

Total No. of Questions : 6]

SEAT No. :

P3430

[Total No. of Pages : 4

[5074] - 101

M.M.S./M.B.S. (Semester - I)

INTERNATIONAL BUSINESS MANAGEMENT

(2008 Pattern)

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

- 1) *Question No. 6 is compulsory.*
- 2) *Attempt any three questions from Q. No. 1 to Q. No. 5.*

Q1) What is a Multinational Enterprise? Discuss the factors contributed for the growth of MNEs along with the advantages and disadvantages for home and host country view points. **[15]**

Q2) Explain the concept of country risk Analysis. Comment on economic and socio-culture risk. **[15]**

Q3) Compare and contrast the Heckscher-Ohlin's theory of factor endowment with the Ricardo's theory of comparative cost Advantage with suitable examples. **[15]**

Q4) What are the barriers to international trade? List and explain all types of barriers and their impact on world's trade. **[15]**

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

- a) Globalisation
- b) WTO's ministerial conferences
- c) Types of L/cs
- d) Balance of payment
- e) Global sourcing

P.T.O.

Damar International

Damar International, a fledgling firm importing handicrafts of chiefly Indonesian origin, was established in Burke, Virginia, a suburb of Washington, DC. Organized as a general partnership, the firm is owned entirely by Dewi Soemantoro, its president, and Ronald I. Asche, its vice president: Their part-time, unsalaried efforts and those of Soemantoro's relatives in Indonesia constitute the entire labor base of the firm. Outside financing has been limited to borrowing from friends and relatives of the partners in Indonesia and the United States.

Damar International estimates that its current annual sales revenues are between \$20,000 and \$30,000. Although the firm has yet to reach the break-even point, its sales revenues and customer base have expanded more rapidly than anticipated in Damar's original business plan. The partners are generally satisfied with results to date and plan to continue to broaden their operations.

Damar International was established to capitalize on Soemantoro's international experience and contacts. As' the daughter of an Indonesian Foreign Service officer, Soemantoro spent most of her youth and early adulthood in western Europe and has for the past 18 years resided in the United States. Her immediate family, including her mother, now resides in Indonesia. In addition to English and Malay, Soemantoro speaks French, German, and Italian. Although she has spent the past four years working in information management in the Washington area, first for MCI and currently for Records Management Inc., her interest in importing derives from the six years she spent as a management consultant. In this capacity, she was frequently called on to advise clients about importing clothing, furniture, and decorative items from Indonesia. At the urging of family and friends, she decided to start her own business. While Soemantoro handles the purchasing and administrative aspects of the business, Asche is responsible for marketing and sales.

Damar International currently imports clothing, high-quality brassware, batik accessories, wood carvings, and furnishings from Indonesia. All of these items are handcrafted by village artisans working in a cottage industry. Damar International estimates that 30 percent of its revenues from the sale of Indonesian imports are derived from clothing, 30 percent from batik accessories, and 30 percent from wood carvings, with the remainder divided equally between brassware and furnishings. In addition, Damar markets in

the eastern United States sell comparable Thai and Philippine handcrafted items imported by a small California firm. This firm in turn markets some of Damar's Indonesian imports on the West Coast.

Most of Damar buyers are small shops and boutiques. Damar does not supply large department stores or retail chain outlets. "By participating in gift shows, trade fairs, and handcraft exhibitions, the firm has expanded its customer base from the Washington area to many locations in the eastern United States.

In supplying small retail outlets with handcrafted Indonesian artifacts, Damar is pursuing a niche strategy. Although numerous importers market similar massproduced, manufactured Indonesian items chiefly to department stores and chain retailers, Damar knows of no competitors that supply handcrafted artifacts to boutiques. Small retailers find it difficult to purchase in sufficient volume to order directly from large-scale importers of mass- produced items. More importantly, it is difficult to organize Indonesian artisans to produce handcrafted goods in sufficient quantity to supply the needs of large retailers. Damar's policy is to carry little if any inventory. Orders from buyers are transmitted by Soemantoro to her family in Indonesia, who contract production to artisans in the rural villages of Java and Bali. Within broad parameters, buyers' can. specify modifications of traditional Indonesian wares. Frequently, Soemantoro cooperates with her mother in creating designs that adapt traditional products to American tastes and to the specifications of U.S. buyers. Soemantoro is in contact with her family in Indonesia at least once a week by telex or phone to report new orders and check on the progress of previous orders. In addition, Soemantoro makes an annual visit to Indonesia to coordinate policy with her family and maintain contacts with artisans.

