

Total No. of Questions :5]

SEAT No. :

**P2263**

**[5465]-101**

[Total No. of Pages : 9

**M.B.A. - I**

**101 : ACCOUNTING FOR BUSINESS DECISIONS**

**(Revised) (2013 Pattern) (Semester - I)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Explain along with examples classification of costs according to Functions and variability. **[10]**

OR

b) Distinguish between Financial Accounting and cost Accounting. **[10]**

**Q2)** From the following trail Balance of Mrs. Abhilasha who is sole proprietor prepare trading and profit and Loss Account for the year ended 31<sup>st</sup> Mar. 2017 and Balance Sheet as on the same date. **[10]**

Trail Balance

Particulars (Dr.)	Amt.	Particulars (Cr.)	Amt.
Cash in hand	6,000	Bank Loan	20,000
Sundry Debtors	23,300	Sundry Creditors	15,000
Bills Receivables	10,000	Sales	65,800
Opening Stock	16,000	Purchase Returns	3,700
Purchases	37,900	Bills Payable	8,000
Sales Returns	800	Discount Received	2,500
Salaries	11,000	Capital	55,000
Wages	2,000		
Advertisement	3,200		
Discount allowed	1,000		
Machinery	40,000		
Carriage Inward	2,500		
Insurance	1,800		
Drawings	2,500		
Octroi Duty	800		
Furniture	8,000		
Office Rent	3,200		
	1,70,000		1,70,000

**P.T.O.**

Adjustments

- i) Closing Stock of goods on 31<sup>st</sup> March 2017 was valued at Rs. 21,000/-
- ii) Depreciate Furniture by 5% and Machinery by 10% P.a.
- iii) Outstanding salary is Rs. 1,000/- and wages Rs. 500/-
- iv) Insurance prepaid Rs. 300/-.

OR

From the following Trail Balance of Mr. Omega who is sole proprietor prepare Trading and Profit and loss Account for the year ended 31<sup>st</sup> March 2017 and the Balancesheet as on the same date. [10]

Trail Balance			
Particulars (Dr.)	Rs.	Particulars (Cr.)	Rs.
Bills Receivables	3,000	Capital	45,000
Sundry Debtors	15,000	Sales	1,40,000
Drawings	6,000	Creditors	15,000
Salaries	7,500	Bills Payable	2,000
Wages	4,600	Reserve for Doubtful Debts	400
Purchases	92,700	Dividend Received	2,400
Opening Stock	11,500	Purchase Returns	200
Postage and Telegram	2,200		
Insurance	2,400		
Printing and Stationery	3,600		
Carriage Inward	900		
Furniture	9,500		
Loose Tools	7,000		
Plant and Machinery	15,000		
Investment	10,000		
Office Rent (Paid For 10 Months)	6,000		
Cash in hand	8,100		
	2,05,000		2,05,000

Adjustments:-

- i) Closing stock was valued at Rs. 24,500 while its market price is Rs. 25,400/-
- ii) Depreciate plant and Machinery by 10% p.a. and loose tools were depreciated by Rs. 350/-
- iii) Insurance is prepaid Rs. 1,200/-
- iv) Create reserve for doubtful debts at 5% on sundry Debtors.
- v) Office Rent as mentioned above is paid only for 10 months.

**Q3)** M.M. Ltd has 3 production Departments, namely A, B and C and 2 Service Departments, namely D and E. Following figures are extracted from the records of the Said company. **[10]**

Particulars	Rs.
Indirect Material	15,000
Indirect wages	10,000
Depreciation on Machinery	25,000
Depreciation on Building	5,000
Rent	10,000
Electric Power of Machinery	15,000
Electric Power of Lighting	500
General Expenses in relation to Labour hours	15,000

Other Information.

Particulars	A	B	C	D	E
	Rs.	Rs.	Rs.	Rs.	Rs.
Direct Material	20,000	10,000	19,000	6,000	5,000
Direct Wages	15,000	15,000	4,000	2,000	4,000
Value of Machine	60,000	1,00,000	40,000	25,000	25,000
Floor Area (in Sq.Ft)	15,000	10,000	10,000	5,000	10,000
H.P. of Machines	50	60	30	5	5
No. of Light Points	15	10	10	5	10
Labour Hours	5,000	5,000	2,000	1,000	2,000

Prepare a statement showing allocation and apportionment of overheads.

OR

Write up a stores ledger of XYZ Ltd. as per LIFO Method. Following are the details of various transactions. **[10]**

Sr.No	Date	Particulars	Quantity	Rate P.U. (Rs.)
1	2.4.17	Purchased Units	40,000	Rs. 4 P.U.
2	20.4.17	Purchased Units	5,000	Rs. 5 P.U.
3	5.5.17	Issued Units to Production	20,000	-----
4	10.5.17	Purchased Units	60,000	Rs. 6 P.U.
5	12.5.17	Issued Units to Production	40,000	-----
6	2.6.17	Issued Units to production	10,000	-----
7	15.6.17	Issued Units to production	10,000	-----
8	16.6.17	Purchased Units	45,000	Rs. 5.50 P.U.
9	20.6.17	Issued Units to production	30,000	-----

- Q4)** a) What are the advantages of Preparation of Budget? [5]  
 b) The following data are available in a particular manufacturing company for yearly period. [5]

Sr. No.	Particulars	Amt (Rs. in lacs)
1)	Fixed Expenses	
a)	Wages and Salaries	9.50
b)	Rent	6.60
c)	Depreciation	7.40
d)	Sundry Admin expenses	6.50
2)	Semivariable expenses (at 50% capacity)	
a)	Repairs and Maintenance	3.50
b)	Indirect Labour	7.90
c)	Sales department's salary	3.80
d)	Sundry administrative salaries	2.80
3)	Variable expenses (at 50% Capacity)	
a)	Direct Material	21.70
b)	Direct labour	20.40
c)	Other expenses	7.90
	<b>Total cost</b>	<b>98.00</b>

Prepare a Flexible Budget at 60% and 75% capacity considering Following information.

- i) Assume that Fixed expenses remain constant for all levels of production.
- ii) The semi variable expenses will remain constant in between 45% and 65% capacity and these expenses will increase by 10% in between 65% and 80% capacity.
- iii) Sales at various levels are

Sales in capacity	Rs in lacs
60% capacity	120
75% capacity	150

You are also required to Findout profit at 60% and 75% capacity.

OR

- a) Write a short note on Labour variances. [5]
- b) Findout Material Price and Material usage variance from the following.[5]



Particulars	Standard			Actual		
	Qty (kg.)	Pric (Rs.)	Value (Rs.)	Qty (kg.)	Price (Rs.)	Value (Rs.)
Material A	220	4	880	200	4.50	900
Material B	80	5	400	100	4.80	480
	300		1280	300		1380

**Q5) a) Write a short note on Break even point. [5]**

b) The sales turnover and profits during two years were as follows [5]

year	Sales (Rs.)	Profit (Rs.)
2016	1,40,000	15,000
2017	1,60,000	20,000

Calculate i) P/V Ratio

ii) Break even Point in (Rs.)

iii) Sales to earn profit of Rs. 40,000

OR

a) Write a short note on C.V.P. analysis. [5]

b) From the following details of XYZ Ltd. Calculate P/v Ratio, BEP and Margin of safety. [5]

i) Sales = 15,000 units

ii) Fixed expenses = Rs. 34,000

iii) Total sales value = Rs. 1,50,000

iv) Variable cost = Rs. 6 per unit.



Total No. of Questions :5]

**P2263**

**[5465]-101**

**M.B.A. \_ I**

**101 : ACCOUNTING FOR BUSINESS DECISIONS  
(2013 Pattern) (Semester - I)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

- Q1) a) Write short notes on (any two) [10]**
- i) Management Accounting.
  - ii) Accounting conventions.
  - iii) Concepts of financial Accounting.

OR

- b) “ Management Accounting is concerned with accounting information which is useful to management” Explain this statement. [10]

- Q2) a) Explain various financial statements of proprietary organisations. [10]**

OR

- b) Discuss the nature & objectives of financial statements. [10]

- Q3) a) Define cost Accounting & state the advantages of cost Accounting.[10]**

OR

- b) Prepare a cost sheet from the following information. [10]

Particulars	Amount.
Cost of Direct material	2,00,000
Sales	4,00,000
Direct wages	1,00,000
Office materials.	5,000
Cost of special patterns	40,000
Postage & telegrams	2,000
Factory rent & Insurance	5,000

Outstanding chargeable Expenses.	2,000
Carriage outward	2,500
Printing & stationary	500
Interest on loan	2,150
Factory indirect wages	3,000
Selling on cost	4,000
Travelling salesman salary	4,000
Factory indirect material	1,000
Royalties	8,000
General works overheads	2,000
Bad debts written off	1,000

- Q4) a)** The stock in hand of a material as on 1.1.18 was. 500 units. @ Rs. 10 per unit. From the following transactions of purchase and issues of a company, prepare a stores ledger A/c for the period 1.1.18 to 31/3/18 under FIFO method. **[10]**

**Purchases**

Date	No. of Units	Rate per unit.
6th Jan	100	11
20th Jan	700	12
27th Jan	400	13
13th Feb	1,000	14
20th Feb	500	15
17th Mar	400	16

**Issues**

Date	No. of Units
9th Jan.	500
22nd Jan	500
30th Jan	500
15th Feb	500
22nd Feb	500
11th Mar	500
30th Mar. (Missing)	20

OR  
7

- b) Blue star ltd. is a manufacturing company having three production Departments A, B, & C and two service departments X & Y. The following is the budget for Dec. 2017. [10]

	Total Rs.	A Rs.	B Rs.	C Rs.	X Rs.	Y Rs.
Direct material		1000	2000	4000	2000	1000
Direct wages		5000	2000	8000	1000	2000
Factory Rent	4000					
Power	2500					
Depreciation	1000					
Other overheads	9000					
<u>Additional information :-</u>						
Area (Sq.Ft)		500	250	500	250	500
Capital value of assets (Rs is lacs)		20	40	20	20	10
Machine hours		1000	2000	4000	1000	1000
Horse power of machines		50	80	80	15	25

A technical assessment of the apportionment of expenses of service departments is as under.

		A %	B %	C %	X %	Y %
Service Departments	X	45	15	30	-	10
	Y	60	35	-	5	-

You are required to prepare.

- i) A statement showing distribution of overheads to various departments.
- ii) Statement showing redistribution of service department expenses to production departments.

- Q5) a)** M/s Allied gives following details in respect of a unit of a particular product. **[10]**

<u>Particulars</u>	<u>Rs.</u>
Selling Price	200
Direct material	50
Direct labour	40
Variable Expenses	30

Number of units produced and sold in a month of August 2017 are 1000.  
Fixed overheads in a month are Rs. 30,000.

You are required to calculate for August 2017.

- i) P/v Ratio
- ii) Break even point (in units)
- iii) Margin of safety (in units)

OR

- b) S & T company proposes to manufacture mostly for stock during the period July to September. From the following data, prepare a cash budget indicating the extent of overdraft facilities the company will require from the bank at the end of each month. **[10]**

Months	Sales (Rs.)	Purchases (Rs.)	Wages (Rs.)
May	1,80,000	1,24,800	12,000
June	1,92,000	1,44,000	14,000
July	1,08,000	2,43,000	11,000
August	1,74,000	2,46,000	10,000
September	1,26,000	2,68,000	15,000

- i) 50% of credit sales are realised in the month following the sales and the remaining 50% in the second month following. Creditors are paid in the month following the month of purchase.
- ii) Cash at Bank (estimated) on 1st July Rs. 25,000/-



Total No. of Questions : 5]

SEAT No. :

**P2264**

**[5465] - 102**

[Total No. of Pages : 1

**M.B.A.**

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

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *Solve any one from each question.*
- 2) *All questions are compulsory.*
- 3) *All questions carry equal marks.*

**Q1)** a) What is basic economic problem of the society ? How understanding of Micro and Macro-economic theories are helpful to overcome it ?

