing research?
- b) Which of the following is not a primary goal of digital marketing research?
 - i) Understanding consumer behaviour
 - ii) Enhancing brand visibility
 - iii) Maximizing profit margin
 - iv) Identifying market trends.
- c) What is Popup surveys.
- d) List two ways of improving the survey experience.
- e) What is the primary objective of cluster analysis in marketing research.
 - i) To identify influential individuals in a target market.
 - ii) To segment customers into homogeneous groups based on similarities.
 - iii) To measure brand loyalty
 - iv) To analyze social media engagement.
- f) Correlation refers to a statistical measure that indicates the extent to which two or more variable change together. (true/false)
- g) Define market segmentation.
- h) Explain website services.

P.T.O.

Q2) Attempt any two :

[2 × 5 = 10]

- a) Differentiate between qualitative and quantitative research.
- b) Differentiate between correlation and regression
- c) Discuss opportunities and threats of digital marketing research.

Q3) a) Describe the concept of cluster analysis and its use for market segmentation supported by a relevant business example. **[10]**

OR

- b) Prepare an online depth interview questionnaire for a consumer electronic good. **[10]**

Q4) a) Discuss the impact of website research on driving business growth, optimizing marketing strategies and fostering customer engagement in diverse industry sectors. Illustrate your answer with real world example. **[10]**

OR

- b) Assess the ethical considerations inherent in survey design, focusing on issues from real world. **[10]**

Q5) a) Elaborate the growth of marketing research industry in India. **[10]**

OR

- b) Explain the role of Marketing Information System (MIS) and marketing research in modern business practices. **[10]**



Total No. of Questions : 5]

SEAT No. :

PE-1858

[Total No. of Pages : 2

[6551]-315

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

SC : 304-SER : SERVICES MARKETING

(2021 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidate :

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

Q1) Solve any five :

[10]

- a) Explain characteristics of services.
- b) Explain concept of Test Marketing.
- c) Enlist bases for segmentation of services.
- d) Explain need for study of services Marketing.
- e) Automation with reference to services Marketing.
- f) What is service Blue print?
- g) Enlist bases for segmentation of services.
- h) Define service penetration.

Q2) Solve any two :

[2 × 5 = 10]

- a) Define Branding? Explain the various types of Branding in services.
- b) Explain the elements of promotions.
- c) Explain in brief the types of intermediaries for services.

Q3) Solve any one :

[1 × 10 = 10]

- a) Explain the extended services Marketing Mix.
- b) Explain the elements of promotions.
- c) Demonstrate the different approaches to pricing in services with real example.

P.T.O.

Q4) Solve any one :

[1 × 10 = 10]

- a) Explain the physical Evidence with significance? Describe the elements also.
- b) Illustrate suitable promotional mix plan for newly launched product of existing company.

Q5) Solve any one :

[1 × 10 = 10]

- a) What can be the effective service recovery strategies in courier service failures & how do they contribute to maintaining customer satisfaction & loyalty?
- b) Discuss the role of social media in services marketing & E-commerce platform in services marketing for Tourism Industry?



Total No. of Questions : 5]

SEAT No. :

PE1859

[Total No. of Pages : 2

[6551]-316

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

**305 SER SC-SER-04 : CONSUMER BEHAVIOUR IN SERVICES
MANAGEMENT**

(2021 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *All questions carry equal marks.*
- 3) *Figures to the right indicate full marks.*
- 4) *Draw suitable charts/diagrams wherever necessary.*

Q1) Solve any five.

[10]

- a) Define the term consumer Behaviour. Also give an example.
- b) Who are opinion leaders?
- c) What is ZMOT?
- d) What is customer loyalty?
- e) Enlist the components of social class.
- f) Give steps in consumer decision making process.
- g) What is self concept? Give an example.
- h) What is consumer learning?

Q2) Solve any two.

[10]

- a) Give the types of sub-cultures in Indian context.
- b) Discuss search, experience and credence properties of consumer decision making.
- c) Explain in detail online purchase decision process.

P.T.O.

