

Total No. of Questions : 5]

SEAT No. :

P3345

[Total No. of Pages : 2

[5082]-101

P.G.D.B.M.

101: ORGANISATIONAL BEHAVIOUR
(2013 Pattern) (Semester - I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Draw neat diagrams, if necessary.*
- 3) *Figures to right, indicate marks.*

Q1) a) Mr. Ravi, your friend wants to learn organisational behaviour formally to understand the ease in human relations. What fundamental concepts of organisational behaviour would you teach him and why? **[10]**

OR

- b) Write short notes (Any Two) : **[10]**
- i) OB as an art or science.
 - ii) Social cognitive framework.
 - iii) Limitations of OB.

Q2) a) “Attitudes are likes and dislikes” comment. State its importance at workplace. **[10]**

OR

- b) “Recognition may be motivational for the moment but it doesn’t have any staying power. It’s an empty force. Why? Because when you go to the grocery store, they don’t take recognitions as a form of payment”. Do you agree or disagree? Discuss. **[10]**

P.T.O.

Q3) a) Discuss achievement of any three global leaders. [10]

OR

b) “A group comprises of two or more persons who interact with one another in such a manner that each person influences and is influenced by each other person” comment. Explain different types of group. [10]

Q4) a) What is work culture? State the criticisms of work place spirituality?[10]

OR

b) How the positive organisational culture can be created? What are the advantages of organisational culture? [10]

Q5) a) What are the different levels of resistance to change? How to deal with resistance of group and individual level? [10]

OR

b) “Learning organisation attacks competition and reactiveness” Explain.[10]



Total No. of Questions : 5]

SEAT No. :

P3346

[Total No. of Pages : 4

[5082]-102

P.G.D.B.M.

102: ACCOUNTING FOR BUSINESS DECISIONS
(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 non-programmable calculator is allowed.*

Q1) What do you mean by accounting conventions? State them and explain each in detail.

OR

Discuss the relationship between Financial accounting & cost accounting.

Q2) State and discuss the objectives of Financial Statements in detail.

OR

State & explain any four elements of Balance Sheet as per Schedule VI of Companies Act.

Q3) From the following particulars of a manufacturing firm prepare cost sheet.

Stock & material on 1 st Jan 2015	20,000
Purchase of Raw material in Jan 2015	5,50,000
Stock of Finished goods on 1 st Jan 2015	25,000

P.T.O.

Productive Wages	2,50,000
Finished goods sold	12,00,000
Works overheads charges	75,000
Office & General Expenses	50,000
Stock of material on 31 st Jan 2015	70,000
Stock of finished goods on 31 st Jan 2015	30,000

OR

From the following information supplied by Tata Ltd. Mumbai, prepare a statement showing the cost of production and goods sold for the period from 1-1-2015 to 31-1-2015.

Stock of Raw material as on 1-1-15	40,000
Raw material purchased during the month	5,00,000
Wages paid	2,50,000
Factory overheads	80,000
Work in progress (1-1-2015)	10,000
Work in progress (31-1-2015)	20,000
Closing stock of Raw material as on (31-1-15)	30,000
Opening stock of finished goods (1-1-15)	80,000
Closing stock of finished goods (31-1-2015)	70,000
Selling and Distribution overheads	10,000
Administrative overheads	25,000
Sales	10,00,000

Q4) From the following information calculate :

- a) Re-ordering Level.
- b) Minimum Stock Level.
- c) Maximum Level.
- d) Average Stock Level.
 - i) Normal consumption = 450 units per day.
 - ii) Maximum consumption = 630 units per day.
 - iii) Minimum consumption = 360 units per day
 - iv) Re-order Quantity = 5,400 units per day.
 - v) Re-order period = 13 days.

OR

From the following particulars of Lalit and company prepare stores of ledger A/c for the month of Jan 2015 on the basis of FIFO Method.

Jan 2015

- 1 Opening Stock - 200 units @ Rs. 2.50
- 5 Purchased 150 units @ Rs. 3.00
- 7 Issued 300 units
- 13 Purchased 300 units @ Rs. 2.25
- 18 Issued 275 units
- 23 Purchased 500 units @ Rs. 2.40
- 28 Issued 450 units
- 30 Spoilage 25 units

Q5) Crystal Ltd. Cochin is currently working at 50% capacity & produces 1000 units at a cost of Rs. 180 per unit as per the details shown below :

Particulars	Rs. (unit cost)
Direct Material	100
Direct labour	30
Factory overheads (40% fixed)	30
Administrative overheads (50% fixed)	20

Estimate profit of the company at 80% capacity by preparing flexible Budgets selling price per unit is Rs. 200/-.

OR

The turnover and profits during the two periods are as follows :

Period	Turnover (in lakhs)	Profit (in lakhs)
I	40	4
II	60	8

You are required to calculate :

- P/V Ratio.
- BEP (Sales).
- Margin of safety in period II.
- Profit when sales are 50 lakhs.



Total No. of Questions : 5]

SEAT No. :

P3347

[Total No. of Pages : 1

[5082]-103

P.G.D.B.M.

**(103) ECONOMIC ANALYSIS FOR BUSINESS DECISIONS
(2013 Pattern)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) What is Profit? Explain role of profit in market system. **[10]**

OR

Explain circular flow of Economic activity with Diagram.

Q2) Explain various types of elasticity of demand. **[10]**

OR

What are the features of oligopoly market.

Q3) Explain the concept of Break Even point with diagram. **[10]**

OR

Define the concept of Risk Management with examples.

Q4) What are the components of Capital Market in India? **[10]**

OR

Explain role and functions of R.B.I.

Q5) Define role & functions of W.T.O. **[10]**

OR

What do we mean by Revenue & Capital budget.



Total No. of Questions : 5]

SEAT No. :

P3348

[Total No. of Pages : 2

[5082]-104

P.G.D.B.M.

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

- Q1)** a) i) Define the term business research. What are the objectives of the business research. **[5]**
- ii) “Business organizations can achieve sustainable growth in this dynamic changing environment only if they well equip themselves with business research”. Discuss this by using the need and advantage of the Business research. **[5]**

OR

- b) Draft a research proposal for any one of the following : **[10]**
- i) An automobile company wants to conduct study on distribution channel for its two wheeler.
- ii) A bank interested in finding out the customer preferences for online bill payments.
- Q2)** a) i) What is research design? What are the features of the good research design? **[5]**
- ii) ABC Ltd. manufactures soft drinks (cold drinks) in your city. They are interested in launching a mango fruit drink. You are appointed as a general manager of the company. You are entrusted to find out the Consumer buying preferences. Which types of research design will you advice. **[5]**

P.T.O.