OR

b) Distinguish between 'Accounting Profit' and 'Economic' profit with suitable illustration.

**Q2)** a) What is price elasticity of demand ? Explain the factors affecting price elasticity.

OR

b) How the price discrimination takes place in oligopoly? Explain with the help of kinked demand curve.

**Q3)** a) What is CVP Analysis & how it is used in decision making ?

OR

b) How risk analysis could be used in estimating expected value ?

**Q4)** a) Discuss various instruments used in money market.

OR

b) Discuss the regulatory and developmental functions of SEBI.

**Q5)** a) Explain the difference between revenue Deficit and Fiscal Deficit regards to the National Budget.

OR

b) What are the principal objectives of WTO ?



Total No. of Questions :5]

SEAT No. :

**P2265**

**[5465]-103**

[Total No. of Pages : 2

**M.B.A**

**103: LEGAL ASPECTS OF BUSINESS  
(2013 Pattern) (Semester-I)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Enumerate the essential elements of a valid contract under the Indian contract Act 1872. **[10]**

OR

b) What is Breach of contract? What remedies are available for breach of contract. **[10]**

**Q2) a)** Define sell. What is agreement to sell. Distinguish between sell and agreement to sell. **[10]**

OR

b) Write a detailed note on - “Rights of unpaid seller”.under the sales of Goods Act 1930. **[10]**

**Q3) a)** Who are the parties to a bill of Exchange, promissory Note and cheque? What are the liabilities of these parties. **[10]**

OR

b) What is a promissory note and Bill of Exchange under the Negotiable Instruments Act 1881? What are their essential elements? **[10]**

**P.T.O.**

**Q4) a)** Define a company and its characteristics under the companies Act 1956. **[10]**

OR

b) “The Memorandum of Association is the fundamental law or a character defining the objects and limiting the powers of a company.” Explain. **[10]**

**Q5) Write short notes on (Any two) [10]**

- a) Rights of consumers under consumer protection Act 1986.
- b) E-Commerce and E-Governance
- c) Importance of Patents and copy rights
- d) Digital signature under the IT Act 2000.





Total No. of Questions : 5]

SEAT No. :

**P2266**

[5465]-104

[Total No. of Pages : 2

**M.B.A.**

**104 : BUSINESS RESEARCH METHODS  
(2013 CBCS Pattern) (Semester-I)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Each question has an internal option.*
- 3) *Each question carries 10 marks.*
- 4) *Make suitable assumptions wherever required.*

**Q1) a)** What is business research? Explain with examples emerging trends in business research. **[10]**

OR

b) Giving suitable illustration explain the various elements of a research proposal. **[10]**

**Q2) a)** What is Research design? What are the features of good research design?**[10]**

OR

b) What is hypothesis? What are the good qualities of hypothesis and give one example of hypothesis. **[10]**

**Q3) a)** What is secondary data? What are various sources of secondary data? Explain advantages and disadvantages of secondary data. **[10]**

OR

b) Prepare a questionnaire for any one of the following situation. **[10]**

i) Problems faced by customers in online shopping

ii) To study the consumer buying preferences for a four wheeler (car)

Note : Make necessary assumptions.

**P.T.O.**

**Q4) a) Explain following term with example. [10]**

- i) Systematic sampling
- ii) Cluster sampling
- iii) Judgement Sampling
- iv) Quota Sampling

OR

b) What is error sampling? Explain sampling and Non-sampling error. [10]

**Q5) a) Draw Histogram of the following data and find mode graphically. [10]**

Profit (Rs. lakhs)	0-100	100-200	200-300	300-400	400-500	500-600
No. of Companies	6	9	14	12	5	4

OR

b) i) Explain the characteristics of good research report. [5]

ii) Explain the structure of Research report. [5]



Total No. of Questions : 5]

SEAT No. :

**P2267**

[Total No. of Pages :2

**[5465] - 105**

**M.B.A.**

**105 : ORGANIZATIONAL BEHAVIOR**

**(2013 Pattern) (Semester - I)**

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1)** “Individual and his/her workplace has many shades of relationships.” Do you agree? Why?

OR

“The term called OB has an interesting history. It evolved over the years. But it re-iterated its importance in the peculiar phase of human civilization.”  
Comment.

**Q2)** List the components of Attitude.

OR

Explain the Big 5 Personality model with examples.

**Q3)** “Groups are part of an organization. But the group behavior affects individual as well as the organization.” Comment.

OR

Elaborate the steps involved in team building.

***P.T.O.***

**Q4)** “Organizational Culture is a sheer bubble. It hardly sees the day-light.”  
Comment.

OR

Explain the concept of work place spirituality with appropriate example/s.

**Q5)** “Change is the only permanent phenomenon.” Elaborate.

OR

What is resistance to change? Explain with examples.



Total No. of Questions : 5]

SEAT No. :

**P4098**

[Total No. of Pages : 2

**[5465] - 106**  
**MBA (Semester - I)**  
**BASICS OF MARKETING**  
**(2013 Pattern)**

*Time :2.30 Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Explain the term Marketing Myopia and differentiate between Sales and Marketing orientations in the context of A Housing Finance Company. **[10]**

OR

b) Define Marketing and explain the core concepts of Marketing. **[10]**

**Q2) a) i)** “If you are able to know why & how consumers buy, what they buy, you can be successful marketer” Comment and explain the various factors, which affect the consumer buying behavior. **[5]**

ii) Enlist and analyze the steps involved in the buying decision process for ‘LED TV’ **[5]**

OR

b) i) Consumer wants to purchase Mobile Handset. Explain the various factors, which would affect the consumer buying behavior. **[5]**

ii) Enlist and analyze the steps involved in the buying decision process for the product ‘Refrigerator’. **[5]**

**Q3) a)** “Marketing managers have to take and revise their Marketing Decisions considering the change in macro environmental forces” comment. Explain various types of environmental forces and factors influencing marketing decisions. **[10]**

OR

**P.T.O.**

- b) Undertake the environmental analysis for any two of the following markets. [10]
- i) 5 Star Hotel
  - ii) Four-wheeler service center
  - iii) Movie-theater

**Q4)** a) Dnyaneshwari private ltd. manufactures variety of Induction cookers and Automatic Rotimaker. As a marketing manager of a company how would you segments the market for such products to be sold all over India? Analyze various segmentation bases used by marketing manager of company. [10]

OR

- b) As a marketing manager of an organization develop marketing segment, targeting and positioning for marketing plan for following : [10]
- i) Clothes iron.
  - ii) Air conditioners.

**Q5)** a) What do you mean by a product? Classify consumer Products and Industrial products in detail. [10]

OR

- b) i) ‘A Product is more than a physical entity.’ Do you agree? Justify your answer. [5]
- ii) Explain the Product Mix with respect to a FMCG company. Make necessary assumptions. [5]



Total No. of Questions : 5]

SEAT No. :

**P2268**

[Total No. of Pages : 2

**[5465]-201**

**M.B.A. - I**

**201 : MARKETING MANAGEMENT**

**(2013 Pattern) (Semester - II)**

*Time : 2.30 Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Discuss need and significance of new product development in today's competitive world? Explain Booz Allan Hamilton classification scheme. **[10]**

OR

b) List the strategies used by the marketers at various stages of PLC? Explain in details the strategies used during maturity and decline stage of a product. **[10]**

**Q2) a)** Define pricing. Discuss the factors influencing pricing decision in details. **[10]**

OR

b) Explain the need of setting the price. Why companies need to analyze competitors pricing? Discuss with examples. **[10]**

**Q3) a)** Explain E-Commerce marketing practices used by Flip Cart and Snap Deal. **[10]**

OR

b) Discuss importance of distribution channels. Which distribution channel will you suggest for any FMCG product and why? **[10]**

**Q4) a)** Suggest and discuss on the communication mix for packed fruit juice in Indian market. **[10]**

OR

b) List the elements of communication mix and elaborate each one of them. **[10]**

**Q5) a)** Prepare marketing plan for the company planning to launch Herbal Cosmetic product in rural market. **[10]**

OR

b) Explain role of marketing audit and its advantage in details. **[10]**





Total No. of Questions :5]

SEAT No. :

**P2269**

[Total No. of Pages : 8

**[5465]-202**

**M.B.A.**

**202 : FINANCIAL MANAGEMENT**

**(Revised 2013 & CBCS Pattern ) (Semester - II)**

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1) a)** A reputed business company in the energy sector is planning to enter into consumer durables sector. How will you define your role as a finance executive for the new venture? **[10]**

OR

b) 'Financial Management Plays an important role in any corporate organization'. Express your views. **[10]**

**Q2) a)** The ratios of two leading firms in the Heavy Commercial Vehicles (HCV) sector namely; Tetra Motors and Ravindra Auto are provided for the year ended on 31<sup>st</sup> March 2018. Interpret these ratios and comment on the relative financial performance of these companies. **[10]**

Ratios	Tetra Motors	Ravindra Auto
Current Ratio	0.65	0.89
Quick Ratio	0.42	0.47
Gross Profit Margin %	4.74	6.79
Net Profit Margin %	2.27	4.25
Total Debt to Equity	0.57	0.83
Fixed Assets Turnover Ratio	1.67	2.02
Inventory Turnover Ratio	11.55	6.64
EPS (Rs)	3.92	2.14

OR

b) From the following balance sheets as on 31<sup>st</sup> March 2017 and 31<sup>st</sup> March 2018 you are required to prepare a statement of funds flow. **[10]**

**P.T.O.**

### Balance Sheet

	Amt (Rs)			Amt (Rs)	
	31-03-2017	31/03-2018		31/03/2017	31/03/2018
Liabilities			Assets		
Equity Capital	3,00,000	4,00,000	Goodwill	1,15,000	90,000
8% Redeemable Pref. Shares	1,50,000	1,00,000	Land & Building	2,00,000	1,70,000
General Reserve	40,000	70,000	Plant	80,000	2,00,000
Profit & Loss A/c	30,000	48,000	Debtors	1,60,000	2,00,000
Proposed Dividend	42,000	50,000	Stock	77,000	1,09,000
Creditors	55,000	83,000	Bills Receivable	20,000	30,000
Bills Payable	20,000	16,000	Cash in Hand	15,000	10,000
Taxation Provision	40,000	50,000	Cash at Bank	10,000	8,000
<b>Total</b>	<b>6,77,000</b>	<b>8,17,000</b>	<b>Total</b>	<b>6,77,000</b>	<b>8,17,000</b>

following Additional information is provided :-

- i) Interim Dividend of (Rs.) 20,000 has been paid in 2017-18.
- ii) Income Tax paid during the year 2017-18 is (Rs.) 35,000.

- Q3) a)**
- i) What are the different types of Capital Budgeting decisions? [5]
  - ii) A leading Apparel Mfg. co. is considering a replacement of its existing cutting machine with a new automatic machine to improve the productivity. The cost of new machine is (Rs) 25 lakhs. The cost of the company's capital is 10%. The incremental cash flows projected during five year period are estimated as follows.

	Yr 1	Yr 2	Yr3	Yr 4	Yr 5
Cash Flows (Rs. in Lakhs)	2.5	5.00	8.00	10.00	12.5
PVF @ 10%	0.909	0.826	0.751	0.683	0.621

Comment on the suitability of the project by using NPV and PI. [5]

OR

- b) i) Why capital expenditure budget is required for corporate organizations? [5]
- ii) A leading company in the infrastructure cotracts is considering a proposal for the purchase of earth moving equipment. The data on the proposal is given below.