Q3) Solve any one. [10]

- a) Discuss in detail the Dimensions of consumer Involvement.
- b) What is consumer Dissonance? How a Telecom service provider can manage various types of consumer dissonance?

Q4) Solve any one. [10]

- a) What is mean by Service Recovery? Suggest service recovery strategies for a online restaurant aggregator & food delivery platform with respect to B2B & B2C customers separately.
- b) Discuss the three stage model of service consumption for a customer going to avail gymnasium service.

Q5) Solve any one. [10]

- a) How the field of consumer behaviour has evolved in past decade for Indian market? Support your discussion with relevant examples.
- b) “Every business is a Service Business”. Comment.

x x x

Total No. of Questions : 5]

SEAT No. :

PE-1860

[Total No. of Pages : 2

[6551]-401

M.B.A. (All Programs)

**401 : GC-14 ENTERPRISE PERFORMANCE MANAGEMENT
(2021 Pattern) (Semester - IV)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions :

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

Q1) Answer any 5 out of 8 :

[10]

- a) What is financial inclusion?
- b) What is Goal congruence?
- c) Explain DU Pont Analysis.
- d) Explain concept of Transfer pricing.
- e) What is profit centre?
- f) Explain Management Audit.
- g) What is spread?
- h) What is ROI?

Q2) Answer the following (Any 2) :

[10]

- a) Enlist 7 criterias of Malcolm Baldrige framework.
- b) What are the types of Responsibility centres?
- c) What is Balanced Scorecard? Explain with examples.

P.T.O.

Q3) a) Explain performance evaluation parameters for Banks. **[10]**

OR

b) Explain project control process in detail with examples.

Q4) a) Discuss the importance of Audit function as performance measurement tool. Also differentiate between statutory Audit and internal Audit. **[10]**

OR

b) What are the performance evaluation parameter for non profit organization. Explain in detail.

Q5) a) Explain various KPI used to measure performance of E-Commerce Industry. **[10]**

OR

b) Ajit Ltd. has two divisions Div A & Div B. Div A is selling 80,000 units in outside market and is selling internally remaining 20,000 units to Div B @ Rs.25/unit. Its variable cost are Rs.15/unit and fixed costs are Rs. 4,00,000. Div B is ready to pay Rs. 20 as transfer price. If Div A does not transfer the product to Div B, it can save Rs. 1,00,000 on its fixed costs and Rs.2,00,000 on its fixed assets out of Rs. 15,00,000 of its total assets.

As a management consultant suggest whether Div A's manager should accept to transfer the product @ Rs20/Unit to Div B.



Total No. of Questions : 5]

SEAT No. :

PE-1861

[Total No. of Pages : 2

[6551]-402

M.B.A. (All Programs)

**402 : GC-15 INDIAN ETHOS & BUSINESS ETHICS
(2021 Pattern) (Semester - IV)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions :

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

Q1) Define any 5 :

[5 × 2 = 10]

- a) Indian Ethics.
- b) Business Ethics.
- c) IPR
- d) CSR
- e) Value
- f) Social Media
- g) Utilitarianism
- h) Culture

Q2) Solve any Two :

[2 × 5 = 10]

- a) PLUS model
- b) VEDA Model
- c) Corporate Rishi Model.

P.T.O.

Q3) a) Analyse the inferences drawn from the epic Mahabharata and relate the same with the management practices adopted by the organisations. **[10]**

OR

b) Explain the Kohlberg's Moral cognitive development theory. **[10]**

Q4) a) Enumerate the laws of Karmsa and relate the same with the management principles and practices. **[10]**

OR

b) Explain the importance of Triguna theory with the help of Triguna influence on personality and OSHA model for self awareness.

Q5) a) What do you mean by Depletion of Natural resources? Explain the causes and solutions of Depletion of natural resources? **[10]**

OR

b) Discuss the ethical issues in the functional areas of Marketing and operations.