OR

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

- Q3)** a) What is Measurement? Explain the levels of measurement with examples. [10]

OR

- b) Prepare a questionnaire for customer satisfaction of restaurant in your locality. [10]

- Q4)** a) Explain the term sampling? Discuss any two probability sampling in detail with merits and demerits. [10]

OR

- b) What is non probability sampling? When non probability sampling is preferred over probability sampling? Explain Quota sampling in detail. [10]

- Q5)** a) Write short notes on (Any Two) : [10]

- i) Univariate Analysis.
- ii) Bivariate Analysis.
- iii) Structure of Research Report.

OR

- b) What is (χ^2) chi-square test? Explain its significance in statistical analysis in research. [10]



Total No. of Questions : 5]

SEAT No. :

P3349

[Total No. of Pages : 2

[5082]-105

P.G.D.B.M.

**105: MANAGEMENT FUNDAMENTALS
(2013 Pattern) (Semester - I)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) What is the significance of management? Elaborate the challenges that are faced by management. **[10]**

OR

b) State the contribution of F.W. Taylor. Discuss the principles of scientific management. **[10]**

Q2) a) What is informal organisation? What are the advantages and disadvantages of informal organisation? **[10]**

OR

b) Define organisational culture How the organisational structure can be created? **[10]**

Q3) a) Discuss the nature and significance of planning in an industrial enterprise. **[10]**

OR

b) Discuss MBO. What are the pros and cons of MBO? **[10]**

P.T.O.

Q4) a) “The success of any control process lies in setting proper and attainable standards”. Comment. **[10]**

OR

b) Define ‘control’. Explain why control is necessary in the management of modern business. **[10]**

Q5) a) What do you understand by organisational changes? Explain the reasons for organisational changes. **[10]**

OR

b) What the types of IT and communication devices? State the use of communication devices and IT. **[10]**



Total No. of Questions : 5]

SEAT No. :

P3350

[Total No. of Pages : 2

[5082]-201

P.G.D.B.M.

**201: BASICS OF MARKETING
(2013 Pattern) (Semester - II) (CBCS)**

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 the following marketing concepts : [10]

- i) Needs
- ii) Wants
- iii) Exchange Process
- iv) Product
- v) Selling

OR

b) What is Marketing Planning? As a manager, how will you use marketing mix for effective marketing planning? [10]

Q2) a) i) Consumer wants to purchase 'A Four Wheeler'. Explain the various factors, which would affect the consumer buying behavior. [5]

ii) What type of decision process would you expect that most of the consumers would follow in their purchase of 'Two wheeler'? [5]

P.T.O.

OR

- b) Define the term 'Consumer Behavior'. Explain the steps in consumer/buyers buying decision process with appropriate examples wherever necessary. [10]

- Q3)** a) "Marketing management have to constantly take and revise their marketing decisions considering the changes in micro and macro environmental forces" comment. Explain various types of environmental forces and factors influencing marketing decisions. [10]

OR

- b) Explain the effects of changing environment with reference to macro economics, politics, technology and socio-cultural elements on business sector in modern era. [10]

- Q4)** a) Explain the concept of Differentiation & Positioning. What is 'USP'. Explain with examples. [10]

OR

- b) What do you mean by market segmentation? What are the major bases of market segmentation? [10]

- Q5)** a) "Product can be classified into broad categories based on who will use them & how they will use'. Analyze the statement in context of classification of products. [10]

OR

- b) What do mean by the term 'Marketing Mix'. Explain in detail the concepts of product mix and place mix. [10]



Total No. of Questions : 5]

SEAT No. :

P3351

[Total No. of Pages : 4

[5082]-202

P.G.D.B.M.

**202: FINANCIAL MANAGEMENT
(2013 Pattern) (Semester - II)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) What is Financial Management? Explain its functions.

OR

- b) Write a short note on :
- i) Risk and Return
 - ii) Financial Planning and Forecasting.

Q2) a) Define capitalization. Explain under capitalization in detail.

OR

- b) What is cost of capital? Explain various components & cost of capital.

Q3) a) A company is considering an investment proposal to install a new machine. The project will cost Rs. 70,000 and will have a life of 7 years. The net cash inflow from the proposed investment proposal are as follows :

Year →	1	2	3	4	5	6	7
PAT →	15,000	20,000	25,000	20,000	20,000	15,000	10,000

P.T.O.

Compute the following :

- i) Pay Back period
- ii) Average rate of return
- iii) NPV @ 10% Discount Rate
- iv) Profitability Index @ 10% discount rate.

OR

- b) A company proposes to instal a machine involving a capital cost of Rs. 3,60,000. The expected life of the machine is 5 years and the salvage value is nil. The machine will produce the net operating income after depreciation of Rs. 68,000 per annum. The company's tax rate is 35%. The cost of capital is 15%. Calculate NPV and PI.

- Q4)** a) Assume that the firm has equity capital of Rs. 1,00,000. The ratios of the firm are,

Short term Debt to Total Debt = 0.4

Total Debt to Equity = 0.6

Fixed Assets to Equity = 0.6

Total Asset Turnover Ratio = 2 times

Inventory Turnover Ratio = 8 times

Complete the following balance sheet with above calculations.

Balance Sheet

Liabilities	Amount	Assets	Amount
Equity capital		Fixed Assets	
Long Term Debt		Inventory	
Short Term Debt		Cash	

OR

- b) Prepare Balance Sheet of ABC Ltd. From following ratios, and other information
- i) Working Capital = 4,00,000
 - ii) Current Ratio = 2:1
 - iii) Current Assets to Turnover = 2:3
 - iv) Fixed Assets to Turnover = 1:3
 - v) Equity capital – 50% of turnover
 - vi) Debt to Equity = 1:3

Q5) a) Q Ltd. sells goods on a GP of 20%. Depreciation is considered in the cost of production. The following are the annual figures given to you.

Sales (at 2 months credit)	24,00,000
Material consumed (suppliers credit 2 months)	6,00,000
Wages paid (one month in arrears)	4,80,000
Administrative Expenses (1 month lag in payment)	1,50,000
Sales promotion expenses (paid quarterly in advance)	75,000
Cash Manufacturing Expenses (1 months lag in payment)	6,00,000

The company keeps one months stock each of raw material and finished goods. It also keeps Rs. 80,000 in cash. You are required to estimate the working capital requirement of the company on cash basis assuming 10% safety margin. The company has no work in progress.

OR

- b) From the following information prepare estimated working capital requirement of ABC Ltd.

Projected Annual sales - 25,000 units

Selling price per unit – Rs. 10

Analysis of selling price shows,

Material cost	–	40%
Labour cost	–	30%
Overheads	–	20%
Profit	–	10%

Further details are as follows :

- i) Stock of Raw material – 4 weeks
- ii) Production process – 100% material
and 50% of other expenses – 4 weeks
- iii) Debtors – 5 weeks
- iv) Creditors – 3 weeks
- v) Lag in payment of wages and overheads 2 weeks
- vi) Finished goods stock – 2 weeks
- vii) Cash balance – 25,000

Consider 52 weeks in a year.