Damar also fills orders placed by Soemantoro's family in Indonesia. The firm, in essence, acts as both an importer and an exporter despite its extremely limited personnel base. In this, as well as with its source of financing. Damar is highly atypical. The firm's great strength, which allows it to fill a virtually vacant market niche with extremely limited capital and labor resources, is clearly the Soemantoro family's nexus of personal connections. Without the use of middlemen, this single bicultural family is capable of linking U.S. retailers and Indonesian village artisans and supplying products that, while unique, are specifically oriented to the U.S. market.

Damar's principal weakness is its financing structure There are limits to the amount of money that can be borrowed from family and friends for such an enterprise. Working capital is necessary because the Indonesian artisans must be paid before full payment is received from U.S. buyers. Although a 10 percent deposit is required from buyers when an order is placed, the remaining 90 percent is not due until 30 days from the date of shipment FOB.

Washington, DC. Yet, the simplicity of Damar's financing structure has advantages: To date, it has been able to operate without letters of credit and their concomitant cost and paperwork burdens.

One major importing problem has been the paperwork and red tape involved in U.S. customs and quota regulations. Satisfying these regulations has occasionally delayed fulfillment of orders. Furthermore, because the Indonesian trade office in the United States is located in New York rather than Washington, assistance from the Indonesian government in expediting such problems has at times been difficult to obtain with Damar's limited personnel. For example, an order was once delayed in U.S. customs because of confusion between the U.S. Department of Commerce and Indonesian export authorities concerning import stamping and labeling. Several weeks were required to resolve the problem.

Although Damar received regulatory information directly from the U.S. Department of Commerce when it began importing, its routine contact with the government is minimal because regulatory paperwork is contracted to customs brokers.

One of the most important lessons that the firm has learned is the critical role of participating in gift shows, trade fairs, and craft exhibitions. Soemantoro believes that the firm's greatest mistake was not attending a trade show in New York. By connecting with potential buyers, both through trade shows and "walk-in scouting" of boutiques, Damar has benefited greatly from helpful references from existing customers. Buyers have been particularly helpful in identifying trade fairs that would be useful for Damar to attend. Here too, the importance of Damar's cultivation of personal contacts is apparent.

Similarly, personal contacts offer Damar the possibility of diversifying into new import lines. Through a contact established by a friend in France, Soemantoro is currently planning to import handmade French porcelain and silk blouses.

Damar is worried about sustained expansion of its Indonesian handicraft import business because the firm does not currently have the resources to organize large-scale cottage-industry production in Indonesia. Other major concerns are potential shipping delays and exchange rate fluctuations.

Questions for Discussion

- a) Evaluate alternative expansion strategies for Damar International in the United States.
- b) What are the likely effects of shipment delays on Damar? How can these effects be overcome?



Total No. of Questions : 6]

SEAT No. :

P3431

[Total No. of Pages : 3

[5074] - 102

M.B.S./M.M.S. (Semester - I)

BUSINESS POLICY AND STRATEGIC MANAGEMENT

(2008 Pattern)

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

- 1) *Question No. 6 is compulsory.*
- 2) *Attempt any three questions from Qu. No. 1 to Qu. No. 5.*
- 3) *Figures to the right indicate full marks.*

Q1) Describe the characteristics of strategic Management. **[15]**

Q2) What are different types of strategies? Discuss. Explain what do you understand by Business level and functional level strategies? **[15]**

Q3) Explain the following : **[15]**

- a) Porter's five forces of Industry Analysis.
- b) Subjective factors in strategic choice and process of strategic choice.

Q4) Define and explain the meaning of the following : **[15]**

- a) Vision, Mission.
- b) Definition, Goal and objectives of Business.

Q5) Why is strategy evaluation and control important to organizations? Explain with examples. **[15]**

Q6) CASE STUDY : [compulsory Question] **[25]**

Note : Analysis of the case and logical reasoning for solving problems of answering questions will carry more weightage.

P.T.O.