Cost of the Machine (Rs)	30,00,000
Life of the Machines	6 years
Depreciation	Straight Line Method
Salvage Value (Rs)	Nil

The estimated cash flows before depreciation and income tax in different years as follows.

Year	Amt. (Rs)
1	7,50,000
2	8,00,000
3	8,50,000
4	10,00,000
5	12,00,000
6	14,00,000
Total	60,00,000

The corporate tax rate is 30%. You are required to calculate the cash flows after tax but before depreciation and comment on the suitability of the machine based on pay-back period. [5]

Q4) a) A Proforma cost-sheet of a Prafulla provides the following particulars:

<u>Element of Cost</u>	<u>Cost per unit (Rs.)</u>	[10]
Raw Material	80	
Direct Labour	30	
Overheads	<u>60</u>	
Total Cost of Production	170	
Profit	<u>30</u>	
Selling Price	200	

Following further particulars are available.

Raw materials are in stock on an average one month. Materials are in process on an average half a month. Finished goods are in stock on an average one month. Credit allowed by suppliers is one month. Credit allowed to debtors is two months. Lag in payment of wages and overheads is 1 month. One fourth of the output is sold against cash. Cash on hand and at bank is expected to be Rs. 25,000.

You are required to prepare a statement showing the *working capital needed as per Total Cost Approach method of Working Capital* to finance a level of activity of 60,000 units of production annually. The production is carried out evenly throughout the year.

OR

b) The cost structure of a company's product is as follows :-

<u>Cost p.u.</u>	<u>Amt.(Rs.)</u>
Raw Materials	20
Direct Labour	5
Overheads	<u>15</u>
Total cost	40
Profit	<u>10</u>
Selling Price	50

The annual production is 2,40,000 units. It is the policy of the company is to maintain the stock of raw materials equivalent to one month's production. Half a month's production will remain in process throughout the year where as stage of completion is 50% for Material, Labour and Overheads. The finished goods remain in warehouse on an average for a month. The company sells its goods on credit and allows two month's credit to its customers. The suppliers of raw materials provide 3 months credit to the company. The period of lag for wages and overheads is one month. A minimum cash balance of Rs. 25,000 is expected to be maintained.

You are required to prepare a statement showing *working capital requirement as per cash cost approach method of Working Capital Estimation.* [10]

- Q5) a) i) A leading company manufacturing cosmetics is in need of a capital for it's expansion plans. Which factors do you think are required to be considered for raising the long-term funds to finance the plan?[5]
- ii) The entire capital structure of a company is provided along with the tax adjusted cost of each component. Determine the Weighted Average Cost of Capital (WACC). [5]

Components of capital	Amt. (Rs.)	Tax Adjusted Cost of Capital
12% Debentures	30,00,000	8%
9% Preference Shares	20,00,000	9%
Equity Shares	50,00,000	14%

OR

- b) i) State the various assumptions made in Capital Structure Theories.[5]
- ii) Ravina Ltd. has the following capital structure.

Particulars	Market Values	Book Values	Component cost % (Post- Tax)
Equity Capital	80	120	18
Pref. Share Capital	30	20	15
Secured Debentures	40	40	14

Calculate Weighted Average Cost of Capital (WACC) of the company based on both book and market values. [5]



Total No. of Questions :5]

**P2269**

**[5465]-202**

**M.B.A.**

**202 : FINANCIAL MANAGEMENT**

**(2013 Pattern) (CBCS Pattern) (Semester - II)**

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

- 1) *All questions are compulsory with an internal options.*
- 2) *Each question carries 10 marks.*
- 3) *Figures to the right indicate marks for that question.*
- 4) *Your answers should be specific and to the point.*
- 5) *Use of Simple Calculator is permitted.*

**Q1) a)** Explain the functions of finance Manager of globally corporate entity. **[10]**

OR

b) Define 'Finacial Management'. Explain the goals of Financial Management. **[10]**

**Q2) a)** From the following balance sheets of Star Ltd, prepare funds flow statement : **[10]**

Liabilities	31.03.2014 Rs.	31.3.2015 Rs.	Assets	31/3/2014 Rs.	31/3/2015 Rs.
Equity share Capital	3,00,000	4,00,000	Goodwill	1,15,000	90,000
Redeemable Pref.					
Share capital	1,50,000	1,00,000	Land & Building	2,00,000	1,70,000
General Reserve	40,000	70,000	Plant	80,000	2,00,000
Profit & Loss A/c	30,000	48,000	Debtors	1,60,000	2,00,000
Creditors	55,000	83,000	Stock	77,000	1,09,000
Bills Payable	20,000	16,000	Bills receivable	20,000	30,000
Provision for taxation	40,000	50,000	Cash in hand	15,000	10,000
Proposed Dividend	42,000	50,000	Cash at bank	10,000	8,000
Total Rs.	6,77,000	8,17,000	Total Rs.	6,77,000	8,17,000

Additional Information :-

- i) Depreciation of Rs. 10,000 and Rs. 20,000 has been changed on plant and land & buildings respectively.
- ii) An interim dividend of Rs. 20,000 has been paid
- iii) Income tax Rs. 35,000 has been paid.

OR

- b) From the following ratio's of 'Z' Ltd, indicate your interpretation of the company's financial position. [10]

Particulars	Year I	Year II
Net Profit Ratio	5.66	2.60
Current Ratio	1.35	1.05
Debt Equity Ratio	0.89	0.66
Fixed Assets Turnover Ratio	1.66	2.03
Debtors Turnover Ratio	15 times	6.50 times

- Q3) a) Sunshine Ltd. is considering investing in a project that is expected to cost Rs.12,00,000. The expected cash inflows [before tax & dep.] are given below. The company is using straight line method of dep. [10]

Cash inflows [before tax & dep.]

Year	Rs.
1	3,00,000
2	3,00,000
3	4,50,000
4	4,50,000
5	7,50,000
Total	22,50,000

PV. Value [1<sup>st</sup> year → 0.909, 2<sup>nd</sup> year → 0.826 at 10% 3<sup>rd</sup> year → 0.751, 4<sup>th</sup> year → 0.683, 5<sup>th</sup> year → 0.621]

- Calculate i) Pay back period &  
ii) NPV

OR

- b) A company is to start a new project which is having cost of Rs. 1,00,000/- and life of 5 years. Salvage value is nil, tax rate for the company is 50% and it follows straight line method of dep. The cash flows before tax (CFBF) are as follows. [10]

Year	CFBF (Rs)
1	20,000
2	21,000
3	40,000
4	60,000
5	70,000

- Compute i) Payback period  
ii) Average rate of return

- Q4) a)** Estimate working requirements for financing an activity of 52,000 units of production at following cost. **[10]**

Particulars	Cost per unit
Raw Material	Rs. 60
Direct labour	Rs. 25
Overheads	Rs. 40
Total cost	Rs. 125
Profit	Rs. 40
Selling Price	Rs. 165

The additional information provided is as follow.

- i) Raw material in stock - 4 weeks
- ii) Work in progress - 2 weeks
- iii) Finished goods - 4 Weeks
- iv) Credit period allowed to customer - 2 months
- v) Credit period allowed by supplier - 1 month
- vi) Delay in payments of wages - 2 weeks
- vii) Delay in payments of o/hs. -1 month

Out of total sales, cash sales are 50%

Cash balance expected - Rs. 12,500/-

- [Note 1) 1 month = 4 weeks  
1 year = 365 days - 52 weeks]
- 2) For W-1-P, consider 100% raw material (direct labour and Overheads 100%).

OR

- b)** A proforma cost sheet of a company provides the foll particulars. **[10]**

Elements of cost	Amt. per units
Raw material	80
Direct labour	30
Overhead	60
Total cost	170
Profit	30
Selling price	200

The following further particulars are available.

- Raw materials are in stock for one month.
- Credit allowed by suppliers of raw material is one month
- Credit allowed to customers is two months.
- Lag in payment of wages 1.5 weeks.
- Lag in payment of overheads one month.
- Materials are in process for an average of half month.
- Finished goods are in stock for an average of one month.
- $\frac{1}{4}$ <sup>th</sup> of output is sold against cash.

- Cash in hand and at bank is expected to be Rs. 25,000.  
You are requested to prepare a statement showing the working capital needed to finance level of activity of 1,04,000 units of product.  
You may assume that production is carried on evenly throughout the year, wages and o\hs accrue similarly and a period of 4 weeks is equivalent to a month. Also assume for W/P, raw material 100%, direct labour 50%, o/hs 50%.

**Q5) a) Short Notes on :** **[10]**  
i) Cost of capital  
ii) NI Approach

OR

b) Short notes on : **[10]**  
i) NOI Approach  
ii) MM Approach





Total No. of Questions : 5]

SEAT No. :

**P2270**

[5465]-203

[Total No. of Pages : 1

**M.B.A.**

**203 : HUMAN RESOURCE MANAGEMENT  
(2013 Pattern) (Semester-II)**

*Time : 2 ½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Define 'Human Resource Management'. Explain HRM policies and practices **[10]**

OR

b) Define SHRM. Explain (i) The Integrated system model (ii) Devanna et. al. model. **[10]**

**Q2) a)** Explain HRP Process in detail. **[10]**

OR

b) Explain Internal & external sources of recruitment with examples. **[10]**

**Q3) a)** Define Training Explain methods of training with suitable example. **[10]**

OR

b) Explain Training evaluation. Explain Kirk Patrick Model of evaluation. **[10]**

**Q4) a)** Explain current trends in compensation Management w.r.t. Performance pay and Team based incentives. **[10]**

OR

b) Explain performance appraisal and methods of performance appraisal. **[10]**

**Q5) a)** Define Employee relations and state the concept & importance of ER. **[10]**

OR

b) Short notes on; **[10]**

- i) Flexible Work arrangement.
- ii) Organisational exit.



Total No. of Questions : 5]

SEAT No. :

**P2271**

[5465]-204

[Total No. of Pages : 3

**M.B.A.**

**204 : DECISION SCIENCE  
(2013 Pattern) (Semester-II)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *Attempt Five Questions.*
- 2) *Each Question has an Internal option.*
- 3) *Use of scientific calculator is not allowed.*
- 4) *Graph paper will not be provided, draw graph on answer paper.*

**Q1) a)** Solve the LPP by graphical method **[10]**

Maximize  $Z = 20x + 50y$

Subject to

$$2x + 5y \leq 50$$

$$6x + 3y \leq 18$$

$$y \leq 9$$

$$x, y \geq 0$$

OR

**b)** Solve following Minimization Assignment problem **[10]**

Jobs →

Machines↓	A	B	C	D	E
1	27	18	×	20	21
2	31	24	21	12	17
3	20	17	20	×	16
4	20	28	20	16	27

**Q2) a)** The tooth care hospital provides free dental service to the patients on every Saturday morning. Dentist takes on an average, 2.5 minutes for a patient to get treatment and the actual time taken is known to vary approximately exponentially around this average. The patients arrive according to Poisson distribution with an average of 20 per hour. The administrator officer of the hospital wants to investigate the following. **[10]**

- i) The fraction of the time at least dentist is idle.
- ii) Probability that a patient has to wait for the service
- iii) Expected number of patients waiting in the system
- iv) The average time that a patient spends at the hospital

OR

**P.T.O.**

- b) Following is the daily demand to a coca cola bottles as per past experience. [10]

Daily demand	0	10	20	30	40	50
Probability	0.02	0.19	0.16	0.45	0.13	0.05

Estimate average balance stock, if the manager decides to keep 30 Coca cola bottles. Use following random numbers 47, 88, 15, 91, 57, 67, 11, 54, 60, 89

- Q3) a)** A shop owner has 3 alternative strategies, that he can use for business purpose. Each of these follows 4 possible states. The conditional profit pay offs for each strategy-state combination are as under. [10]

Strategy	States			
	N1	N2	N3	N4
S1	30	10	10	8
S2	40	-15	5	7
S3	50	20	-6	10

Find optimal decision under.