Total No. of Questions : 5]

SEAT No. :

P3352

[Total No. of Pages : 2

[5082] - 203

PGDBM

203 : Legal Aspects of Business

(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) Your answers should be specific and to the point.
- 5) Support your answers with suitable live examples.

Q1) a) Define Offer & Acceptance. What are the provisions related to discharge of a contract under The Contract Act 1871? [10]

OR

b) What are the essential elements of Valid contract? [10]

Q2) a) Distinguish between Conditions & Warranties. [10]

OR

b) Write a note on Rights of unpaid seller. [10]

Q3) a) What is a negotiable instrument? Give its types and provisions for its Dishonor. [10]

OR

b) What is Negotiation? Explain the types of endorsements. [10]

Q4) a) Define company. Give the various types of company meetings and its features under the companies' act 1956. [10]

OR

b) Distinguish between Memorandum of Association & Articles of Association. [10]

P.T.O.

Q5) a) Define the following under consumer protection act 1986 [10]

- i) Restrictive trade practices
- ii) Consumer protection council
- iii) Consumer dispute redressal agency

OR

b) Write a note on electronic governance. [10]



Total No. of Questions : 5]

SEAT No. :

P3353

[Total No. of Pages : 2

[5082] - 204
P.G.D.B.M. (Semester - II)
(204) BUSINESS COMMUNICATION
(CBCS) (2013 Pattern)

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.*

Q1) a) Elaborate on the different barriers of communication. **[10]**

OR

b) Write a note on the Cross Cultural Dimensions of Business Communication.

Q2) a) Consider that you are to apply for a job in an FMCG company for the position of an HR manager. Write a job application letter. **[10]**

OR

b) You have a key client who has Not paid for the products and services supplied by you. The amount is Rs. 10 Crores due for over 90 days from date of supply. Write a collection letter to you client requesting an immediate payments considering the urgency of the situation.

Q3) a) What principles should be followed to make an effective presentation?[10]

OR

b) Audiovisual media is a tool for impactful presentations. What are the principles governing the use of such media?

P.T.O.

Q4) a) I have resigned from my company where I was working for 10 years as a Sales Manager. What advice would you give me on how I should conduct myself and what points I should cover during my exit interview? **[10]**

OR

b) i) What are the different types of interviews? **[6]**

ii) Mention the important points to be kept in mind while giving an interview on Skype. **[4]**

Q5) a) A Marketing Plan is an important report. Explain the sequence to be followed for a good Marketing plan with the help of an example. **[10]**

OR

b) What are the various types of Reports? **[10]**



Total No. of Questions : 5]

SEAT No. :

P3354

[Total No. of Pages : 2

[5082] - 205
P.G.D.B.M. (Semester - II)
(205) BUSINESS GOVERNMENT & SOCIETY
(2013 Pattern)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) a) What is the economic role of government towards business and society. **[10]**

OR

b) What are macro economic crisis? Explain with examples.

Q2) a) How is population, trade & institution related to the development of a state? **[10]**

OR

b) Poverty - inequality - economic growth are inter - related. Discuss.

Q3) a) Name the different pricing mechanisms available to ensure universal efficiency. **[10]**

OR

b) What is Privatization? Explain the issues in regulation that arise with privatization.

Q4) a) Globalization is a blend of people, technology & ethical behaviour. Comment. **[10]**

OR

b) Give the drawbacks of Globalization.

P.T.O.

Q5) a) Write a note on influence of demography in changing work place. **[10]**

OR

b) Industrial relation is a major factor for changing work place. Discuss.



Total No. of Questions : 5]

SEAT No. :

P3355

[Total No. of Pages : 2

[5082] - 301
P.G.D.B.M. (Semester - III)
301 : HUMAN RESOURCE MANAGEMENT
(2013 Pattern)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:-

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

Q1) a) Define concept of Human Resource Management. Explain the objectives of HRM.

OR

b) What is the future of HRM in current global scenario in India?

Q2) a) Define the term job analysis. What are the advantages and disadvantages of job analysis?

OR

b) Define the term Manpower planning. Explain various steps involved in Manpower planning.

Q3) a) State the meaning of Training and Development. Give the difference between training and development.

OR

b) What do you understand by evaluation of training? What are the techniques of evaluation of training results?

Q4) a) Define the performance appraisal. Explain the modern methods of performance appraisal in brief.

OR

b) State the reasons and guidelines of linking compensation with performance.

P.T.O.

Q5) a) Explain the concept of Employee relations. State the importance of employee relation.

OR

b) What is meant by flexible work arrangement? State the issues to be consider for developing and implementing flexible work arrangement.



[5082] - 302

P.G.D.B.M.

**302 : DECISION SCIENCE
(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.
- 3) Use of simple calculator is allowed.

- Q1) a) i)** A firm produces three products. These products are processed on three different machines. The time required to manufacture one unit of each of the three products and daily capacity of the three machines are given in the table below :

Machine	Time per unit (minutes)			Machine Capacity (Minutes per day)
	product1	product2	product3	
M ₁	2	3	2	440
M ₂	4	-	3	470
M ₃	2	5	-	430

It is required to determine the daily number of units to be manufactured for each product. The profit per unit for product 1, 2 and 3 is Rs. 4, Rs. 3 and Rs. 6. respectively. It is assumed that all the amounts produced are consumed in the market. Formulate the LPP. [5]

- ii) A company has 4 machines on which to do 3 jobs. Each job can be assigned to one and only one machine. The cost of each job on each machine is given in the following table. What are the job assignment for minimum costs? [5]

Jobs	Machines			
	A	B	C	D
X	17	23	27	31
Y	7	12	16	18
Z	9	14	18	21

OR

b) Find the initial basic feasible solution of the following transportation problem for minimization using. **[10]**

i) NWCM.

ii) LCM.

iii) VAM.