BHARAT HEAVY ELECTRICALS LIMITED CONCENTRATES ON THE POWER EQUIPMENT INDUSTRY

Bharat Heavy Electricals Limited (BHEL) is India's largest engineering and manufacturing enterprise, operating in the energy sector, employing more than 42000 people. Established in 1956, it has established its presence in the heavy electrical equipments industry nationally as well as globally. BHEL is one of the navaratnas (lit, nine gems) among the public sector enterprises in India. Its vision is to be 'a world class enterprise committed to enhancing stakeholder value'. Its mission statement is: 'to be an Indian multinational engineering enterprise providing total business solutions through quality products, systems, and services in the fields of energy, industry, transportation, infrastructure, and other potential areas'.

BHEL is a huge organisation, manufacturing over 180 products categorised into 30 major product groups, catering to the core sectors of power generation and transmission, industry, transportation, telecommunications and renewable energy. It has 14 manufacturing divisions; four power sector regional centres, over 100 project sites, eight service centres and 18 regional offices. It acquires technology from abroad and develops its own technology at its research and development centres. The operations of BHEL are organised into three business sectors of power, industry and overseas business. Besides the business sector departments, there are the corporate functional departments of engineering and R&D, human resource development, finance and corporate planning and development.

BHEL's turnover hit an all-time high of Rs. 18,739 crore, registering a growth of 29 per cent, while net profit increased by 44 per cent to touch Rs. 2,415 crore in 2006-07. The company has a comfortable order book position of Rs. 55,000 crore for 2007-08 and beyond. The company booked export orders worth Rs. 1,903 crore in 2006-07. It is looking forward to US\$10 billion exports by 2012 from the present US\$ 4 billion. The capital investment plan of BHEL for the 11th National Plan period envisages an investment of Rs. 3,200 crore, mainly to enhance its manufacturing capacity from 10000 MW to 15000 MW.

BHEL has formulated a five-year strategic plan with the aim of achieving a sustainable profitable growth, targeting at a turnover of Rs. 45,000 crore by 2012. The strategy is driven by a combination of organic and inorganic growth. Organic growth is planned through capacity and capability enhancement, designed to leverage the company's core areas of power, supported by the industry, transmission, exports and spares and services businesses. For the purpose of inorganic growth, BHEL plans to pursue mergers and acquisition and joint ventures and grow operations both in domestic and export markets.

BHEL is involved in several strategic business initiatives at present for internationalisation. These include targeting the export markets, positioning itself as a reputed engineering, procurement and construction (EPC) contractor globally and looking for opportunities for overseas joint ventures. An example of a concentration strategy of BHEL in the power sector is the joint venture with another public enterprise, National Thermal Power Corporation, to perform EPC activities in the power sector. It is to be noted that NTPC as a power generation utility and BHEL as an EPC contractor have worked together on several domestic projects earlier, but without a formal partnership. BHEL also has joint ventures with GE of the US and Siemens AG of Germany. Other strategic initiatives include management contract for Bharat Pumps and Compressors Ltd. and a proposed takeover of Bharat Heavy Plates and Vessels, both being sister public sector enterprises:

Despite its impressive performance, BHEL is unable to fulfil the requirements for power equipment in the country. The demand for power has been exceeding the growth and availability. There are serious concerns about energy shortages owing to inadequate generation and transmission, as well as inefficiencies in the power sector. Since this sector is a major part of the national infrastructure, problems in the power sector affect the overall economic growth of the country as well as its attractiveness as a destination for foreign investments. BHEL also faces stiff competition from international players in the power equipment sector, mainly of Korean and Chinese origin. There seems to be an undercurrent of conflict between the two governmental ministries of power and heavy industries. BHEL operates administratively under the Ministry of Heavy Industries, but supplies mainly to the power sector that is under the Ministry of Power. There has been talk of establishing another power equipment company as a part of the NTPC for some time, with the purpose of lessening the burden on BHEL.²³

Questions :

- a) BHEL is mainly formulating and implementing concentration strategies nationally as well as globally, in the power equipment sector. Do you think it should broaden the scope of its strategies to include integration or diversification? Why?
- b) Suppose BHEL plans to diversify its business. What areas should it diversify into? Give reasons to justify your choice.



Total No. of Questions : 7]

SEAT No. :

P3432

[Total No. of Pages : 2

[5074] - 103

MMS/MBS (Semester - I)

MARKETING SPECIALISATION

103(A) : Services Marketing and Brand Management

(2008 Pattern)

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

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

Q1) What is services marketing? Elaborate its contribution in growing economy of the country. Support your answer with relevant examples.

Q2) Discuss the concept of product-service continuum with the help of neat diagram & examples.

Q3) What do you understand by the term 'Service Quality'? Explain the 'GAP model' for evaluating service performance.