- i) Maximax criterion.
- ii) Regret criterion.
- iii) Laplace criterion.
- iv) Hurwicz Alpha Criterion ( $\alpha = 0.7$ ).

OR

- b) Determine optimal strategy and find value of game. [10]

		B's Strategy			
		B1	B2	B3	B4
A's Strategy	A1	2	-2	4	1
	A2	6	1	12	3
	A3	-3	2	0	6
	A4	2	-3	7	1

- Q4) a)** Attempt the following: [10]

- i) Distinguish between PERT and CPM
- ii) Define EST, LST, EFT, LFT and Float

OR

b) Following are the activities of the project.

[10]

Activity	Most optimistic time (in Weeks)	Most Likely time (in Weeks)	Most Pessimistic time (in Weeks)
1-2	6	7	8
1-3	1	2	9
1-4	1	4	7
2-6	1	2	3
3-5	1	2	9
4-5	1	5	9
4-7	2	2	8
5-6	4	4	4
5-7	4	4	10
6-8	2	5	14
7-8	2	2	8

Calculate

- i) Expected time of each activity.
- ii) Draw a network diagram and indicate expected time on each activity.
- iii) Compute Earliest state time and earliest finish time of each activity.
- iv) Identify critical path.

**Q5) a)** Two friends A & B apply for an interview. The probabilities of their selection are  $\frac{1}{4}$  and  $\frac{1}{5}$  respectively. What is the chance that [10]

- i) One of them will be selected
- ii) Both will be selected
- iii) None will be selected

OR

b) Mean and variance of a binomial distribution are 3 and 2 respectively.

Find the probability that the variate takes values.

[10]

- i) Exactly 2
- ii) At most 2



Total No. of Questions : 5]

SEAT No. :

**P2272**

**[5465]-205**

[Total No. of Pages : 2

**M.B.A.**

**205 : OPERATIONS AND SUPPLY CHAIN MANAGEMENT  
(2013 Pattern) ( Semester - II)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Define Operations Management? Explain functions of operations management. Describe the evolution of operations. **[10]**

OR

b) Explain Total Quality Management? Discuss Dimensions of Quality with suitable example. **[10]**

**Q2) a)** i) Explain Batch Production & Job Production. **[5]**  
ii) Explain the types of flow. **[5]**

OR

b) What is service blueprinting? How it helps in designing service responsiveness. **[10]**

**Q3) a)** Explain the importance of Production planning and control in a manufacturing Organization. Explain Objective and Forecasting as a planning tool. **[10]**

OR

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

**P.T.O.**

**Q4) a)** Define Inventory Management? Explain concept and types of inventory management in detail. **[10]**

OR

- b) i) Write on Fixed Order Quantity Model. **[5]**  
ii) Note on GOLF Analysis. **[5]**

**Q5) a)** What is Supply chain management? Explain functions and evolution from physical distribution to SCM. **[10]**

OR

- b) Explain important three flows in Supply chain management. **[10]**

○○○○

Total No. of Questions : 5]

SEAT No. :

**P2273**

**[5465] - 206**

[Total No. of Pages : 1

**M.B.A.**

**206 : MANAGEMENT INFORMATION SYSTEMS  
(2013 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) *Draw neat diagram wherever necessary.*

**Q1)** “Information always supports a company’s decision making and helps to gain competitive advantage”. Elaborate the statement.

OR

How the information system will be effective and useful to satisfy the requirements of company in general ?

**Q2)** “DBMS helps business should store,access and distribute data and information about their internal and external environment”. Elaborate the statement.

OR

How Prototyping has become a popular way to develop business applications?

**Q3)** “Group Decision Support System is effective in improvement in the decision making process” Justify.

OR

Does Expert System acts as a consultant to the Manager ? If yes how ?

**Q4)** “Role of BPOs and Call Centers is highly importance in growth of e-business models”. Elaborate the statement.

OR

What is the need and applications of GIS in Automobile Industry ?.

**Q5)** How MIS is applied in sales Management for a Marketing firm ? Discuss in detail its application including accounting, query, decision analysis etc.

OR

How MIS is applied in Hotel Management for a multinational hotel group ? Discuss in detail its application including accounting, query, decision analysis etc.



Total No. of Questions : 5]

SEAT No. :

**P2274**

[5465]-301

[Total No. of Pages : 2

**M.B.A**

**301 : STRATEGIC MANAGEMENT  
(2013 Pattern) (Semester-III)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** a) Define the concept of strategy. Explain the business and functional levels of strategy.

OR

- b) Analyse company's External Environment by preparing an Environmental threat and opportunity profile.

**Q2)** a) What is the meaning of the 'Firm'? Explain the types and sources of competitive advantage in Internal Environment.

OR

- b) Discuss the concept of 'Business portfolio Analysis'. Explain 'BCG-matrix' model.

**Q3)** a) What is the meaning of 'Generic competitive strategies? When to use 'low cost' strategy?

OR

- b) Write short notes on (any two):
  - i) Growth strategies
  - ii) Merger and Aquisition strategies
  - iii) Strategic Alliances
  - iv) Retrenchment strategy

**P.T.O.**



**Q4)** a) Define the components of a strategic plan. discuss the barriers to implementation of strateger.

OR

b) Discuss MBO (Management by Objectives) and TQM (Total quality Management).

**Q5)** a) Write the difference between 'Blue' and 'Red' ocean Strategies.

OR

b) Discuss 'e-commerce Business model's and strategies.



Total No. of Questions : 5]

SEAT No. :

**P2275**

**[5465] - 302**

[Total No. of Pages : 2

**M.B.A. - III**

**302 : ENTERPRISE PERFORMANCE MANAGEMENT  
(2013 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) *Draw diagrams wherever necessary.*
- 4) *Use of non - programmable calculator is allowed.*

**Q1) a)** Explain the non financial performance measures of Enterprise Performance Management.

OR

- b) An Enterprise wanted to give up the transfer price on cost plus 15 % Return on Investment basis using following information related to its xyz division for 15-16 Determine the transfer price for division xyz.

Fixed Assets      Rs. 15,00,000

Current Assets    Rs. 10,00,000

Debtors            Rs. 5,00,000

Annual fixed cost of the division Rs. 15,00,000

Variable cost per unit Rs. 40

Budgeted volume (unit) 250,000

If the volume is reduced by 10 %. With similar % decrease of current assets. What will be the impact on transfer price ?

**Q2) a)** What is capital expenditure? explain the tools & techniques of capital expenditure control.

OR

- b) Elaborate capital budgeting as an important tool of Enterprise Performance Management with reference to the two important techniques of capital budgeting : performance Index & a Internal Rate of Return.

**Q3) a)** State & Discuss various parameters of performance evaluation of a commercial bank.

OR

**P.T.O.**

- b) Reliance Retail store wanted to evaluate the performance of one of their retail chain store. You have been asked to suggest them the parameter for performance evaluation of the store.

**Q4)** a) Discuss the features of non profit organisation & the parameters for their performance evaluation.

OR

- b) Explain the concepts of time over run & cost over run with reference to performance evaluation of project.

**Q5)** a) Cost Audit vls Management Audit, Explain.

OR

- b) Differentiate internal audit vls Financial Audit.



Total No. of Questions :5]

SEAT No. :

**P2276**

**[5465]-303**

[Total No. of Pages : 2

**M.B.A. - II**

**303: STARTUP AND NEW VENTURE MANAGEMENT  
(2013 Pattern) (Semester-III)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Developing countries like India need imitative rather than innovative entrepreneurs - Do you agree? Justify your answer. **[10]**

OR

b) Evaluate the contribution of David Mecllell and with regard to entrepreneurship. **[10]**

**Q2) a)** In your opinion, do opportunities exist “out there” in external world are they purely a construction of human thought? Why. **[10]**

OR

b) “EDP is a process of grooming entrepreneurs.” Explain. **[10]**

**Q3) a)** What is PERT chart? When and how this project management tool is used ? What are its advantages and limitations. **[10]**

OR

b) Which are the Government agencies in India, that support SME’S? Discuss their activities and role. **[10]**

*P.T.O.*

**Q4) a)** Explain the role of DIC in promotion of small scale industries. **[10]**

OR

b) How khadi and village Industries commission (KVIC) assist in development of village and cottage industries. **[10]**

**Q5) a)** Define Industrial sickness. Explain its root causes with examples? **[10]**

OR

b) Discuss the case of any successful entrepreneur that you know. What are the factors that made him/her successful. **[10]**



Total No. of Questions : 5]

SEAT No. :

**P2277**

[Total No. of Pages :2

**[5465] - 304**

**M.B.A.**

**305 - (MKT) : CONTEMPORARY MARKETING RESEARCH  
(2013 Pattern) (Semester - III) (Specialisation)**

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

- 1) *Answer Five Questions.*
- 2) *All questions carry equal marks 10.*

**Q1) a)** What is qualitative research? Discuss the applications of in-depth & focus group interviews.

OR

b) Define Marketing Research. Explain applications of Research Designs.

**Q2) a)** What is the concept of scale & scaling technique? Give an application of semantic differential scale.

OR

b) Prepare a questionnaires to collect customer feedback of newly launched mobile handset.

**Q3) a)** Write short notes on (any two):

- i) Sampling unit & frame
- ii) Sample & Universe
- iii) Quota Sampling
- iv) Determination of sample size

OR

b) Explain different probability & non-probability sampling methods.

**Q4) a)** What is chi square test? Explain its applications in data analysis in marketing research.

OR

b) Discuss factor analysis and its applications in consumer behavior studies.

**Q5) a)** What is the concept of cluster analysis? Explain the clustering methods.

OR

b) What are objectives of discriminant analysis? Discuss the applications of discriminant analysis in marketing.



Total No. of Questions : 5]

SEAT No. :

**P2278**

**[5465]-305**

[Total No. of Pages : 1

**M.B.A.**

**306 MKT : CONSUMER BEHAVIOUR  
(2013 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)** Describe meaning of Culture. Discuss characteristics of culture and its relevance to marketing decisions.

OR

Explain meaning of social class and its effects of lifestyle of consumers.

**Q2)** What is meant by Personality? Discuss influence of personality on purchase decisions.

OR

Describe types of Buying Motives, Hierarchy of motives and Dimensions of involvement.

**Q3)** “Consumer Satisfaction, Customer Delight, Consumer Complaints are indicators of post-purchase behaviour.” Comment.

OR

Discuss the store and non-store purchase process and purchasing patterns of consumers.

**Q4)** Explain the Engel-Blackwell-Miniard Model of consumer behaviour.

OR

Discuss the Howard Sheth model of consumer behaviour.

**Q5)** Describe measurement of social classes in India using Socio-economic profile of Indian consumers.

OR

Explain:

- a) Characteristics of BOP consumers.
- b) Living Standards Measures (LSM).