Sources	Destinations				Capacity
	I	II	III	IV	
A	20	6	25	15	50
B	17	13	16	17	50
C	5	21	19	23	100
Total	30	40	60	70	

Q2) a) A repairman is to be hired to repair machines which breakdown at an average rate of 4 per hour. The breakdowns follow Poisson Distribution. Two repairmen A and B have been interviewed for this purpose. A charges Rs. 100 per hour and services breakdown machine at the rate of 6 per hour. B demands Rs. 125 per hour and services at an average of 8 machines per hour. If downtime of a machine costs Rs. 25 per hour, suggest which repairman should be hired. **[10]**

OR

b) A confectioner sells confectionary items. Past data of demand per week in hundred kilograms with frequency is given below :

Demand per week (in hundred kg)	0	5	10	15	20	25
Frequency	2	11	8	21	5	3

Generate the demand for next 10 weeks using random numbers given below. Also find average demand per week. Random Numbers : 78, 99, 43, 62, 44, 02, 67, 32, 54, 75 **[10]**

- Q3) a) i) Write a note on decision theory. [5]**
 ii) The conditional pay - offs in crores of rupees for the three models of a car for the various likely sales figures are as follows :
 model

Model	Sales (Units)		
	1 lakh	2 lakh	3 lakh
X	30	10	10
Y	55	20	3
Z	15	35	65

Find strategy using :

[5]

- 1) Maximax,
- 2) Maximin
- 3) Laplace

OR

- b) Solve the following game, given the pay - off matrix as below : [10]

PlayerA	Player B	
	B ₁	B ₂
A ₁	1	7
A ₂	6	2

- Q4) a) i) Describe the characteristics of CPM and PERT model. [5]**
 ii) State the limitations of CPM and PERT techniques. [5]

OR

- b)

Activity	Duration (Months)
1 – 2	1
2 – 3	4
2 – 7	2
2 – 4	2
3 – 8	2
4 – 5	3
4 – 6	3
5 – 6	2
6 – 7	1
7 – 8	3

[10]

- i) Draw network Diagram.
- ii) Determine critical path and project duration.
- iii) Compute earliest start time, latest start time for each activity.

Q5) a) i) Explain the concept of probability with example. [5]

ii) A bag contains 30 balls numbered from 1 to 30. One ball is drawn at random. Find the probability that the number of the ball drawn will be [5]

- 1) a multiple of 5 or 7.
- 2) even number or a multiple of 5.

OR

b) The average daily sale of 500 branch offices was Rs. 150 thousand and the standard deviation Rs. 15 thousand. Assuming the distribution to be normal, indicate how many branches have sales between Rs. 120 thousand and Rs. 145 thousand. [10]

[Given	Z	0.33	2.0
	Area	0.1293	0.4772]



[5082] - 303

PGDBM

303 : OPERATIONS AND SUPPLY CHAIN MANAGEMENT

(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) *Figures to the right indicate marks for that question / sub question.*
- 5) *Draw neat diagrams and illustrations supportive to your answer.*
- 6) *Use calculator is permitted (as applicable)*

Q1) a) What is supply chain management? Explain the significance of operations & supply chain management. **[10]**

OR

- b) Explain the following : **[10]**
- i) Loading
 - ii) Capacity planning

Q2) a) Explain the following : **[10]**

- i) VED
- ii) HML
- iii) FSN
- iv) GOLF

OR

b) What is continuous flow production? State its advantages. **[10]**

Q3) a) Explain the various enablers of supply chain management. **[10]**

OR

b) Describe the various key issues in supply chain management. **[10]**

P.T.O.

Q4) a) Explain the following terms :

- i) Intermittent Flow system. [5]
- ii) Service Blueprinting. [5]

OR

b) Define production planning and control. Explain the importance of production planning and control. [10]

Q5) a) i) A company uses 140 numbers of an item per month. Each units costs the company Rs. 30/- The costs of putting through each order are Rs. 38/- annual inventory carrying charges is 0.2. Calculate economic order quantity (EOQ) [5]

ii) ABC Analysis [5]

OR

b) i) Impact of Global Competition. [5]

ii) Lean Management. [5]



Total No. of Questions : 5]

SEAT No. :

P3358

[Total No. of Pages : 2

[5082] - 304

P.G.D.B.M. (Semester - III)

304 - FBM : ESSENTIALS OF BUSINESS MANAGEMENT - I

(2013 Pattern)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

- 1) *There are five questions each of 5 marks.*
- 2) *All questions are compulsory with internal choice.*

Q1) Discuss the nature, importance and uniqueness of family business. **[10]**

OR

Describe the dilemmas and challenges for Family Business.

Q2) Describe the Family business dynamics with the help of system and growing complexity. **[10]**

OR

What is the need to preserve the entrepreneurial spirit & promote a positive sum dynamic in later generation of the family?

Q3) Describe the benefits of family meetings for successful family business. **[10]**

OR

Explain the guidelines for ownership and family policy making.

Q4) Discuss the role of outside experience, confidence and self esteem in decision making for joining or not joining the family business. **[10]**

OR

How the remuneration is decided and performance is appraised of the non family members.

P.T.O.

Q5) Do introducing external executives have positive impact on family business?
Explain with illustrations. **[10]**

OR

Explain the various career opportunities for non-family managers.



Total No. of Questions : 5]

SEAT No. :

P3359

[Total No. of Pages : 2

[5082] - 305

PGDBM

(304 FIN) FINANCIAL REGULATORY FRAMEWORK

(2013 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:-

- 1) *All questions are compulsory with internal choice*
- 2) *Each questions is having an internal option.*

Q1) Elaborate the 'Global financial crises' along with causes and effect on Indian financial sector. **[10]**

OR

What are the various issues regarding the financial regulatory framework in India?

Q2) Explain the guidelines of SEBI for issue of securities and book building. **[10]**

OR

Explain the duties, powers and functions of Insurance Regulatory and Development Authority (IRDA).

Q3) Define the term Prospectus. Explain the various contents of prospectus in detail. **[10]**

OR

What are the various types of directors? Explain the duties and powers of Directors.

Q4) Explain External commercial Borrowing? Discuss the key elements and terms of external commercial borrowings. **[10]**

OR

Describe foreign Direct Investments (FDI) regulation. Explain the types of FII investments.

P.T.O.

Q5) Describe the provision of registration and acceptances of foreign contribution under society registration act 1860. **[10]**

OR

Explain the banking regulation act as applicable to cooperatives.



Total No. of Questions : 5]

SEAT No. :

P3360

[Total No. of Pages : 2

[5082] - 306

P.G.D.B.M.

HR - 304 : 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.*

Q1) Define Performance Management. Discuss benefits of Performance Management System. **[10]**

OR

Differentiate between Performance Appraisal and Performance Management in detail.

Q2) Outline the process of aligning performance plan with organisational goals. **[10]**

OR

‘Performance appraisal is never done in isolation’ Comment. Explain how it is linked to job analysis.

Q3) Explain how to build a performance oriented culture in your organisation. **[10]**

OR

Explain factors affecting effective use of performance management.

Q4) How to create an effective total reward strategy? What are the components of total reward? **[10]**

OR

Identify management problems in evaluating performance. Discuss the limitations of deficiencies of performance appraisal.

P.T.O.

Q5) Define 'Ethical Performance Management'. Explain the significance of ethics in Performance Management. **[10]**

OR

Design Performance Evaluation System for a Multinational Organisation.



[5082] - 307

P.G.D.B.M.

304 - IB : INDIAN ECONOMY & TRADE DEPENDENCIES

(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 are the trends in National Income of India? **[10]**

OR

- b) Discuss the Disinvestment policies undertaken in public sector with examples.