Total No. of Questions : 5]

SEAT No. :

PE1862

[Total No. of Pages : 2

[6551]-403

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

405 GE-UL-19 : GLOBAL STRATEGIC MANAGEMENT

(2021 Pattern) (Semester - IV)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer ANY FIVE out of the following:

[5×2=10]

- a) Define globalization.
- b) What is a Global Merger?
- c) What is a turnkey project?
- d) What is a cross-border acquisition?
- e) What is the market research?
- f) Define Piggybacking.
- g) What is the direct exporting?
- h) Define Greenfield Investments.

Q2) Answer ANY TWO out of the following:

[2×5=10]

- a) Explain the economies of scale and learning.
- b) Explain the Alliance constellation management.
- c) What are Resources? How resources can lead to Competitive Advantage?

P.T.O.

Q3) a) Explain the key success factors of world class market intelligence. **[10]**

OR

b) Explain the global versus local alliances with example.

Q4) a) Explain the important components of global strategic alliances. **[10]**

OR

b) Explain the hybrid structural model of global organization.

Q5) a) Design the global entry strategy for a Pharma Company. **[10]**

OR

b) Explain the multi-business geographical model of textile industry and its importance in global business.

x x x

Total No. of Questions : 5]

SEAT No. :

PE1863

[Total No. of Pages : 2

[6551]-404

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

**406 GE-UL-20 : TECHNOLOGY COMPETITION & STRATEGY
(2021 Pattern) (Semester - IV)**

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer any 5 out of 8

[5×2=10]

- a) Explain the term “Artificial Intelligence”?
- b) What is Technological Intelligence?
- c) Define “Dynamic of change”?
- d) Enlist any 2 Global Technological Alliances?
- e) What do you mean by “Competitive Domain”?
- f) What does the word “SWOT” stands for?
- g) List any 2 principles of data collection?
- h) Which are the various environmental phases?

Q2) Answer any 2 out of 3

[2×5=10]

- a) What is BCG Growth Share Matrix? Explain.
- b) How a technological strategy is formulated & what are its core competencies?
- c) Enlist & Explain the various contemporary challenges in mapping the technological environment?

P.T.O.

Q3) Answer any 1 out of 2

[10]

- a) What is technological intelligence? Explain the importance of technological intelligence in today's era?

OR

- b) Explain key principles & various mechanisms used for data collection in detail?

Q4) Answer any 1 out of 2

[10]

- a) Explain collaborative arrangements in the domain of technological strategy and also explain the strategic & operational reasons for collaborative arrangements.

OR

- b) Explain how technological environment is mapped? What are the steps involved in the same & how macro - level & industry - level is mapped?

Q5) Answer any 1 out of 2

[10]

- a) Explain the framework for analysis of technology emergence & influence of environmental trends on competition?

OR

- b) Explain :-
- i) Product Evaluation Matrix.
 - ii) X - Y coordinating methods

x x x

Total No. of Questions :5]

SEAT No. :

PE1864

[Total No. of Pages : 2

[6551]-405

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

GE-UL-21-407 : CYBER LAWS

(2021 Pattern) (Semester-IV)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer any five from the following.

[10]

- a) What is role of password in Digital World?
- b) What is Digital Signature?
- c) Explain any two issues related to E-commerce Taxation.
- d) What is Purpose of Cyber Law?
- e) What is Trade Mark?
- f) How copy right is useful.
- g) What is impact of IT ACT 2000 in India?

Q2) Attempt any two from the following.

[10]

- a) Role & Scope of IT ACT 2000
- b) Digital signature & its legal validity
- c) E-governance in India

Q3) Explain various issues related to Trade Mark with suitable example.

[10]

OR

Explain types of cyber crime with example.

P.T.O.

Q4) Describe any two issues while settle Digital fraud. **[10]**

OR

Explain any two methods to protect your Data in Digital World.

Q5) Explain UNCITRAL model with example. **[10]**

OR

Discuss the concept of Cryptography Laws with example.



Total No. of Questions : 5]

SEAT No. :

PE1865

[6551]-406

[Total No. of Pages : 2

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

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

(2021 Pattern) (Semester - IV)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Solve any 5 out of 8.