Total No. of Questions : 5]

SEAT No. :

**P2279**

[Total No. of Pages :2

**[5465] - 306**

**M.B.A.**

**305 - FIN : FINANCIAL REGULATORY FRAMEWORK**

**(2013 Pattern) (Semester - III) (Specialisation)**

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1)** Explain importance and need of financial regulatory framework in modern times. **[10]**

OR

Discuss the role of NABARD and SIDBI. **[10]**

**Q2)** Explain promotional functions of RBI. **[10]**

OR

Write Notes

- a) SEBI guidelines for issue of securities. **[5]**
- b) Book Buildings. **[5]**

**Q3)** What are the various types of Directors? Explain in details the duties and power of directors. **[10]**

OR

Define the term Articles of Association. Explain the contents of Articles of Association. **[10]**

**P.T.O.**

**Q4)** What is External Commercial Borrowings (ECB)? Discuss key elements with terms & conditions regarding ECB. **[10]**

OR

Explain in details provisions of FEMA regarding acquiring property outside India. **[10]**

**Q5)** Write short Note:

a) Banking regulation Act for Co-operative credit society. **[5]**

b) NBFC's Frame work. **[5]**

OR

What is Indian Trust Act 1882? Explain formation procedure of Trust? **[10]**



Total No. of Questions : 5]

SEAT No. :

**P2280**

**[5465]-307**

[Total No. of Pages : 1

**M.B.A.**

**306-FIN : MERCHANT BANKING & FINANCIAL SERVICES**

**(2013 Pattern) (Semester - III) (Specialization)**

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1)** Explain the term Money Market and Elaborate the structure of money market. **[10]**

OR

Write short note on:

**[10]**

a) GDR

b) ADR

**Q2)** State and explain the mechanism of Public Issue Management. **[10]**

OR

Define Underwriting. Explain the types of Underwriting.

**[10]**

**Q3)** Define the term 'Merger' and Explain different types of merger. **[10]**

OR

Write short notes on:-

**[10]**

a) Portfolio management services.

b) Buy-Back of shares.

**Q4)** Define Financial Services. Explain the evolution of Financial Services. **[10]**

OR

What do you mean by Insurance. State the advantages of life and General Insurance. **[10]**

**Q5)** State the SEBI requirements for Asset Management Company. **[10]**

OR

Define the term credit rating. Explain the different credit rating agencies in India. **[10]**



Total No. of Questions : 5]

SEAT No. :

**P2281**

[Total No. of Pages : 1

**[5465] - 308**

**M.B.A.**

**305 - IT : INFORMATION TECHNOLOGY MANAGEMENT**

**(2013 Pattern) (Semester - III) (Specialization)**

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1)** a) Explain Managerial Consideration in acquisition and maintains of Hardware.

OR

b) Explain memory type and storage technology.

**Q2)** a) Explain CRM software help in customer relationship management.

OR

b) Explain managerial consideration in controlling and replacement of software.

**Q3)** a) Explain networking software.

OR

b) Explain internet, intranet and extranet.

**Q4)** a) Explain Data mining and data warehouse.

OR

b) Explain Database recovery Technique.

**Q5)** a) What are different type of cybercrime and cyber law.

OR

b) Explain Need and Tool of Security Management?



Total No. of Questions : 5]

SEAT No. :

**P2282**

**[5465]-309**

[Total No. of Pages : 1

**M.B.A.**

**INFORMATION TECHNOLOGY MANAGEMENT**

**306 (IT) : E - Business**

**(2013 Pattern) (Semester - III) (Specialisation)**

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1) a)** What do you understand by e-business? Explain evaluation of e-business in detail.

OR

b) Explain in detail scope and challenges of e-business in India in the current environment.

**Q2) a)** Explain in detail e-business Architecture.

OR

b) Describe scope & models of e-commerce.

**Q3) a)** Explain e-business design in detail.

OR

b) Explain mobile commerce in detail.

**Q4) a)** Describe different e-Business Models.

OR

b) From your point of view, what should be security aspects in regards to e-Business security & payment services.

**Q5) a)** What are the common challenges & legal issues in e-Business? Explain in brief.

OR

b) Write a small case on “Launching e-Business” right from inception till realization.



Total No. of Questions : 10]

SEAT No. :

**P2283**

[Total No. of Pages :2

**[5465] - 310**

**M.B.A.**

**305 - OPE : PLANNING & CONTROL OF OPERATIONS**

**(2013 Pattern) (Semester - III)**

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1)** Explain the functions of planning & control department in a manufactures organization. **[10]**

OR

**Q2)** List & Explain Documents required MDB patch department. **[10]**

**Q3)** What do you mean by Demand forecasting? Explain in Details. **[10]**

OR

**Q4)** Write a Detailed note on methods of Demand Forecasting. **[10]**

**Q5)** Elaborate the term “Aggregate Production planning”. **[10]**

OR

**Q6)** Explain master production schedule in detail. **[10]**

***P.T.O.***

**Q7)** Explain various BSmes in Resources Planning. **[10]**

OR

**Q8)** Diffentiate between MRP and MRP II in detail. **[10]**

**Q9)** Explain in detail the term “Scheduling”. **[10]**

OR

**Q10)** Explain operational control issues in mass production systems. **[10]**



Total No. of Questions : 10]

SEAT No. :

**P2284**

**[5465]-311**

[Total No. of Pages : 1

**M.B.A.**

**306 (OPE) : INVENTORY MANAGEMENT (Specialization)  
(2013 Pattern) (Semester - III)**

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1)** Discuss the application of any one type of Inventory in Automobile sector.

OR

**Q2)** Explain different types of Inventory with examples.

**Q3)** Write a note on issues in P & Q system of Inventory control.

OR

**Q4)** Discuss the application of P & Q systems of Inventory control in Industrial sector.

**Q5)** Explain Basic E.O.O. models & state the application of production Quantity model.

OR

**Q6)** What are Quantity Discounts. Explain Reorder point with variable demand.

**Q7)** Explain the principles of JIT with examples.

OR

**Q8)** What are the benefits & disadvantages of JIT.

**Q9)** What is Inventory Turn Over Ratio. Explain use of different ratios in material management.

OR

**Q10)** How to make & by decisions? Discuss with examples.





Total No. of Questions : 5]

SEAT No. :

**P2285**

[Total No. of Pages :2

**[5465] - 312**

**M.B.A.**

**305 - HR : LABOUR LAWS**

**(2013 Pattern) (Semester - III) (Specialization)**

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1) a)** Can fine be deducted from wages of the workmen under the payment of wages Act 1936, if yes explain the provisions.

OR

b) Who is entitled to receive bonus and what circumstances under the payment of Bonus Act, 1965?

**Q2) a)** Explain in detail of health provision under the factories Act 1948.

OR

b) Discuss the provisions relating to working Hours of Adults “under the factories Act, 1948.

**Q3) a)** Explain the seton and shut off under payment of Gratuity Act 1972.

OR

b) Write in brief salient feature of empolyees provident fund & miscellaneous Act 1952.

***P.T.O.***

**Q4)** a) What are different types of benefits and provisions for contribution under line ESI Act 1948.

OR

b) Explain the fatal Accidents under the workmen compensation Act - 1923.

**Q5)** Short notes (Any Two)

- i) Changing scenario in Labour Laws.
- ii) Why the Labour Laws?
- iii) What is the ILO & ILO role?
- iv) Explain the evolution of labour laws.



Total No. of Questions : 5]

SEAT No. :

**P2286**

**[5465]-313**

[Total No. of Pages : 2

**M.B.A.**

**306 - HR : PERFORMANCE MANAGEMENT (SPL)  
(2013 Pattern) (Semester - III)**

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

- 1) *All questions carry equal marks - 10.*
- 2) *Attempt Five Questions.*

**Q1) a)** “Worker’s competencies lead the organisation to meet further business challenges”- Elaborate the statement with scope of performance management.

OR

b) Today’s Modern workplace concentrate to increase the Productivity to have business progress. Discuss and explain the process of managing performance.

**Q2) a)** Performance management helps to align the entire major organisational functions to achieve the organisational goals - Explain with few examples.

OR

b) Performance appraisal is a key aspect between employee and the management - Comment. Explain it by giving three methods of performance appraisal.

**Q3) a)** The performance management system helps to develop the worker’s to achieve decided goals of organisation - comment. Elaborate the process of implementing performance management.

OR

b) The inputs from the performance appraisals provide authentic information to identify the top leader talent is an organisation comment. Give your views for implementation of performance management.

***P.T.O.***

**Q4) a)** Strategic reward system always boost company in all respect to earn more profit and become profit organisation - comment. Elaborate the necessary components of reward system.

OR

b) To lead in the competitive business world the organisation need to adopt performance management effectively in the overall development of organisation - Comment. Elaborate it with the efficiencies of performance management.

**Q5) a)** Performance management is a challenge to multinational company. Elaborate with kind of strategies used in multinational corporations.

OR

b) While planning ethical performance management, the HR department is facing with a lot of ethical dilemmas. Give your own view on this statement.



Total No. of Questions : 5]

SEAT No. :

**P2287**

[Total No. of Pages :2

**[5465] - 314**

**M.B.A.**

**INTERNATIONAL BUSINESS**

**IB - 305 : International Business Economics  
(2013 Pattern) (Semester - III) (Specialization)**

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1) a)** What is the concept of 'Global institution'? Explain the emergence of global institutions.

OR

b) What is the 'Balance of Payment'? Distinguish between 'Balance of Trade' and 'Balance of payment'.

**Q2) a)** Write short notes on (any two):

- i) Ohlin Theory
- ii) Internal v/s foreign Trade.
- iii) Demand and supply of International Trade.

OR

b) Explain the International Trade Theory on Demand and supply.

**Q3) a)** What is the concept of Free Trade? Explain Free Trade areas with suitable example.

OR

b) Define Foreign exchange market. Explain the types of Foreign Exchange Transactions.

***P.T.O.***

**Q4) a)** Explain Claim Management and discuss its process.

OR

b) Define 'Exchange Markets'. Discuss world financial Environment.

**Q5) a)** Illustrate the concept of International Reserve. Explain Demand supply cycle of International Reserve.

OR

b) Briefly discuss on IMF and Eurocurrency Market.



Total No. of Questions : 5]

SEAT No. :

**P2964**

[Total No. of Pages : 2

**[5465]-315**

**M.B.A. (Semester - III)**

**IB - 306 : EXPORT DOCUMENTATION AND PROCEDURES**

**(2013 Pattern)**

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

- 1) *All questions carry equal marks.*
- 2) *Attempt any 5 questions from the following.*

**Q1)** What are the various Trade barriers in International Trade explain in detail?

OR

What is WTO? And explain the various provisions of WTO with respect of International Trade?

**Q2)** Explain shipping and custom clearance for export cargo?

OR

Write down the detailed notes on export & import documents?

**Q3)** Discuss the methods of payments in International Trade?

OR

What are different stages of Pre Shipment Finance?

**Q4)** What are various Export Promotions Institutions of India and explain their roles?

OR

What are the basic Principles of Foreign trade policy of India?

**P.T.O.**

*Q5)* The Foreign Exchange Management Act, year 2000?

OR

Discuss the regulations of International Trade?