Q2) a) What do you mean by 'Regional Disparities'? Also state various measures to remove Regional Disparities. **[10]**

OR

- b) What is Human Capital formation process? Also explain Human capital formation in Indian context.

Q3) a) Discuss in detail the growth & present state of I.T. Industries in India with examples. **[10]**

OR

- b) Discuss the small sector Industrial Policy in brief.

Q4) a) Elaborate on the role of Foreign Investment Inflow in boosting economic growth of India **[10]**

OR

- b) Why the Foreign Capital Investment are needed to boost the Foreign Trade?

P.T.O.

Q5) a) Explain the impact of Liberalization in Indian Economy. **[10]**

OR

b) What are the Global Strategies in the Global Trade with reference to India?



Total No. of Questions : 5]

SEAT No. :

P3362

[Total No. of Pages : 2

[5082] - 308
PGDBM (IT Specilization)
304 : SOFTWARE ENGINEERING
(2013 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:-

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

Q1) What do you understand by software engineering? Explain need and nature of software. **[10]**

OR

Explain the unique nature of webapps in detail. **[10]**

Q2) Explain in detail Prototyping. **[10]**

OR

Explain in detail RAD and JAD. **[10]**

Q3) Explain in detail requirement specification for purchase system. **[10]**

OR

Explain different types of Requirements. **[10]**

Q4) Difference between Activity and State Chart Diagram. **[10]**

OR

ABC Pvt. Ltd has a centralized Purchasing Department located at Mumbai. Centralised Purchase System collects requisitions from other departments. Suppliers send their quotations according to the requirements given. Supplier is short listed and purchase order is released on him. **[10]**

Draw use case diagram for the above.

P.T.O.

Q5) Draw input screen for data entry of railway reservation process. [10]

OR

Draw two output formats of Hospital billing system. [10]



Total No. of Questions : 5]

SEAT No. :

P3363

[Total No. of Pages : 2

[5082] - 309

P.G.D.B.M. (Semester - III)

(304 MKT) : CONTEMPORARY MARKETING RESEARCH

(2013 Pattern)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) a) What do you mean by marketing research. “Marketing research plays an important role in deciding marketing strategies” . Elaborate this statement.

OR

- b) Explain both the terms in brief
- i) Depth interview
 - ii) Focus Group

Q2) a) A soft drink concentrate manufacturer (for example Rasana) wants to conduct consumer behavior survey of users and non users of Soft drink concentrate. Design questionnaire both users and nonusers.

OR

- b) Explain Reliability and validity in scale measurement. Explain any four validity approaches.

Q3) a) What is Latin square design? What are steps involved in constructing Latin square design?

OR

- b) Explain the terms: probability sampling and non probability sampling. Discuss in brief types of probability sampling designs.

P.T.O.

Q4) a) What is hypothesis ? Explain steps in Procedure of hypothesis testing.

OR

b) Genetics engineer was attempting to cross a tiger and a cheetah. She predicted a phenotypic outcome of the traits she was observing to be in the following ratio 4 stripes only: 3 spots only: 9 both stripes and spots. When the cross was performed and she counted the individuals she found 50 with stripes only, 41 with spots only and 85 with both. According to the Chi-square test, did she get the predicted outcome?

D.F.	Value
1	3.841
2	5.991
3	7.815

Q5) a) Give an example of a situation where each of the following techniques can be used

- i) Factor analysis
- ii) Cluster analysis
- iii) Multidimensional scaling
- iv) Conjoint analysis

OR

b) Explain the concept of Multidimensional scaling .Explain two approaches Multidimensional scaling



Total No. of Questions : 5]

SEAT No. :

P3364

[Total No. of Pages : 1

[5082] - 310

P.G.D.B.M.

304 - OPE : Inventory Management

(2013 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:-

- 1) *Answer all 5 questions.*
- 2) *All questions carry equal marks.*

Q1) a) Discuss the pressures of low inventory and pressures for high inventory.

OR

b) Explain with suitable examples the role of inventory in Operations?

Q2) a) Explain Continuous Review (Q) systems and Periodic Review (P) systems.

OR

b) Discuss the ABC classification system.

Q3) a) Explain the basic EOQ model.

OR

b) Discuss the production Quantity model.

Q4) a) What is JIT. Discuss the principles of JIT.

OR

b) Give the advantages and disadvantages of JIT.

Q5) a) Discuss the factors which influence make or Buy decisions.

OR

b) What are the parameters for evaluation of performance of materials function. Explain each parameters.



Total No. of Questions : 5]

SEAT No. :

P3365

[Total No. of Pages : 2

[5082] - 311

P.G.D.B.M.

304 - RABM : AGRICULTURE AND INDIAN ECONOMY

(2013 Pattern) (Semester - III)

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) Explain the changes in Indian agriculture since 1951.

[10]

OR

What do you understand by cropping pattern? Explain the factors which affect crop pattern in India.

Q2) What is public distribution system? What are its chief constituents in India?[10]

OR

Define food insecurity at Global Level. What are the policy options for reforms of PDS?

Q3) Bring out the significance of livestock and dairy development in our country.[10]

OR

Explain the controversy in the multipurpose river valley project.

Q4) Explain Farm Management with reference to size of farm and productive efficiency. **[10]**

OR

Discuss the need and scope for land reforms in a developing economy.

P.T.O.

Q5) Describe the present position of agriculture labour in India.

[10]

OR

Explain the unorganized sector of agriculture labour and Informalisation of the Indian Economy.



Total No. of Questions : 5]

SEAT No. :

P3366

[Total No. of Pages : 2

[5082] - 312

PGDBM

(304 -SCM) ESSENTIALS OF SUPPLY CHAIN MANAGEMENT

(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 Supply chain Management? Also explain generalized supply chain model **[10]**

OR

b) Explain in detail concept of physical distribution and also the role of supply chain as a value driver. **[10]**

Q2) a) Explain Agile as supply chain strategy. **[10]**

OR

b) Draw a typical structure of supply chain for four wheeler company to covering Indian market. **[10]**

Q3) a) How changing business landscape in globalization make impact on supply chain. **[10]**

OR

b) Most supply chains cover several countries. What particular problems are there with international logistics? **[10]**

P.T.O.

Q4) a) What are the functions of Distribution Manager? **[10]**

OR

b) “The essence of demand management is to enhance the ability of firms throughout the supply chain” - Elaborate. **[10]**

Q5) a) What is meant by “customer success”? How it is different from “customer satisfaction”? **[10]**

OR

b) What are the different aspects of customer focused marketing and supply chain service outputs? **[10]**



Total No. of Questions : 5]

SEAT No. :

P3367

[Total No. of Pages : 2

[5082] - 313

PGDBM

304 Tm TECHNOLOGY COMPETITION AND STRATEGY

(2013 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:-

- 1) *All Questions are compulsory.*
- 2) *For all questions, internal choice within the question is given.*
- 3) *All questions carry equal marks.*

Q1) a) Explain the relationship between technology and competition.