[5×2=10]

- a) List out the need for CSR.
- b) Criticism levelled against CSR.
- c) Four pillars of sustainability.
- d) What is corporate citizenship?
- e) The Four CRS initiatives.
- f) The steps in implementation CSR successfully.
- g) Mention the challenges of CSR.
- h) Write four economic and social CSR issues.

Q2) Solve any 2 out of 3.

[2×5=10]

- a) How has CSR influenced behaviour and culture of corporations?
- b) What is the connection between CSR and ethical consumerism?
- c) What are the provision of CSR as per companies Act 2013?

P.T.O.

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

- a) Explain the role played by various institutions in CSR.
- b) Why is it necessary to understand the global perspective of CSR?

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

- a) 'Business is essentially a social institution and not merely a profit making activity'. Explain.
- b) What are your arguments for success and failure with corporate social responsibility?

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

- a) A corporate commitment to go beyond society's expectations for ethical strategies and business behaviour to addressing the unmet non-economic needs of society.
- b) How CSR strategies help in Corporate Brand building.



Total No. of Questions : 5]

SEAT No. :

PE-1866

[Total No. of Pages : 3

[6551]-407

M.B.A. (Fintech.)

**403-SC : FINANCIAL REPORTING AND ANALYSIS
(2021 Pattern) (Semester - IV)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

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

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

- a) Who are the users of the financial statement?
- b) State the objectives of Financial Statement.
- c) Explain the Going concern concept.
- d) Define value Added statement.
- e) Explain the Indian AS-02.
- f) Explain the Indian AS-23.
- g) What is the need of IAS.
- h) In cash flow statment sale of machinery is _____
 - i) Financial Activity
 - ii) Operating Activity
 - iii) Investing Activity
 - iv) No effect in cash flow

Q2) Attempt any two of the following :

- a) Explain the Qualitative Aspect of Financial statements.
- b) Explain the Division 11 of schedule 111 of the Companies (Amendment) Act, 2015?
- c) Importance of Reporting of Financial Intruments.

P.T.O.

Q3) a) Explain in detail Indian AS-01 presentation of Financial statements with relevant examples.

OR

b) Explain cash flow from Financing, Investing and operating activities with example.

Q4) a) Analyses the Disclosures in financial statement using relevant Indian Accounting Standards.

OR

b) Explain the corporate Social Responsibility Reporting.

Q5) The following Balances are extracted from the books of Sunil Ltd. as on 31st March, 2024.

		(Rs. in Lakhs)
Particulars	Dr. (Rs.)	Cr. (Rs.)
Sales		30,000
Purchase of Materials	16,000	
Share capital (Each share Rs. 10)		1,000
Plant and machinery	3,800	
Land and Building	8,000	
Creditors		4,000
Debtors	5,000	
Director's salaries	1,200	
Wages	1,900	
Work in progress on 1-4-2023	3,000	
Equipments	4,000	
Stock of material on 1-4-2023	1,000	
Profit and loss Account balance on 1-4-2023		1,000
Secured loan		3,000
Bank overdraft		3,000
Intrest on Debentures	3,000	
Depreciation	1,500	
Salaries	1,000	
Other Expenses	1,500	
Reserves	8,900	
	50,900	50,900

Adjustments :

- a) Income tax to be provided at 40% of the profit.
- b) Stock of materials and work in progress on 31 March 2023 were Rs. 1,500 lack and Rs. 1,700 Lakhs respectively.

You are requested to prepare profit and loss statement of the company as per revised schedule VI.

OR

Prepare the formate of part II - statement of profit and loss and Notes of financial statement with examples.



Total No. of Questions : 5]

SEAT No. :

PE-1867

[Total No. of Pages : 2

[6551]-408

M.B.A. (Fintech)

SC-404 : Current Trends in Fintech
(2021 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) Solve any five :

[5 × 2 = 10]

- a) API stands for
 - a) Application Programming Interface
 - b) Artificial Program Intelligence
 - c) Application Program Intelligence
 - d) Application Processing Interface.
- b) _____ enables a machine to automatically learn from data, improve performance from experiences and predict things without being explicitly programmed.
 - a) Deep learning
 - b) Machine learning
 - c) Artificial Intelligence
 - d) None of the above
- c) Select the example of Payment Fintech.
 - a) Lending kart
 - b) Policy Bazar
 - c) Zerodha
 - d) Razorpay
- d) IoT stands for
 - a) Internet of things
 - b) Information of technology
 - c) Internet of technology
 - d) None of the above

P.T.O.