Q4) What is brand? 'Customer's buy brands & not products', do you agree? justify you answer.

Q5) What is brand positioning? Explain different attributes generally used by marketers to position their brand.

Q6) What is Brand equity. Discuss any one method to measure brand equity.

P.T.O.

Q7) Write short notes on (Any 2) :

- a) Classification of services.
- b) 7P's of services Marketing mix.
- c) Customer satisfaction.
- d) E-services.
- e) Co-branding.



Total No. of Questions : 7]

SEAT No. :

P3433

[Total No. of Pages : 1

[5074] - 104

M.M.S./M.B.S. (Semester - I)

FINANCIAL SPECIALIZATION

103(B) : Merchant Banking and Financial Services

(2008 Pattern)

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

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

Q1) What is morly market? Explain the instruments of morly market.

Q2) Explain the functions of SEBI and how SEBI regulates the capital market?

Q3) What is credit rating and explain the process of credit rating?

Q4) What are latest charges in capital market?

Q5) What are various servies offered by merchant banker?

Q6) What is factoring and explain it's advantages & disadvantages.

Q7) Write short notes (Any two) :

- a) Futures and options.
- b) Types of leasing
- c) Mutual fund.



Total No. of Questions : 7]

SEAT No. :

P3434

[Total No. of Pages : 2

[5074] - 105

MMS/MBS (Semester - I)

103(C) : SOFTWARE ENGINEERING

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Question No-1 is compulsory.*
- 2) *Attempt any five questions from remaining.*
- 3) *Draw diagrams wherever is necessary.*

Q1) For: “Web-based order processing system”:

- a) Draw 1st and 2nd level DFD. [10]
- b) E-R diagram. [10]

Q2) Explain the differences between Waterfall model with prototyping model. [10]

Q3) Explain with example: Input design, Output Design, Database Design.[10]

Q4) What is maintenance? What are the different types of maintenance? Explain with example. [10]

Q5) Give the steps to build the decision table. Give an example. [10]

Q6) What is the role of system Analyst? What are the different skills required by a system Analyst? [10]

P.T.O.

Q7) Write short notes (Any TWO) :

[10]

- a) Object Oriented methodology
- b) Web Engineering
- c) Data Dictionary
- d) Software crises



Total No. of Questions : 8]

SEAT No. :

P3435

[Total No. of Pages : 2

[5074] - 106

MMS/MBS (Semester - I)

103D : QUALITY MANAGEMENT

(2008 Pattern)

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

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

Q1) Define Quality. Explain the term “The Cost of Quality” with it’s four major categories.

Q2) Explain in detail Deming’s 14 points for Quality Management.

Q3) With diagram explain “The House of Quality- The QFD planning matrix”.

Q4) Draw and discuss “ OC Curve”.

Q5) What are p-chart? Explain briefly the steps in making of a p-chart. How does it help management and shop personnel?

Q6) Explain concept and application with an example of any two of following:

- a) Fish bone diagram
- b) Six Sigma
- c) Pareto Analysis

P.T.O.

Q7) In order to manage and organize Quality, explain the term “Leadership for Quality” wrt Executive Leadership, Individual Leadership and Organizational Leadership.

Q8) What do you understand by the term” Quality Auditing”? What are the various types of quality audits? Explain it in detail.



Total No. of Questions : 6]

SEAT No. :

P3436

[Total No. of Pages : 1

[5074] - 107

MBS/MMS (Semester - I)

HRM SPECIALIZATION

103E : Organisational Development

(2008 Pattern)

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

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

Q1) Discuss the role of OD consultant.

Q2) What is structural intervention? Discuss the work design theory & its impact upon performance & motivation through redesigning jobs.

Q3) Explain six box model with example.

Q4) What is quality of worklife? Discuss in detail.

Q5) Focus the essential factors for effective teams and stages of team development.

Q6) Write short notes : (any two) :

- a) Models of change management
- b) Parallel learning structure
- c) TQM
- d) 7's Framework



Total No. of Questions : 7]

SEAT No. :

P3437

[Total No. of Pages : 1

[5074] - 201

M.B.S.

**201 : Entrepreneurship Development and Project Management
(2008 Pattern)**

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

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

Q1) Explain the concept of an “entrepreneur” with its role and responsibilities.

Q2) Elaborate the theory put forth by Frank Knight to promote entrepreneurship.

Q3) Discuss the various entrepreneurial traits put forth by management thinkers.