OR

- b) Write down technological characteristics of competitive domain with respect to manufacturing industry.

Q2) a) What is technology intelligence? Explain its importance.

OR

- b) Explain the contemporary challenges in mapping the technology environment.

Q3) a) Why the big manufacturing companies attend their focus on core competency of their own?

OR

- b) Explain the necessity of technology's interface with market, customers and suppliers.

Q4) a) Explain the linkage between technology choice and competitive advantage.

OR

- b) Define the term "Technology strategy". Explain the role of chief technology officer.

P.T.O.

Q5) a) State and explain strategic and operational reasons for collaborative arrangements.

OR

b) What are the various risks associated with collaborative activity? Explain.



Total No. of Questions : 10]

SEAT No. :

P3368

[Total No. of Pages : 2

[5082] - 314

PGDBM

305 : MARKETING MANAGEMENT

(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) What is 4P's of Marketing? Highlight on changing market situation in current scenario. **[10]**

OR

Q2) Define Branding. Discuss its purpose and significance. **[10]**

Q3) Explain PLC by giving relevant examples. **[10]**

OR

Q4) Discuss the factors in influencing pricing decisions. Explain its objectives. **[10]**

Q5) What are the various methods of promotion? Write a detailed note on any two of them. **[10]**

OR

Q6) Explain price as competitive weapon with examples. **[10]**

Q7) What is test marketing? Explain by giving examples. **[10]**

OR

Q8) What are new trends in packaging? How these new trends help to expand market size? Discuss with examples. **[10]**

P.T.O.

Q9) “Usage of Internet has revolutionist the Distribution Management to a large extent”, Do you agree with the statement? Justify your answer. **[10]**

OR

Q10) Write notes on (any two)

- a) New trends in packaging. **[5]**
- b) Managing price changes. **[5]**
- c) On-line marketing. **[5]**



Total No. of Questions : 5]

SEAT No. :

P3369

[Total No. of Pages : 2

[5082] - 401

PGDBM

401 GEOPOLITICS AND THE WORLD ECONOMIC SYSTEM

(2013 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:-

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

Q1) What is the concept of 'National Autonomy' and 'Global Economy'?

OR

Explain the distribution of wealth and Economic Activities.

Q2) Explain developmental capitalism and social market capitalism.

OR

Discuss 'Market - oriented' capitalism in Global based.

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

- a) Role of WTO.
- b) Role of GATT.
- c) functions of ASEAN
- d) Functions of NAFTA

OR

Explain the Uruguay round and world trade organisation.

P.T.O.

Q4) Define International monetary system and International financial system.

OR

Discuss the reforms of International monetary affairs.

Q5) Discuss the International Ryime of FDI and MNC

OR

Illustrate the consequences of Economic Globalisation.



Total No. of Questions : 5]

SEAT No. :

P3370

[Total No. of Pages : 2

[5082] - 402
PGDBM
Management Information System
(2013 Pattern)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:-

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

Q1) a) Comment on “use of information and knowledge is a support system for a company to make decisions in competitive environment”.

OR

b) Explain with suitable example, how MIS will contribute to success or failure of the any organisation.

Q2) a) Explain how prototyping helps in development of business applications with suitable example.

OR

b) What is role of database manager for a recruitment consultancy for managing ‘Data as a business resource’?

Q3) a) Elaborate “Data mining extracts business knowledge from a data warehouse”.

OR

b) How MIS will lead to success for failure of the logistics organisation? Explain with suitable example.

Q4) a) How intellectual property rights can be used for IT products / services? Justify your answer.

OR

b) Describe the appropriate e - business model for an organisation which is selling used cars.

P.T.O.

Q5) a) 'Apalo' is a newly launched mobile wholesalers shop is intererted to develop MIS for smooth functioning. Discuss in detail its application including on line booking, walkins, billing, services, order concellation and devision analysis etc.

OR

b) Discuss in detail Hospital MIS applications and their respective requirements.



Total No. of Questions : 5]

SEAT No. :

P3371

[Total No. of Pages : 2

[5082] - 403
P.G.D.B.M. (Semester - IV)
403 (FBM) : MANAGING INNOVATION - I
(2013 Pattern)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) Explain Invention, Innovation and creativity.

OR

Explain 'Innovation for growth' and 'Innovation for Survival'.

Q2) Discuss 'CLARK model' in Innovative management.

OR

Explain 'Fosters S curve' in details for innovative management.

Q3) Discuss Assets and knowledge in Innovative manage competencies.

OR

Explain 'Value chain', 'Coreness and Imitability' in Innovative management.

Q4) Write short notes on (any two) :

- a) Innovation process
- b) Innovation opportunities
- c) Innovation portfolios
- d) Innovation feelings & needs

OR

What is innovation? What is to innovate in Innovative management?

P.T.O.

Q5) Define Innovator. Explain complementary Innovators.

OR

Explain Functional sources of Innovation in Innovative management.



Total No. of Questions : 5]

SEAT No. :

P3372

[Total No. of Pages : 2

[5082] - 404
PGDBM
Corporate Finance
403 Finance Specialisation - II
(2013 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:-

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

Q1) What is the definition of 'A corporation'. Explain the different goals of a corporation. **[10]**

OR

Describe the significance of investment & financial decision of a firm. **[10]**

Q2) A company has operating profit of Rs. 1,00,000. The company has 8% debt of Rs 2,50,000 & its current equity capitalisation rate is 14%. Determine value of the firm. **[10]**

OR

Sunrays Ltd. earned a net profit after tax of Rs. 10,00,000. During the year the company paid interest of Rs. 1,00,000. The company is subject to the rate of 30% balance sheet of the company shows Rs. 4,00,000 & Rs. 16,00,000 as equity share capital & Reserves & surplus respectively. The company also has outstanding debt of Rs. 10,00,000. The weighted average cost of capital of the company is 12%. Calculate the EUA. **[10]**

Q3) a) Explain the concept, features & need of value based management. **[10]**

OR

b) Explain the concept of corporate governance & also the criteria for a good corporate governance. **[10]**

P.T.O.

Q4) ABC Ltd was started a year back with a paid up equity capital of INR 40,00,000. The other information is as follows :

Earnings of the company during the year	4,00,000
dividend paid	3,20,000
Price Earnings Ratio	12.5
Number of shares	40,000
Cost of capital	0.08 i.e 8%

You are required to find out whether the company's dividend payout ratio is optimal using walter's formula. **[10]**

OR

The following information is available in respect of the rate of return on investment, the cost of capital & earnings per share of XYZ Ltd. Rate of return on investment is 15% cost of capital is 12% Earnings per share Rs. 10 Determine the value of its shares using gordon model assuming the following dividend payout. **[10]**

- a) 100%
- b) 80%
- c) 40%

Q5) Explain some of the techniques of corporate restructuring. **[10]**

OR

Write short notes **[10]**

- a) Strategies for restructuring.
- b) Reasons for restructuring.