- e) Crypto currency can be stored in
- a) Crypto wallets
 - b) Hot wallets storages
 - c) Cold wallets storages
 - d) All of the above
- f) _____ is a real time money transfer option that allows you to make fund transfer instantly.
- a) RTGS
 - b) NEFT
 - c) IMPs
 - d) All of the above
- g) Regulating Authority of payment Fintech's in India.
- a) RBI
 - b) SEBI
 - c) MCA
 - d) MEITY

Q2) Solve any two :

[2 × 5 = 10]

- a) Explain Modern Banking Landscape with relivent example.
- b) State Digital Lending. Explain the process with example.
- c) Define Ombudsman scheme for Digital transctions.

Q3) Solve any one :

[10]

- a) What is Blockchain technology. Explain its usage in Crypto currency.
- b) How has fintech transformed the BFSI domain? Explain with examples.

Q4) Solve any one :

[10]

- a) What is Robotic Process Automation (RPA)? Explain business process in which RPA can be used?
- b) Explain regulatory sandbox in detail. State its advantages.

Q5) Solve any one :

[10]

- a) How Artificial Intelligence can be deployed in Insurance sector. Explain with use cases.
- b) What is the meaning of Business process reengineering? State the issues which can be resolve with help of Business process reengineering.



Total No. of Questions :5]

SEAT No. :

[Total No. of Pages : 2

PE1868

[6551]-409

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

**403-PRJ-SC-PRJ-05 : PROCUREMENTS AND CONTRACT
MANAGEMENT IN PROJECTS
(2021 Pattern) (Semester-IV)**

Time :2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Solve any Five.

[5×2=10]

- a) Define procurement management.
- b) Define contract management.
- c) Identify any two types of contract.
- d) Define “Tender”.
- e) Write a short note on “EMD”.
- f) Define “letter of intent”.

Q2) Solve any two.

[2×5=10]

- a) Differentiate between Turn keys and Non-Turn keys Contracts.
- b) Explain the meaning of “SUB-Contract.”
- c) Elaborate “Penalty Clauses” usefulness in any contract.

P.T.O.

Q3) Solve any one.

[1×10=10]

Evaluate different procurement strategies and recommend the most suitable approach for a real-estate project.

OR

Discuss the role and responsibilities of procurement & contract managers in project teams.

Q4) Solve any one.

[1×10=10]

Assess the ethical implication of bribery and corruption in procurement process and propose measures to prevent them.

OR

Critically analyze the impact of procurement delays on project timelines and budget constraints.

Q5) Solve any one.

[1×10=10]

Develop a request for proposal (RFP) documents outlining project requirement and evaluation criteria.

OR

Explain the significance of effective procurement and contract management in project success.



Total No. of Questions : 5]

SEAT No. :

PE1869

[Total No. of Pages : 2

[6551]-410

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

**404-PRJ-SC-PRJ-06 : GOVERNANCE, CONTINUITY AND
ETHICS IN PROJECT MANAGEMENT
(2021 Pattern) (Semester - IV)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Solve any 5.

[5×2=10]

- a) Define governance in project management.
- b) Write two key components of project continuity.
- c) List two ethical principles that project manager should adhere to.
- d) Write two main objectives of project governance.
- e) Name two Techniques used to ensure project continuity.
- f) Write two benefits of maintaining professional ethics.
- g) Explain the meaning of “Risk management”.

Q2) Solve any two.

[10]

- a) “Some times ethical consideration might conflict with project goals”. Describe this statement.
- b) Discuss the relationship between project governance and project success.
- c) Compare between project governance and operational governance.

P.T.O.

Q3) Solve any one. [10]

Implement a risk management strategy to address governance issues in a software development project.