Total No. of Questions :5]

SEAT No. :

**P2288**

[Total No. of Pages :2

**[5465] - 316**

**M.B.A.**

**305 - SCM : ESSENTIALS OF SUPPLY CHAIN MANAGEMENT**

**(2013 Pattern) (Semester - III) (Specialisation)**

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1) a)** What is Supply chain Management? Describe the concept 21<sup>st</sup> Century Supply chains. **[10]**

OR

b) Explain Physical distribution to Logistics to SCM. Discuss Physical Goods and Services Perspectives. **[10]**

**Q2) a)** What is Push based Supply Chain? Explain Pull based strategy with example. **[10]**

OR

b) i) Explain Commodity and cost centric supply chain. **[5]**

ii) Write short note on Agile Supply Chain. **[5]**

**Q3) a)** Explain shift from linear Supply chain to collaborative networks. Discuss. **[10]**

OR

b) Explain Total Supply chain impact of globalization and technological revolution. **[10]**

**P.T.O.**

**Q4) a)** Define Inventory Management? Explain concept and types of inventory management in detail. **[10]**

OR

b) i) Explain overview of customer focus and Demand Distribution management in supply chain. **[5]**

ii) Procurement of supplier focus. **[5]**

**Q5) a)** What is Customer Relationship Management? Explain Value added service in detail. **[10]**

OR

b) Explain the logistics-manufacturing interface that exists in an organization. Discuss the customer service issues at the logistics supply chain interface. **[10]**



Total No. of Questions : 5]

SEAT No. :

**P2289**

**[5465]-317**

[Total No. of Pages : 1

**M.B.A.**

**SUPPLY CHAIN MANAGEMENT SPECIALIZATION**

**306 (SCM) - Logistics Management**

**(2013 Pattern) (Semester - III)**

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1) a)** Discuss with examples the role, significance and concept of Logistics Management. **[10]**

OR

b) Explain & Discuss activities of logistics & value added role of logistics. **[10]**

**Q2) a)** How logistics management is integrated along SC (Supply Chain). **[10]**

OR

b) Explain integration of logistics along the supply chain. **[10]**

**Q3) a)** Discuss materials management Vs physical distribution. Give examples. **[10]**

OR

b) Discuss long run of dynamic analysis with examples? **[10]**

**Q4) a)** Explain product relationship, spatial relationship and intensity of involvement in logistics. **[10]**

OR

b) Discuss the concept of 4PL & 3PL? **[10]**

**Q5) a)** Write a note on service capacity, waiting time & distribution channels. **[10]**

OR

b) Write short notes on (Any two 5 marks each): **[10]**

- |                          |                               |
|--------------------------|-------------------------------|
| i) Distribution channel. | ii) Service delivery systems. |
| iii) Waiting time.       | iv) Service Productivity.     |



Total No. of Questions :5]

SEAT No. :

**P2290**

[Total No. of Pages :1

**[5465] - 318**

**M.B.A.**

**305 - RABM : AGRICULTURE AND INDIAN ECONOMY**

**(2013 Pattern) (Semester - III) (Specialisation)**

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *All questions carry equal marks (10).*
- 3) *Each question has internal options.*

**Q1)** a) When was Green Revolution initiated in India? Discuss the impact of Green Revolution on Indian Economy.

OR

b) Explain the progress of Indian Agriculture during the period of five year plans.

**Q2)** a) Explain the implications of 'Food Security Act'.

OR

b) Explain 'Drip irrigation'.

**Q3)** a) Explain the benefits of multipurpose river valley project in India.

OR

b) Describe the development of Dairy Industry in India.

**Q4)** a) What is Farm? Discuss the reasons to low farm productivity.

OR

b) Critically evaluate tenancy reforms measures.

**Q5)** a) What measures do you suggest to improve the conditions of farm labour?

OR

b) Explain the causes of low efficiency of agriculture labour in India.



Total No. of Questions : 5]

SEAT No. :

**P2291**

**[5465]-319**

[Total No. of Pages : 1

**M.B.A.**

**306 RABM - RURAL MARKETING - I  
(2013 Pattern) (Semester - III)**

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1) a)** What is Rural Marketing? Explain in detail rural inhibiting factors. [10]

OR

b) Elaborate Bottom of the pyramid approach. [10]

**Q2) a)** Enumerate precisely the experiences and learnings from Case of 'HUL-Project Shakti' which can be applied in present era of Rural Marketing in India. [10]

OR

b) Enumerate precisely the experiences and learnings from 'Case of CFCL-UTTAM BANDHAN'. [10]

**Q3) a)** Elaborate various 'Models of Consumer Behavior'. [10]

OR

b) Explain in detail buying decision process with example. [10]

**Q4) a)** Explain in detail sources of information in Rural marketing research.[10]

OR

b) Discuss in detail challenges in rural marketing research. [10]

**Q5) a)** Discuss in detail bases for segmentation. [10]

OR

b) Explain the concept Targeting and Positioning with examples. [10]



Total No. of Questions : 5]

SEAT No. :

**P2292**

**[5465]-320**

[Total No. of Pages : 1

**M.B.A.**

**305-FBM : ESSENTIALS OF FAMILY BUSINESS MANAGEMENT - I  
(2013 Pattern) (Semester - III) (Specialisation)**

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

- Q1)** a) Explain the competitive challenges faced by Family Business.  
b) Define Family Business and describe uniqueness of Family Business.
- Q2)** a) Describe the various people involved in Family Business.  
b) Explain the Family Business life cycle with its stages.
- Q3)** a) Explain the different types of Family Communications in Family Business.  
b) Describe the importance of family employment policy with its guidelines.
- Q4)** a) Describe the various human resource management issues has to be managed in Family Business.  
b) “Before start working in Family Business, outside experience is very important”. Elaborate.
- Q5)** a) Describe different carrier opportunities available in Family Business.  
b) How non family mangers can be motivated and retained in family business?



Total No. of Questions : 5]

SEAT No. :

**P2293**

**[5465]-321**

[Total No. of Pages : 1

**M.B.A. - II**

**FAMILY BUSINESS MANAGEMENT**

**(306 FBM) : Managing Innovation - I (Specialisation)**

**(2013 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 internal option.*
- 4) *Support your answer with suitable live examples.*
- 5) *Draw neat diagram & illustrations supportive to your answer.*

**Q1) a)** “Customer is the main source of innovation”. Elaborate the above statement with appropriate examples. **[10]**

OR

b) Explain the role of innovation in managing change in business with suitable illustration. **[10]**

**Q2) a)** Discuss Foster’s ‘S’ curve. **[10]**

OR

b) Describe in detail how familiarity matrix model is used for innovation. **[10]**

**Q3) a)** Explain the role of core competencies in the business? How the core competencies helps to gain profit in business. **[10]**

OR

b) Explain the difference between Assets and competencies with reference to coreness, imitability & profits. **[10]**

**Q4) a)** Explain the concept of Battling commoditization in relation to innovation portfolio. **[10]**

OR

b) How the needs & feelings play an important role in identifying innovation and designing portfolio. **[10]**

**Q5) a)** What are the circumstantial sources of Innovation? Discuss each one of them in brief. **[10]**

OR

b) What are the functional sources of Innovation? Discuss each one of them in brief. **[10]**



Total No. of Questions :5]

SEAT No. :

**P2294**

[Total No. of Pages :1

**[5465] - 322**

**M.B.A.**

**TECHNOLOGY MANAGEMENT (SPL)**

**305 - TM : Fundamentals of Technology Management  
(2013 Pattern) (Semester - III)**

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1)** a) Discuss about levels of Development of technology at society.

OR

b) What are General Manager's perspective on Managing Technology.

**Q2)** a) Write a note on technology and wealth creation.

OR

b) Discuss about long wave cycle in product technology.

**Q3)** a) Explain critical factors in respect of leaders Vs followers.

OR

b) What are timing factors in managing technology.

**Q4)** a) Write note on technology trends with suitable examples.

OR

b) How does financial structures affects the organisation while managing technology.

**Q5)** a) How does investment affect after managing technology.

OR

b) Write short notes (any 2)

- i) Productivity
- ii) Indices
- iii) Patents Index





Total No. of Questions : 5]

SEAT No. :

**P2295**

**[5465]-323**

[Total No. of Pages : 1

**M.B.A.**

**306 TM - MANAGING INNOVATION - II  
(2013 Pattern) (Semester - III) (Specialization)**

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

- 1) *Attempt all questions.*
- 2) *All questions carry equal marks (10).*

**Q1)** a) Discuss the following sources of Innovation:- Planned firm activities, Unexpected occurrences, creative destruction.

OR

b) Explain:- Creativity, Innovation, and Invention.

**Q2)** a) Describe any one static model of Innovation.

OR

b) Draw and explain the foster's & curve.

**Q3)** a) Bringout the relationship between competencies and assets.

OR

b) Explain:- Value Chain, Value network and Value shop.

**Q4)** a) Discuss the following with examples:- Pioneers, Migrators and Settlers.

OR

b) Discuss the aspect of creating emotional appeal with respect to Innovation.

**Q5)** a) Explain the trajectories of market need versus technology improvement by quoting examples.

OR

b) Discuss implications of the value network for Innovation.



Total No. of Questions : 5]

SEAT No. :

**P2296**

**[5465]-401**

[Total No. of Pages : 1

**M.B.A.**

**401 : MANAGING FOR SUSTAINABILITY  
(2013 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) a)** Define CSR. Explain the nature of corporate responsibility and corporate citizenship.

OR

b) ‘Bottom of the Pyramid’ needs to address the issues and opportunities for business in socially and environmentally sensitive world”. Justify.

**Q2) a)** Discuss the need and importance of ‘sustainable development’.

OR

b) “Sustainable development is different from green development”. Evaluate.

**Q3) a)** Discuss the Indian and the global perspectives on developing and practicing models for sustainable development.

OR

- b) Write brief note on:
- i) Triple bottom line, and
  - ii) ISO 26000

**Q4) a)** What is corporate Governance? Explain in details the OECD principles.

OR

b) Discuss few best practices of corporate governance citing live examples.

**Q5) a)** Explain the nature and the need of ethical practices in management.

OR

b) “The origin and the practice of Indian value systems are complementary to the business ethics”. Comment.



Total No. of Questions : 5]

SEAT No. :

**P2297**

[5465]-402

[Total No. of Pages : 1

**M.B.A.**

**403 (MKT) SERVICES MARKETING  
(2013 Pattern) (Semester-IV) (Specialization)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *Answer All questions.*
- 2) *All questions carry equal marks [10].*

**Q1)** Define 'consumer'. Describe the consumer behaviour in services elaborately.

OR

Define Services Marketing. Describe additional thru marketing mix elements in services.

**Q2)** Write short notes on (any two) : (with example)

- a) 'Customer perception'
- b) 'Customer Satisfaction'
- c) 'Service Delivery'
- d) 'Service Design'

OR

Define 'Service Quality'. Explain 'servqual' model.

**Q3)** Describe 'QFD' (Quality Function Deployment) and 'Standardisation in Quality.

OR

Discuss 'Service Design' and 'Self-Service technologies'.

**Q4)** Define 'Service Culture' and Explain the employees' Role in Service Delivery.

OR

Discuss 'Virtual Servicescape' and Customer's role as a 'Co-Producer' in service.

**Q5)** Write (with example) the application of Service Marketing in 'Airlines' and 'Hospitality.

OR

Write (with example) the application of service marketing in 'Tourism' and 'Sports'.



Total No. of Questions : 5]

SEAT No. :

**P2298**

[5465]-403

[Total No. of Pages : 2

**M.B.A.**

**MARKETING MANAGEMENT (Specilisation - IV)**

**404 - MKT : Sales and Distribution Management**

**(2013 Pattern) (Semester-IV)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Each questions has an internal option.*
- 3) *Each question carries 10 marks.*
- 4) *Support you answer with suitable example.*
- 5) *Your answer should be specific end to the point.*

**Q1) a)** Define Sales Management? Explain the importance and prerequisites for effective sales planning. **[10]**

OR

b) Explain the various channel management decisions. **[10]**

**Q2) a)** Explain the process of recruitment of sales force? What are the objectives of the recruitment. **[10]**

OR

b) What are the objectives of sales training? Describe the contents & method essentials for a training program for sale force. **[10]**

**Q3) a)** What is sales Audit? Explain the sales audit process. **[10]**

OR

b) Write short notes on **[10]**

- i) Sales Budgeting process.
- ii) Order Booking Report.