Q4) Elaborate various challenges faced by woman entrepreneurs and describe any two remedies.

Q5) Explain the role played by central government in promoting entrepreneurship development.

Q6) Elaborate the different forms of financing with reference to project funding.

Q7) Write short notes on (Any two) :

- a) Career opportunities.
- b) D.I.C.
- c) Angel Capitalist.
- d) Entrepreneurship development cycle.



Total No. of Questions : 7]

SEAT No. :

P3438

[Total No. of Pages : 2

[5074] - 202

M.M.S./M.B.S. (Semester - II)

MARKETING SPECIALIZATION

202A : Retail & Distribution Management

(2008 Pattern)

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

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

Q1) 'Compared to store retailing, it will take many years for non-store retailing to be popular in India'. Comment.

Q2) What are the objectives of planning a retail communication mix? Suggest at least two ideas of retail communication for a big retail mall to increase foot-falls; and justify them.

Q3) What is merchandising? Explain in detail the steps in merchandising planning.

Q4) Explain the following with appropriate examples :

- a) Horizontal & vertical marketing systems.
- b) Multichannel marketing systems.

Q5) 'Considering the sky-rocketing prices of real estate; it is inexpensive & better to open an internet store than the physical store. Further compared to the physical store, an internet store will be globally accessible and can have better return-of-investment (ROI); Do you agree with these statements? Justify your answer.

P.T.O.

Q6) Write a detailed note on technology in distribution and its impact on performance.

Q7) Write notes on any two of the following :

- a) Managing in-store promotion & events.
- b) Private label brands.
- c) Store image mix.
- d) Trends in whole saling.



Total No. of Questions : 7]

SEAT No. :

P3439

[Total No. of Pages : 2

[5074] - 203

M.B.S./M.M.S. (Semester - I)

FINANCIAL MANAGEMENT SPECIALIZATION

202 B : International Finance

(2008 Pattern)

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

- 1) *Question No. 1 is compulsory and carries 14 marks.*
- 2) *Attempt any four Questions from remaining and carries 14 marks each.*

Q1) Answer any two questions. Each Carry 7 marks.

- a) Your import customer asked you to retire an import bill for UD \$ 100,000 received on collection basis and debits the cost to his account, assuming USD were quoted in the interbank markets: SPOT 1 USD = INR 39.7200 – 39.7650. One Month Forward: INRO₂.1050 - 0.1150.
 - i) You require an exchange margin of 0.150%
 - ii) Your corresponding bank charges 50 USD.

Calculate exchange rate applicable for retirement of the bill and rupee amount recoverable from the customer.

- b) A bank is quoting the following rates:

EUR/USD Spot: 0.7725/75

2 Month :20/10

3 Month: 25/15

SAR/USD Spot: 3.50 /75

2 month 20/40

3 month 30/40

A firm wished to buy Riyals against Euro, 3 month forward. What rate bank will quote?

- c) Spread mid rate quote for USD in INR is 2.03, 53.5 as per trader. Calculate bid ask rates.

P.T.O.

- d) From the following three quotes, examine if any arbitrage gains are possible and if yes, calculate the same for SGD 1 Million:

JPY/SGD: 64.85

CHF/JPY: 0.0113

CHF/SGD: 0.7345

Q2) Explain the different financial exposures faced by a corporate in international business and some of the tools of hedging available.

Q3) Write a detailed note on the following:

- a) International Bank for Reconstruction and Development (World Bank)
- b) Special Drawing Rights (SDR).

Q4) What is the importance of study of International Finance for Finance Executive of a company?

Q5) What is the linkage between National Financial Markets and the Euromarkets? How do they influence each other?

Q6) Write note on Funding Avenues in Global Capital Markets.

Q7) Write note on any two:

- a) Foreign Direct Investment (FDI).
- b) Foreign Currency Convertible Bonds (FCCB).
- c) American Depository Receipts (ADR).



Total No. of Questions : 6]

SEAT No. :

P3440

[Total No. of Pages : 1

[5074] - 204

M.B.S./M.M.S. (Semester - II)

COMPUTER SPECIALIZATION

202C : Business Application

(2008 Pattern)

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

- 1) *Q.No. 6 is compulsory.*
- 2) *Attempt any four from Q.1 to Q.5.*
- 3) *Figures to the right indicate full marks.*

Q1) Explain material procurement procedure in detail. **[15]**

Q2) What is labour efficiency? How it is calculated? **[15]**

Q3) Explain various ratios calculated in accounting, also explain their Interpretation. **[15]**

Q4) Explain customer order processing system. Draw pending customer orders layout. **[15]**

Q5) Explain ERP with its various models of ERP. **[15]**

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

- a) Bom
- b) Down time analysis.
- c) Vendar Analysis.