OR

“Utilize project management software to monitor and maintain project continuity is the need of the hour.” Explain.

Q4) Evaluate the impact of project continuity on stakeholder satisfaction. [10]

OR

Compare different ethical frameworks and their applicability to project management.

Q5) Critically evaluate the impact of unethical behaviour on project outcomes and organizational reputation. [10]

OR

Determine the ethical responsibilities of a project manager when faced with conflicting stakeholders interests.



Total No. of Questions :5]

SEAT No. :

PE1870

[Total No. of Pages : 3

[6551]-411

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

403DM SC-DM-05 : DIGITAL MARKETING CHANNELS

(2021 Pattern) (Semester-IV)

Time :2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.*
- 2) All questions carry equal marks.*
- 3) Relevant examples are must in each answer to support the answer.*

Q1) Answer any 5 out of 7 (2 marks each)

- a) What is a key function of marketing channels?
 - i) Creating content
 - ii) Gathering and distributing marketing information
 - iii) Developing software
 - iv) Conducting market research
- b) Which of the following is considered a digital marketing channel?
 - i) Television
 - ii) Email
 - iii) Print media
 - iv) Radio
- c) What is Omni-channel marketing?
 - i) Marketing through a single channel
 - ii) Integrating various marketing channels for a seamless customer experience
 - iii) Using traditional marketing methods
 - iv) Focusing solely on online marketing.
- d) Which channel is best suited for engaging directly with customers?
 - i) Print ads
 - ii) Social media
 - iii) Billboards
 - iv) TV commercials

P.T.O.

- e) What term describes the dependence and interdependence between channel members?
- i) Channel conflict
 - ii) Channel management
 - iii) Channel power
 - iv) Channel relationship
- f) Which of the following is NOT a function of digital marketing channels?
- i) Promotion
 - ii) Physical distribution
 - iii) Risk-taking
 - iv) Product development
- g) What is the primary benefit of email marketing?
- i) It is the most cost-effective
 - ii) It allows for mass communication
 - iii) It enables personalized communication with customers
 - iv) It replaces all other digital channels

Q2) Answer any 2 out of 3

[10]

- a) Explain the difference between a website and a mobile app as DM channels.
- b) What are the various components of an omni channel system?
- c) Why are email marketing campaigns considered a “push” marketing strategy, while social media marketing can be both “push” and “pull” ?

Q3) Answer any 1 out of 2

[10]

- a) A Company is experiencing conflict between its sales team and its social media team regarding brand messaging. Analyze the potential causes of this conflict and suggest strategies for resolving it.

OR

- b) Analyze the potential advantages and disadvantages of using review sites as a DM channel for a restaurant business.

Q4) Answer any 1 out of 2

[10]

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

OR

- b) A business has been running a paid search advertising campaign for some time. Evaluate the campaign's performance and suggest potential areas for improvement.

Q5) Answer any 1 out of 2

[10]

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

OR

- b) The concept of “phygital marketing” blends physical and digital marketing experiences. Create an innovative phygital marketing campaign for a sporting goods store, using a combination of online and offline channels.



Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages : 2

PE1871

[6551]-412

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

404-DM-SC-DM-06 : MARKETING 5.0

(2021 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer any FIVE of the following.

- a) Recall the term 'Artificial Intelligence'.
- b) Summarise the concept 'Digital Divide'.
- c) Define 'Chatbots'.
- d) Recall the definition of 'Customer Life Time Value (CLV)'.
- e) Summarise the meaning of 'Data Driven Marketing'.
- f) Remember the term 'Digital Ready Organization'.
- g) What is 'Corporate Activism'.
- h) Summarise the term 'Virtual Reality'.

Q2) Solve any Two of the following.

- a) Differentiate between Gen Y and Gen Z.
- b) Compare & contrast 'Gen X' and 'Gen Alpha'.
- c) Explain the challenges faced by marketers in digital world.

P.T.O.

- Q3)** a) As a marketing manager of a software company. How would you segment the market for your product or service. How will you implement segment of one marketing in organization.