**P.T.O.**

**Q4) a)** Role of marketing channel in Dynamic market place. Discuss. [10]

OR

b) Explain advantages of franchisee and Franchiser in details. [10]

**Q5) a)** Distinguish between organised and unorganised retailing. Explain different types of organised retailing. [10]

OR

b) Explain the following concept in details. [10]

i) POP promotion.

ii) Shelf management.



Total No. of Questions : 5]

SEAT No. :

**P2299**

[5465]-404

[Total No. of Pages : 1

**M.B.A.**

**403 FIN - INTERNATIONAL FINANCE  
(2013 Pattern) (Semester-IV) (Specialization)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** a) Explain origin of IMF and its objectives.

OR

b) Explain various risk manage by the importer or exporter.

**Q2)** a) Explain Role of RBI in Management of Foreign exchange.

OR

b) Explain external Hedging techniques in details.

**Q3)** a) Explain the various methods of Raising Resources by borrower in International Market.

OR

b) Why deregulation required in India? States its characteristics.

**Q4)** a) Explain the procedure for Bond issue.

OR

b) Explain zero coupon bond and its advantages and disadvantages.

**Q5)** a) Elaborate strategies used in International Receivable Management.

OR

b) Explain the Indian accounting standards on foreign transaction.



Total No. of Questions : 5]

SEAT No. :

**P2300**

[5465]-405

[Total No. of Pages : 2

**M.B.A**

**404 FIN : CORPORATE FINANCE (Specialization - IV)  
(2013 Pattern) (Semester-IV)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *There are five questions of 10 marks.*
- 2) *All questions are compulsory with internal choice.*
- 3) *Figures to the right indicate marks for that question / sub-question.*
- 4) *Use of simple calculator is permitted.*

**Q1) a)** Define corporation. Write a detailed note on Goals of Corporation.[10]

OR

b) Describe the nature and significance of Financing Decision of a firm.[10]

**Q2) a)** ABC Ltd has FCFF of Rs. 170 Crores and FCFE of Rs. 130 Crores.

ABC Ltd's WACC is 13% and its cost of equity is 15%.

FCFF is expected to grow forever at 7% and FCFE is expected to grow forever at 7.5%.

ABC Ltd has debt outstanding at Rs. 1500 crores.

Find the value of ABC Ltd using FCFF and FCFE approach. [10]

OR

b) The most recent accounts of a corporate firm engaged in manufacturing business are summarised below:-

	Rs in Lakhs
Sales	150
EBIT	40
Interest on Debt	2
EBT	38
Tax @ 35%	13.3
EAT	24.7

**P.T.O.**

The capital employed consists of the following:

Equity store capital	Rs. 10 lakh
Reserves and surplus	Rs. 32.5 lakh
10% Bank Loan	Rs. 20 Lakh

The cost of equity is 14%

you are required to determine economic value added (EVA) [10]

- Q3)** a) Define value Based Management. Discuss the benefits and limitations of value Based Management. [10]

OR

- b) Corporate Governance Vs Corporate management. Discuss. [10]

- Q4)** a) The following information in respect of PQR Ltd has been provided to you for the year ending 31<sup>st</sup> march 2017.

Net profit	Rs. 30 Lakhs
12% Preference shares	Rs. 100 Lakhs
No. of equity shares	3 Lakhs
Return on investment	20%

Equity capitalisation rate 16%

Retention ratio 40%

you are required to determine the value per share using walter's model. [10]

OR

- b) Y Ltd follows a policy of fixed dividend payout of 75%. The EPs for 2015-16 is Rs. 4 per share and the same is expected to grow by 25% during 2016-17.

The firm earns a return of 20% on its investments. The cost of equity of the company is 15%.

Compute the value of shares on 31<sup>st</sup> march 2017 using the Gordois model.[10]

- Q5)** a) Restructuring is the fastest and earliest way to expand your business exponentially. Critically examine the statement. [10]

OR

- b) Write short notes on:- [10]
- Constraints to corporate restructuring.
  - Strategies for corporate restructuring.





Total No. of Questions : 5]

SEAT No. :

**P2301**

[5465]-406

[Total No. of Pages : 1

**M.B.A.**

**403 - IT : SOFTWARE PROJECT MANAGEMENT  
(2013 Pattern) (Semester-IV) (Full Credit Course) (Specialisation-III)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Explain in detail different types of contracts in Software Project Management. [10]

OR

b) Describe the methods and methodology for software project management. [10]

**Q2) a)** What are the software process models? Explain briefly the waterfall model of software development. [10]

OR

b) Explain the steps done in project evaluation done in software project management. [10]

**Q3) a)** Explain the different levels of CMM and its advantages. [10]

OR

b) Explain COCOMO model with an example. [10]

**Q4) a)** What are the major Difficulties with PERT? How to overcome this. [10]

OR

b) Explain in detail risk management in software projects. [10]

**Q5) a)** Explain the importance of using a Project Management Software. [10]

OR

b) Explain Ms-Project in detail and give difference between CPM/PERT. [10]



Total No. of Questions : 5]

SEAT No. :

**P2302**

[5465]-407

[Total No. of Pages : 1

**M.B.A.**

**404 IT : ENTERPRISE RESOURCE PLANNING  
(2013 Pattern) (Semester-IV) (Specialisation)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Each question carries 10 marks.*
- 3) *Draw neat diagram if required.*

**Q1) a)** What is ERP? What are the major reason for adopting ERP? Discuss potential benefits of ERP. **[10]**

OR

b) Explain ERP architecture in detail. List out various features of ERP.

**Q2) a)** Explain ERP Life-cycle in details and discuss different ERP projects .**[10]**

OR

b) Explain ERP implementation strategies. Which one is more suitable for companies with operations in different states in India?

**Q3) a)** Explain the modules in production planning and operations. **[10]**

OR

b) Explain the Payroll process from ERP Standpoint? How do ERP solutions help Payroll?

**Q4) a)** What is a portal and explain different types of portal? Discuss Benefits of portals. **[10]**

OR

b) What is analytics? How is it different from business intelligence? Explain various segments of Analytics.

**Q5) Write Short Notes (Any Two) **[10]****

- a) ERP for Service Industry.
- b) ERP for Manufacturing Industry.
- c) Cloud Computing for ERP.



Total No. of Questions : 5]

SEAT No. :

**P2303**

[5465]-408

[Total No. of Pages : 2

**M.B.A.**

**403-(OPE) - OPERATIONS STRATEGY  
(Operations Management) (Specialisation - III)  
(2013 Pattern) (Semester-IV)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** what is Operations Strategy? Explain importance and Linkage with corporate strategy. **[10]**

OR

b) Explain in the detail about functions of international financial conditions and international Companies. Discuss. **[10]**

**Q2) a)** Explain with suitable example the Order winners and Order qualifiers. Discuss. **[10]**

OR

b) i) Write note on core competence and distinctive capabilities. **[5]**

ii) Write note on Strategic Integration. **[5]**

**Q3) a)** Explain with suitable example Technology strategy issues in new product development time to market. **[10]**

OR

b) Explain Focused manufacturing product and process. Discuss Make or Buy decision process. **[10]**

**P.T.O.**

**Q4) a)** Explain the various organizational issues involved while implementing functioning of Resource Management. **[10]**

OR

b) i) Write note on Improving Delivery system for (SRM) **[5]**

ii) Explain Key performance indicator. **[5]**

**Q5) a)** Explain in the briefly describe the concept of SAP system and importance in decision making. **[10]**

OR

b) State ITES enabling the effective strategy and resource implementation Discuss. **[10]**



Total No. of Questions : 5]

SEAT No. :

**P2304**

[5465]-409

[Total No. of Pages : 1

**M.B.A.**

**404 - OPE : TOTAL QUALITY MANAGEMENT  
(2013 Pattern) (Semester-IV) (Specialisation - IV)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** Define Quality. Explain Goods and service quality.

OR

Explain organisational vision, Mission and Quality Policy.

**Q2)** Explain Joran and Crosby philosophy on quality.

OR

Discuss Deming's 14 point philosophy on Quality.

**Q3)** Write short notes on (any two) :-

- a) Flow charts.
- b) Tally charts.
- c) Histograms.
- d) Scatter diagram.

OR

What is the concept of QFD (Quality Function Deployment)? Explain the difficulties associated with QFD.

**Q4)** Explain the need and importance of strategical Quality Control.

OR

Explain 'OC-curves' and AOQL (Average Outgoing Quality Limit).

**Q5)** Discuss the Quality Management Awards and frameworks.

OR

Illustrate 'CII' and 'ISO 9000-2000'?



Total No. of Questions : 5]

SEAT No. :

**P2305**

**[5465]-410**

[Total No. of Pages : 1

**M.B.A.**

**403 - HR : INDUSTRIAL RELATIONS (HRM)  
(2013 Pattern) (Semester - IV) (CBCS) (Specialization)**

*Time : 2 ½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Explain the scope and Importance of Industrial Relations. **[10]**

OR

b) Define Industrial Relations. Explain any three approaches of Industrial Relations. **[10]**

**Q2) a)** Enunciate Industrial Relations Machinery for resolution of conflicts. **[10]**

- i) Negotiation
- ii) Conciliation
- iii) Arbitration

OR

b) Explain the difference between strike & lockouts. **[10]**

**Q3) a)** Describe the rights and liabilities of registered Trade Unions? **[10]**

OR

b) What are the Penalties and Procedure under Trade Union Act, 1926. **[10]**

**Q4) a)** How Interpretation and submission of draft of standing orders, conditions for certification of standing orders are carried out under Industrial Employment (Standing orders) Act, 1946? **[10]**

OR

b) Explain the Penalties and procedure under Industrial Employment (Standing Orders) Act, 1946. **[10]**

**Q5) a)** Define the term 'Collective Bargaining'. Explain the process of collective Bargaining with suitable examples? **[10]**

OR

b) "Workers Participation in Industries is a success" critically comment. **[10]**



Total No. of Questions : 5]

SEAT No. :

**P2306**

[5465]-411

[Total No. of Pages : 1

**M.B.A**

**404 - STRATEGIC HUMAN RESOURCE MANAGEMENT  
(2013 Pattern) (Semester-IV) (Specialisation - IV)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a) Define HRM & SHRM. Elaborate aims & approaches of SHRM. [10]**

**OR**

b) What do you mean by SHRM. What are the different challenges of SHRM. **[10]**

**Q2) a) Explain strategic role of top management & strategic role of line management in SHRM context. [10]**

**OR**

b) Define strategy & explain types of HR strategies. **[10]**

**Q3) a) Define succession planning & elements of succession planning. [10]**

**OR**

b) Discuss competency based HR practices. **[10]**

**Q4) a) What do you mean by learning organisation? Discuss strategies for learning organisations. [10]**

**OR**

b) Discuss employee engagement strategy with suitable example. **[10]**

**Q5) a) Explain importance of Training & Development for international staff.[10]**

**OR**

b) Discuss compensation issues in MNC's. **[10]**



Total No. of Questions : 5]

SEAT No. :

**P2307**

**[5465]-412**

[Total No. of Pages : 1

**M.B.A.**

**403 - IB : INTERNATIONAL BUSINESS ENVIRONMENT  
(2013 Pattern) (Theory) (Semester - IV) (Specialization - III)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All Questions are compulsory with internal choice within the question.*
- 2) *All questions carry 10 marks.*

**Q1)** Discuss International Business Environment and its impact on International Business Decision.

OR

What do you understand by World Trade Protectionism?

**Q2)** Describe factors which influence movement in Foreign Exchange.

OR

Discuss the structure and effect of Foreign Investment on International Business.