Total No. of Questions : 8]

SEAT No. :

P3441

[Total No. of Pages : 1

[5074] - 205

M.M.S./M.B.S. (Semester - II)
202 D : OPERATIONS STRATEGY
(2008 Pattern)

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

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

Q1) Draw and discuss Operations strategy framework from “customer needs to order fulfillment” for Manufacturing industry.

Q2) Explain the role of Manufacturing in Business Strategy.

Q3) What is meant by the expressions “Order Winners” and ‘Order Qualifiers”?

Q4) Explain the various issues involved in new product development process.

Q5) Explain the term product profiling. Why Product Profiling is necessary in today’s fast changing market?

Q6) Explain the merits and demerits of “Make or Buy” decisions for a manufacturing unit.

Q7) Explain the importance of Manufacturing infrastructure development and explain key performance indicators like PQCDMS wrt manufacturing industry.

Q8) Explain the use and role of IT in Operations strategy.



Total No. of Questions : 5]

SEAT No. :

P3442

[Total No. of Pages : 1

[5074] - 206
M.B.S./M.M.S. (Semester - II)
HRM SPECIALISATION
202 E : Training and Development
(2008 Pattern)

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

- 1) *Q.1 is compulsory.*
- 2) *Answer any three from remaining.*

Q1) a) Explain methods of identification of training needs. [15]

b) What are the objectives of training? [10]

Q2) Explain any one model of training evaluation. [15]

Q3) Why do people resist training? [15]

Q4) Design a training module for leadership skills development program. [15]

Q5) Write notes on (any two) : [15]

- a) MDP
- b) CBT
- c) ROI of training
- d) Andragogy



Total No. of Questions : 7]

SEAT No. :

P3443

[Total No. of Pages : 1

[5074] - 207

M.B.S/M.M.S. (Semester - II)

**203A : Marketing Strategy and Relationship Marketing
(2008 Pattern)**

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

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

Q1) Explain concept of 'Marketing Strategy'. Elaborate various steps in formulating marketing strategy.

Q2) Why do companies develop 'New products'? Explain various steps involved in 'New product Development'.

Q3) Discuss marketing strategy formulation across various stages of Product Life Cycle (PLC) for GSM cellular service.

Q4) Explain the necessity and advantage of offering superior service to your customers. Also explain '3S's of customer service.

Q5) Discuss role played by 'Information Technology' (IT) with reference to Customer Relationship Management (CRM).

Q6) Explain the paradigm shift in marketing i.e. from 'Transactional Marketing' to 'Relationship Marketing'.

Q7) Write short notes (any two) :

- a) Customer satisfaction and Internal Marketing.
- b) Customer Defection Analysis.
- c) Constraints in Marketing Strategy Implementation.
- d) 'RFM' model.



Total No. of Questions : 7]

SEAT No. :

P3444

[Total No. of Pages : 2

[5074] - 208

M.M.S./M.B.S. (Semester - II)

FINANCE SPECIALIZATION

202 B : Legal Procedural Aspects of Finance

(2008 Pattern)

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

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

Q1) Explain the provisions of companies Act regarding:

- a) Acceptance of inter corporate deposits
- b) Provisions regarding 'Inter Corporate Loans'.

Q2) Explain the provisions regarding Mergers and Acquisitions as per company's act.

Q3) Explain the provisions of Companies Act 1956 regarding appointment and reappointment of director.

Q4) Discuss various provisions relating to employee benefits under the 'Payment of Gratuity Act'.

Q5) What are the qualifications required for the appointment of Auditor under Companies Act 1956? Explain the duties of the auditor.

Q6) Explain the provisions of company's Act regarding Oppression and mismanagement.

P.T.O.

Q7) Write Short Notes on: (Any Two)

- a) Available surplus under payment of Bonus Act.
- b) Corporate Governance Statement.
- c) Powers and Duties of Directors.
- d) Objectives of Foreign Exchange Management Act.