OR

- b) Discuss the opportunities and challenges of digitalization faced by Banks.

- Q4)** a) 'Human Touch & Automation can be used to design an excellent customer experience'. Analyse in context to a Two wheeler Automobile Dealer.

OR

- b) 'Predictive Marketing' can be used to build successful brand's Analyse the statement in context to IPL Teams.

- Q5)** a) Develop Agile marketing strategy for a 'Fashion Retailer'.

OR

- b) Create 'Augmented Marketing' strategy to provide the right digital tools in supporting frontline sales Team for a 'Hotel chain'.



Total No. of Questions : 5]

SEAT No. :

PE1872

[6551]-413

[Total No. of Pages : 2

M.B.A. - II (Service Management)
403-SER-SC-SER-05 : SERVICES ANALYTICS
(2021 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Solve any 5 out of 8.

[5×2=10]

- a) Define Service Analytics.
- b) State Service Marketing Mix Elements.
- c) Define Customer Segmentation & Positioning.
- d) Define People & Physical evidence for services.
- e) Enlist the type of Customer Analytics.
- f) Define Customer Analytics.
- g) Explain customer touch points.
- h) What type of Analytics, gain insight from historical data with reporting, scorecards, clustering etc.
 - i) Prescriptive
 - ii) Decisive
 - iii) Descriptive
 - iv) Predictive

Q2) Solve any 2.

[2×5=10]

- a) Recall methods to leverage Tableau for continuous improvement in customer touchpoints, providing specific examples.
- b) Differentiate between data, information, and knowledge within the realm of service analytics.
- c) Explain the benefits of Services Analytics.

P.T.O.

Q3) a) Explain how analytics can elevate the service marketing mix elements like process, people, and physical evidence, supported by case studies.**[10]**

OR

b) Compare and Contrast types of Analytics.

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

OR

b) Describe the role of AI in customer service Analytics with suitable examples.

Q5) a) Apply customer analytics techniques to a case study in the financial services sector to identify patterns in customer behavior and suggest strategies for customer retention and acquisition **[10]**

OR

b) You are working as a marketing manager and working with service industry of your choice. How do you wish to build a value for improving services marketing by linking analytics?



Total No. of Questions : 5]

SEAT No. :

PE1873

[Total No. of Pages : 2

[6551]-414

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

404-SER SC-SER-06 : E-SERVICES

(2021 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.*
- 2) Include examples wherever necessary.*
- 3) Draw neat & labelled diagrams wherever necessary.*

Q1) Answer any 5 questions.

[5×2=10]

- a) Internet of Things.
- b) Basis of Segmentation of E-Services.
- c) What are B2B e-services?
- d) What is B to C E-Services?
- e) Digital Service Marketing Mix.
- f) E-CRM.
- g) Chat Bots.
- h) Digital Environment.

Q2) Answer any two questions.

[2×5=10]

- a) What factors influence B2B customers when purchasing e-services?
- b) What is the key difference between traditional services and e-services?
- c) What is the role of physical evidence in e-services?

Q3) What are the key people elements involved in e-services, and how do they impact service quality? **[10]**

OR

A retailer uses a B2B e-procurement platform to purchase goods from suppliers worldwide. The platform offers real-time inventory tracking and automated ordering. What benefits does this e-services provide to the retailer?

P.T.O.

Q4) A mid-sized manufacturing company is looking for a cloud-based inventory management service to streamline its operations and reduce manual errors. They are evaluating multiple service providers based on pricing, features, integration ability, and post-sale support. What key factors will influence this company's decision in choosing an e-service provider? **[10]**

OR

Discuss the applications of E-service in Logistics Sector.

Q5) A leading online fashion retailer revamps its website and mobile app interface to improve customer engagement and reduce reliance on physical stores. What are the key elements of physical evidence visible on the retailer's website and mobile app? **[10]**

OR

A hospital introduced an online appointment booking system and telemedicine consultations. While urban users quickly adopted the platform, rural patients faced challenges using it. What are the possible reasons for lower adoption in rural areas and how can the hospital ensure inclusivity in e-health services?