**Q3)** Explain in detail WTO and its functions.

OR

Explain in detail the objectives and functions of IMF.

**Q4)** Explain the role of MNCs in improving the economy of Home Country.

OR

Write a note on “Issues related to foreign Investments”.

**Q5)** Write short notes on (Any two)

- a) NAFTA
- b) Functions of EC (European Commission)
- c) IT and International business

OR

Explain the Emerging Development and other issues in International Business.





Total No. of Questions : 5]

SEAT No. :

**P2308**

[5465]-413

[Total No. of Pages : 1

**M.B.A**

**404 (IB) : INDIAN ECONOMY & TRADE DEPENDENCIES  
(2013 Pattern) (Semester-IV) (Specialization)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** a) What is the concept of 'Industrial Trend'? Explain the Trends in National Income since 1991.

OR

- b) What is the concept of 'Industrial Policy'? Explain the new Industrial Policy 1991 in India.

**Q2)** a) Explain the 'Planning and Economic development' in India in current scenario.

OR

- b) Define 'Human Capital'. Explain the Human Capital Formation in India.

**Q3)** a) Discuss the review of Industrial Growth under 10<sup>th</sup> Five year plan.

OR

- b) Explain the Growth and present state of IT Industry in India.

**Q4)** a) Discuss the recent trends of 'Exports' and 'Imports' of India.

OR

- b) Explain the growth and struture of India' Foreign Trade since 1991.

**Q5)** a) What is the concept of 'India in Global Trade'? Explain the recent liberalisation policy with the Global Economy.

OR

- b) Write short notes on (any two):
- i) Global Trade.
  - ii) Globalisation strategies of India.
  - iii) WTO and its role
  - iv) Foreign Exchange Reserves.



**P.T.O.**

Total No. of Questions : 5]

SEAT No. :

**P2309**

**[5465]-414**

[Total No. of Pages : 1

**M.B.A.**

**403 - SCM : STRATEGIC SUPPLY CHAIN MANAGEMENT  
(2013 Pattern) (Semester - IV) (Specialisation - III)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All Questions are Compulsory.*
- 2) *All questions carry equal marks (10).*

**Q1)** Define the concept of SCM. Explain the strategies objectives of SCM.

OR

Explain the 'product development' and 'market development'. Strategies for SCM.

**Q2)** What is the concept of 'Strategic fit'. Explain the steps in achieving strategic fit.

OR

Impact of customer 'needs' and 'Uncertainty' for strategic fit.

**Q3)** Define strategic scope. Explain the 'minimise local cost perspective' for strategic scope.

OR

What is the meaning of 'Expanding strategic scope'? Explain the 'maximise company profit perspective' for expanding strategic scope.

**Q4)** Discuss the 'strategic partnerships' and 'Alliances' for SCM.

OR

Write short notes on (any two):

- a) Collaborative Advantages
- b) Core competence
- c) 3 PL and 4 PL
- d) Out sourcing in SCM

**Q5)** What are the supply chain challenges? Explain the 'strategies for future'.

OR

Describe the strategies for future on 'mass communication' and 'Globalisation'.



Total No. of Questions : 5]

SEAT No. :

**P2310**

[5465]-415

[Total No. of Pages : 2

**M.B.A. - II**

**SUPPLY CHAIN MANAGEMENT (Specialization)**  
**404 - SCM : Knowledge Management in Supply Chains**  
**(2013 Pattern) (Semester-IV)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** What is supplier relationship Management? Explain the briefly the concept? **[10]**

OR

b) Explain in detail the Internal Supply Chain Management. Discuss IT in supply chain? **[10]**

**Q2) a) i)** Explain requirement analysis for Information system. **[5]**

ii) Write note on Risk and challenges in implementing SC. **[5]**

OR

b) Explain in detail describe the classification of supply chain information system. **[10]**

**Q3) a)** Briefly describe the Pure Technological applications supply chain? **[10]**

OR

b) Explain process improvements of supply chains. Discuss adoption? **[10]**

**P.T.O.**

**Q4) a)** Explain B-2-B Perspective. Discuss E-Business on supply chain management. **[10]**

OR

b) i) Explain extranets & VPN. **[5]**

ii) Explain Benefits to SMEs & MSMEs. **[5]**

**Q5) a)** Explain in the details about overview of Information Technology Infrastructure. Discuss. **[10]**

OR

b) Write Short Note on (Any Two) **[10]**

i) Write note on GPRS.

ii) Write note on EPOS.

iii) Write note on RFID.



Total No. of Questions : 5]

SEAT No. :

**P2311**

**[5465]-416**

[Total No. of Pages : 1

**M.B.A**

**RURAL & AGRIBUSINESS MANAGEMENT**

**403 - RABM : Rural Credit Finance**

**(2013 Pattern) (Semester - IV) (Specialisation)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** “The characteristics of Indian Agriculture are distinctive as compared to other countries”. Comment.

OR

Write a note on : ‘Role of Agriculture in the Economic Development of a country’.

**Q2)** Discuss the classification of Agriculture Finance in India.

OR

“Co-operative credit plays a vital role in agriculture Finance’. Elaborate with suitable examples.

**Q3)** Write a detailed note on: concept of co-operative banking.

OR

Discuss the impact of liberalisation on co-operative banks with reference to deregulation of interest rates and prudential norms.

**Q4)** Write notes on (any 2) in the context of Rural Credit and Finance:

- a) Productive Vs Consumption Theory
- b) The Concept of 3 R’s Credit
- c) Principles of Crop Finance

OR

Write notes on (any 2) in the context of Rural Credit and Finance:

- a) Principles of Micro Finance
- b) Cost Theory
- c) The Concept of 7 P’s of Credit

**Q5)** Write a detailed note on : Delivery Channels and linkages in rural finance.

OR

Write a note on: Tringle of microfinance



Total No. of Questions : 5]

SEAT No. :

**P2312**

[5465]-417

[Total No. of Pages : 1

**M.B.A.**

**404 - RABM : RURAL MARKETING -II  
(2013 Pattern) (Semester-IV) (Specialisation - IV)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** a) Discuss about Product decisions and products clasification with examples.

OR

- b) What are product strategy levels and explain significance of product strategy.

**Q2)** a) Discuss about Pricing and environmental factors.

OR

- b) Discuss about pricing for the quality conscious segment and valve conscious segment.

**Q3)** a) What are the challenges for distribution strategy and distribution practices.

OR

- b) What is distribution decision? Explain Rural Logistics and rural coverage decision.

**Q4)** a) Discuss the role of retailers and rural malls in rural retailing.

OR

- b) What is PPP models and E-Tailing.

**Q5)** a) What is promotional Mix and Communication process.

OR

- b) Discuss about Rural advertising with suitable examples.



Total No. of Questions : 5]

SEAT No. :

**P2313**

**[5465]-418**

[Total No. of Pages : 1

**M.B.A.**

**403 - FBM : ESSENTIALS OF FAMILY BUSINESS MANAGEMENT  
(2013 Pattern) (Semester - IV) (Specialization)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** a) Explain the impact of Sarbanes - Oxley on the family business and its board.

OR

- b) Write short notes on
- i) Responsibilities of shareholders to the company
  - ii) Recruitment process in family Business.

**Q2)** a) Discuss complexities in cousin companies.

OR

- b) Discuss various aspects of family governance process.

**Q3)** a) What do you mean by succession in family business? Discuss challenges in managing succession.

OR

- b) Write short notes on
- i) Rewards and challenges for latter generation members.
  - ii) A vision for company responsible for success.

**Q4)** a) “The CEO is an architect of governance in family”. Discuss this statement.

OR

- b) What are responsibilities of CEO in building financial security in family business?

**Q5)** a) Explain three states of evolution in family business?

OR

- b) Write short notes on
- i) Changing the culture
  - ii) Intrapreneurship in family business.



Total No. of Questions : 5]

SEAT No. :

**P2314**

[5465]-419

[Total No. of Pages : 2

**M.B.A.**

**404 - FBM : MANAGING INNOVATION - II  
(2013 Pattern) (Semester-IV)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Explain Globalization in context of Innovation .Discuss Generic strategies for worldwide Innovation. **[10]**

OR

b) Explain Acquisition and Mergers .Write note on strategic alliances and Licensing. **[10]**

**Q2) a)** Explain the concept of Innovation for Emerging Economies. What is value stock? **[10]**

OR

b) Discuss about value stock and Techno-economic factors. **[10]**

**Q3) a)** What is the role of National Government in Innovations? Why it is essential? **[10]**

OR

b) How Innovations (R and D) are Financed? What is the effect of politics and government for financing R and D? **[10]**

**P.T.O.**



**Q4) a)** Explain the concept of Innovation in service organization. Discuss the types of innovation in services. **[10]**

OR

b) Discuss-CI-3 Frameworks. State its benefits.

**Q5) a)** Write note Business innovations and Process Innovations. **[10]**

OR

b) Write note on:-

i) Social Innovations.

ii) Organization Innovation. **[10]**



Total No. of Questions : 5]

SEAT No. :

**P2315**

[Total No. of Pages : 2

**[5465]-420**

**M.B.A.**

**TECHNOLOGY MANAGEMENT**

**403 - TM : Technology Competition and strategy**

**(2013 Pattern) (Semester - IV) (Specialisation)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Discuss technology strategy and technology leadership as critical tools to competitive Business Environment. **[10]**

OR

b) Explain Dynamics of change in the competitive Domain with respect to Technology Emergence Phase. Discuss example of Communication Industry. **[10]**

**Q2) a)** Discuss signals of new technology and importance of technology intelligence. **[10]**

OR

b) Discuss macro level and industry level mapping in technology environment. **[10]**

**Q3) a)** Explain Business strategy. Discuss strategic Analysis and Decision making using product evaluation matrix. **[10]**

OR

b) Discuss Technology Interface with market customers and suppliers. Explain with one example. **[10]**

**P.T.O.**

**Q4) a)** Explain linkages between Technology Choice & Competitive Advantage. Elaborate with example of any online shopping site. **[10]**

OR

b) What is strategic Diagnosis. Discuss formulation of Technology strategy with crafting and Implementation Approach. **[10]**

**Q5) a)** Discuss strategic and operational reasons for collaborative arrangements. **[10]**

OR

b) Write short notes on **[10]**

i) Marketing Alliances

ii) Outsourcing Alliances

iii) R&D Alliance

iv) Collaboration between small and large firms.



Total No. of Questions : 5]

SEAT No. :

**P2316**

[5465]-421

[Total No. of Pages : 2

**M.B.A.**

**404 : TM - MANAGING INNOVATIONS - II  
(2013 Pattern) (Semester-IV) (Specializations)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Explain Market Uncertainty Endogeneity in context of Innovations. **[10]**

Discuss generic strategies for worldwide innovation.

OR

- b) What is Balance cost in context of Innovation? Write note on strategic alliances and Licensing. **[10]**

**Q2) a)** Explain the concept of technology Transfer with respect to Innovations  
What is value stock? **[10]**

OR

- b) Discuss about value stock and Techno-economic factors. **[10]**

**Q3) a)** What is the role of National Government in Innovations? Why it is essential? **[10]**

OR

- b) How Innovations (R and D) are Financed? What is the effect of politics and government for financing R and D? **[10]**

**P.T.O.**

**Q4) a)** How are Innovations carried in service organization? Discuss the types of innovation in services. **[10]**

OR

b) What is CI-3 Frameworks? State its benefits. **[10]**

**Q5) a)** Write note on:

i) Social Innovations.

ii) Organization Innovations. **[10]**

OR

b) Write note on Business innovations and Process Innovations. **[10]**