Total No. of Questions : 5]

SEAT No. :

P3373

[Total No. of Pages : 2

[5082] - 405
P.G.D.B.M.
LABOUR LAWS
(2013 Pattern)

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) Explain the objectives & role of ILO in promoting the welfare of the labour. **[10]**

OR

Write short note on any two

- a) Evolution of labour law
- b) Importance of labour law
- c) Need for change in labour law

Q2) a) Elaborate the concept of set on & set - off under the payment of Bonus Act 1965. **[5]**

b) State under which grounds an employee is disqualified to get bonus under the payment of bonus Act. **[5]**

OR

Explain the authorised deductions an employer allows under the payment of wages Act - 1936. **[10]**

Q3) Define Factory? Explain the welfare provisions under the factory Act. - 1948? **[10]**

OR

Briefly explain the health provisions under the factory Act. - 1948?

P.T.O.

Q4) Explain the salient features of the employee provident fund & miscellaneous Act. - 1952? **[10]**

OR

Explain the provisions of eligibility & forfeiture of gratuity under one payment of gratuity Act - 1972?

Q5) Explain the salient features of workmen's compensation Act - 1923 **[10]**

OR

Discuss provisions related to disablement benefit & dependents benefit provided under the ESI Act - 1948.



Total No. of Questions : 5]

P4082

SEAT No. :

[Total No. of Pages : 1

[5082]-406

P.G.D.B.M. (Semester - IV)

403-IB : International Business Economics

(2013 Pattern)

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 significance of the global institutions with respect to India.

OR

b) Discuss briefly foreign trade multiplier.

Q2) a) Discuss the Heckscher-Ohlin theory limitation is current internationalism trade.

OR

b) Discuss the doctrine of the law of the comparative advantage in international trade.

Q3) a) Examine the implications of custom unions with respect to Indian international trade.

OR

b) What are the processes of settlement for transaction in foreign exchange market?

Q4) a) How is environmental scanning useful to multinational business?

OR

b) What are the important foreign exchange rate determinants? Describe briefly each of them.

Q5) a) What is meant by special drawing Rights(SDR). Explain their significance in international monetary environment.

OR

b) What is gold standard? Explain the disadvantages of gold standard.



Total No. of Questions : 5]

SEAT No. :

P3374

[Total No. of Pages : 1

[5082] - 407

P.G.D.B.M.

**403 IT : IT MANAGEMENT
(2013 Pattern) (Semester - IV)**

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:-

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

Q1) Explain storages technologies and devices?

OR

Explain managerial consideration in controlling hardwares.

Q2) Explain general purpose application softwares.

OR

Explain system softwares.

Q3) Explain different networking trends, networking media and processors.

OR

Explain networking types.

Q4) What do you mean by Database Management? Explain its features.

OR

Explain data warehouse and data mining.

Q5) What do you understand by security management? Explain its tools.

OR

Explain IT employee recruitment process.



Total No. of Questions : 5]

SEAT No. :

P3375

[Total No. of Pages : 2

[5082] - 408

P.G.D.B.M.

403 MKT : INTEGRATED MARKETING COMMUNICATION

(2013 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:-

- 1) *All questions carry equal marks.*
- 2) *Each question has internal choice.*
- 3) *Figures to the right indicates marks of that question.*

Q1) a) Effectiveness of mass media advertising has declined. Critically discuss. **[10]**

OR

b) Explain concept of integrated marketing communication. Explain different elements of IMC with suitable examples. **[10]**

Q2) a) What are different types of Advertising Agencies? Explain the roles and responsibilities of each department of an Advertising Agency. **[10]**

OR

b) Write short notes on

i) Media selection. **[5]**

ii) Setting advertising budget. **[5]**

Q3) a) Being IMC manager of sony, Design sales promotion for newly launched series of high end LED TVs. **[10]**

OR

b) What do you mean by consumer oriented promotion? How you will coordinate between consumer oriented promotion & advertising? **[10]**

P.T.O.

Q4) a) A MNC is leading player in nodles market in India. The FSDA had found unwanted substances and lead in excess of the prescribed limit in your company's packaged noodles samples. Again a case is filed against your company. Over the period of time your company won case in court. The ban on the product was lifted. As a IMC Manager of company, what positive image building steps you will take? **[10]**

OR

b) Write short notes on

i) Role of internet in PR **[5]**

ii) Sponsorships **[5]**

Q5) a) i) Explain Testing process in detail. **[5]**

ii) Describe how to conduct research to measure advertising effectiveness? **[5]**

OR

b) How are companies measuring non traditional forms of advertising?[10]



Total No. of Questions : 5]

SEAT No. :

P3376

[Total No. of Pages : 2

[5082] - 409

P.G.D.B.M.

403 - OPE : PLANNING & CONTROL OF OPERATIONS

(2013 Pattern)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:-

- 1) *All questions carry equal marks.*
- 2) *Every question is having internal option.*
- 3) *Figures to the right indicate full marks.*

Q1) a) Explain the process layout in manufacturing industry. **[10]**

OR

b) Explain the role of scheduling in PCO.

Q2) a) Explain demand forecasting & various sources of data used in it with appropriate examples. **[10]**

OR

b) What is the causal method in demand forecasting & when it is used?

Q3) a) Role of APP is limited as compared to MPS in manufacturing industry. Give comments. **[10]**

OR

b) Explain the various functions of MPS & APP with example.

Q4) a) Develop a BOM of a table or a chair and explain the BOM process with it. **[10]**

OR

b) Briefly explain the terms BOM, MRP, MRP - II & CRP.

P.T.O.

Q5) a) Explain various issues in scheduling implementation. **[10]**

OR

b) Explain process of loading & scheduling implementation for a fast food center.



Total No. of Questions : 5]

SEAT No. :

P3377

[Total No. of Pages : 2

[5082] - 410
P.G.D.B.M.(Semester - IV)
R.A.B.M.
403 : Rural Marketing - I
(2013 Pattern)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) “To go rural” can be the best opportunity for various marketers. Elaborate this statement in view of the problems & prospects of rural marketing in India. **[10]**

OR

What are various ways of testing rural marketing potential? What are the salient features of rural economy?

Q2) Critically evaluate the pros & cons of ‘project shakti’ of HUL in India. **[10]**

OR

Define Social Marketing. What are the opportunities for marketers in this sector in rural India?

Q3) What are the major environmental factors influencing the buying decision process in rural markets? **[10]**

OR

Explain in detail the buyers characteristics & buying behaviour patterns in rural markets.