Total No. of Questions : 8]

SEAT No. :

P3445

[Total No. of Pages : 2

[5074] - 209

M.B.S/M.M.S. (Semester - II)

COMPUTER SPECIALIZATION

203C : OOD Concepts & Basic Java

(2008 Pattern)

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

- 1) Question 1 and 8 are compulsory.*
- 2) Figures to right indicate marks.*
- 3) Solve any five from remaining.*

Q1) Answer in short :

[10]

- a) Explain flow layout.
- b) What is overloading.
- c) Explain throws keyword in Java.
- d) What are packages.
- e) Explain super keyword in Java.

Q2) Design a GUI for conference participants registration. Show accepted details after clicking “register” button. (Date of registration, name of participant, name of event registration fees, address).

[10]

Q3) What is multithreading? Explain with proper example.

[10]

Q4) Create user defined exception to validate marks of a student between 0 to 100. throw out of bound exception otherwise.

[10]

Q5) Write stream classes in Java. Explain with suitable example.

[10]

Q6) Explain applets with suitable example.

[10]

P.T.O.

Q7) Explain Math class and random class with proper example. **[10]**

Q8) Write short notes on (any 2) : **[10]**

- a) System Class.
- b) Event Listeners.
- c) Thread Priorities.
- d) Features of Java.



Total No. of Questions : 8]

SEAT No. :

P3446

[Total No. of Pages : 2

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MMS/MBS (Semester - II)

**203 D : MODELING TECHNIQUES AND IT FOR OPERATIONS
MANAGEMENT
(2008 Pattern)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Explain the meaning of “Business Modelling”. Explain Business Modelling process in detail.

Q2) The Indian Electric company manufactures two popular brand of ceiling fans, Cool Home and AL Bahar. Each fan is processed through two main departments: Machine shop and Assembly shop which have respectively 1200 machine hours and 1600 machine hours of available capacity per day. Each cool home fan requires 3 hrs of capacity of machine shop and 1 hr capacity of assembly shop. Similarly each Al Bahar fan requires 2 hrs each of machine shop and assembly shop capacity.

The market for the two models has been surveyed recently which suggests that a maximum of 250 nos. of Cool Home and 200 nos. of Al Bahar can be sold per day.

If the profit of fans is rupees 60/- on a Cool Home and rupees 80/- on a Al Bahar, what quantity of each should be produced to maximize profit.

Q3) A company is making a large boiler installation. A certain automatic monitoring unit is critical for the operation of the whole system. At the time of original order, the spares for this unit can be purchased for rupees 2,000 per unit . The probability distribution for the failure of this unit during the life time of installation is given as

P.T.O.

Failure	Probability
0	0.35
1	0.25
2	0.20
3	0.15
4	0.05

If a spare is needed and is not available, the total cost of idle time and replacement cost will be rupees 15,000. Unused spares have no salvage value. Determine the optimal number of spares to be ordered.

Q4) There are five jobs I, II, III, IV and V which are required to be processed on two machines (A and B) in the order AB that is, first through machine A and then through machine B. The processing times of these jobs on the two machines are given in the table below:

Job	Machines	
	A	B
	Processing Time (Hrs.)	
I	8	3
II	4	2
III	1	5
IV	4	6
V	5	7

Determine the sequence for the five jobs to minimize total elapsed time.

Q5) Define the term “Dynamic Programming”. Explain the concept of “Dynamic Programming” in detail.

Q6) Explain the importance and role of IT in Operations Management.

Q7) Explain the characteristics and key features of Operations softwares used in Project Scheduling and Supply Chain Management.

Q8) Explain the salient features of ERP systems.



Total No. of Questions : 6]

SEAT No. :

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[Total No. of Pages : 1

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M.B.S/M.M.S. (Semester - II)

HRM SPECIALISATION

203E : Performance Management Systems

(2008 Pattern)

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

- 1) *Q. 1 is compulsory.*
- 2) *Answer any three from remaining.*

Q1) a) Explain the process of performance appraisal & the importance of the performance appraisal. [15]

b) Explain the term “Performance Coaching”. [15]

Q2) What are the reasons because of which performance appraisal fails? Explain with appropriate example at least for two of the reasons. [15]

Q3) How can the failure of performance appraisal be minimised? What measures can be taken? [15]

Q4) What is the importance of goal setting in performance planning? Explain the process of goal setting. [15]

Q5) Explain with appropriate example 360° appraisal. [15]

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

- a) BARS
- b) Challenges before PMS.
- c) Separation planning.
- d) Objectives of performance appraisal.