P.T.O.

Q4) State the significance of 'rural marketing research' and explain various sources of information. **[10]**

OR

Discuss various challenges in rural marketing research. Cite examples wherever possible.

Q5) What are various ways & means of selecting & attracting rural customers? **[10]**

OR

How does targeting & positioning in rural market differ from urban market.



Total No. of Questions : 5]

SEAT No. :

P3378

[Total No. of Pages : 2

[5082] - 411

P.G.D.B.M.

**(403 SCM) : Inventory Management
(2013 Pattern)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Explain in brief level strategy and chase strategy. **[10]**

OR

- b) Write short notes:
- i) Dependent Demand & Independent demand.
 - ii) MPS.

Q2) a) What are the right reasons and wrong reasons of investing in inventory? **[10]**

OR

- b) Explain Inventory along with it's types & related costs.

Q3) a) MRP, DRP, Automated Inventory Tracking systems are delivering the perfect customer order & reduce suppliers & buyers time. Justify it. **[10]**

OR

- b) What do you mean by managing Inventory? Explain the three 'V' models of Inventory.

P.T.O.

Q4) a) What are the precautions necessary in storage of chemical materials, pharmacy materials and flammable materials. **[10]**

OR

b) Explain the different methods of disposal & storage.

Q5) a) Explain the key role of JIT in purchasing, transportation and production. **[10]**

OR

b) Write notes on:

i) Advantages & disadvantages of VMI.

ii) Kanban.



Total No. of Questions : 5]

SEAT No. :

P3379

[Total No. of Pages : 2

[5082] - 412

P.G.D.B.M. (Semester - IV)

Specialization : TECHNOLOGY MANAGEMENT

Fundamentals of Management of Technology (403 TM)

(2013 Pattern)

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 indicates marks of that question/sub question.
- 5) Your answers should be specific and to the point.
- 6) Support your answers with suitable live examples.

Q1) a) Describe a firm as a value chain. How does value creation by using technology enhance the competitiveness of a firm. Explain with examples. [10]

OR

- b) Define technology and technology management. [5]
Explain the various levels of technology development. [5]

Q2) a) Explain Role of Technology in wealth creation. Elaborate the same with 'Microsoft' as an example. [10]

OR

- b) Give outline of evolution of production technology and product technology over the past century. [10]

Q3) a) What are the types of Innovation? How does creativity link with innovation. [10]

OR

- b) Discuss the factors affecting the business in bringing innovations to market. [10]

P.T.O.

Q4) a) Discuss the effect of the fast pace of technological change on structure and management of organizations. **[10]**

OR

b) Explain Management of Technology guiding principles for managing enterprises. **[10]**

Q5) a) Elaborate 'Japan as a model of Managing Technology for Global Competitiveness'. **[10]**

OR

b) 'Competitiveness through make in India'. Explain the challenges and opportunities for Indian businesses. **[10]**



Total No. of Questions : 5]

SEAT No. :

P4083

[Total No. of Pages : 1

[5082]-413

P.G.D.B.M. (Semester - IV)

404 Essentials of Family Business Mgt - II

(2013 Pattern)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Discuss the recruitment and selection of advisory boards and board of directors.

OR

b) Explain the role and responsibilities of shareholders in family business.

Q2) a) Explain the boundaries between the board and the family council.

OR

b) What do you mean by complexity in cousin companies. Discuss various complexities.

Q3) a) Explain the term "Succession". How different factors affect the succession in family business.?

OR

b) Explain the process of succession in older family business in flow of second, third, fourth and beyond generation.

Q4) a) Discuss the term "Transfer of power" in detail with its process.

OR

b) Explain the role of CEO in building financial security in family business.

Q5) a) What is changing the culture? Explain three states of evaluation.

OR

- b) Write short notes on
- i) Intrapreneurship
 - ii) Organic competencies



Total No. of Questions : 5]

SEAT No. :

P3380

[Total No. of Pages : 2

[5082] - 414

P.G.D.B.M. (Semester - IV)

Specialization : FINANCE

404 FIN : Merchant Banking & Financial Services
(2013 Pattern)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Explain the money market instrument and capital market instrument in details.

OR

- b) Differentiate in between convertible cumulative debenture and preference shares.

Q2) a) Define book building. What are the processes of book building?

OR

- b) Define Memorandum of Association and Article of Association and its contents.

Q3) a) What are the strategies adopted to avoid hostile Merger?

OR

- b) Define buy back of shares. Explain the procedure of buy back of shares.

P.T.O.

Q4) a) Explain the importance of Credit Rating. Which components are considered at the time of credit rating?

OR

b) Explain factoring, forfaiting and bills discounting.

Q5) a) Define venture capital and its types.

OR

b) Explain the role of consumer finance for development of Indian financial markets.



Total No. of Questions : 5]

SEAT No. :

P3381

[Total No. of Pages : 2

[5082] - 415

P.G.D.B.M. (Semester - IV)

HR INDUSTRIAL RELATIONS

(2013 Pattern)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Define Industrial Relations. Explain its importance in Industrial Growth in our country. **[10]**

OR

Discuss the theoretical foundation and legal framework of IR in India.

Q2) Explain the provisions of Strikes and Lockouts in Industrial Disputes. **[10]**

OR

What are the duties of labour courts tribunals & National Tribunals?

Q3) What are the weaknesses of Trade Unions? How these can be removed? **[10]**

OR

Discuss the provisions contained in the trade union Act 1926 regarding political fund. Discuss how it has been used.

P.T.O.

Q4) Explain the salient features of standing orders.

[10]

OR

Explain the provisions for welfare & health of contract labour act-1970.

Q5) Define collective bargaining. What are the challenges in implementing collective bargaining?

[10]

OR

State the pre-requisites and benefits of Workers Participation in Management.



Total No. of Questions : 5]

SEAT No. :

P3382

[Total No. of Pages : 2

[5082] - 416
P.G.D.B.M. (Semester - IV)
FOREIGN TRADE
Export & Import Procedure
(2013 Pattern)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Explain the characteristic features of INCO terms.

OR

Comment on "Procedures and documentation in International Trade is complex but not difficult.

Q2) Describe in detail the procedure and related documentation involved in custom clearance of export cargo.

OR

Comment on Forwarding agents play important role in Export - Import Business Operations.

Q3) What are the various methods of payment use in International Trade?

OR

Write short note on preshipment and post shipment finance.

P.T.O.

Q4) Comment on “Role of Export promotion councils is very crucial for organization which involve in Exports”.

OR

Write short note on ITPO.

Q5) Explain the Major Laws governing India’s Export-Import Trade.

OR

What is Customs Act 1962? Explain the provisions of Customs Act, 1962.



Total No. of Questions : 6]

P4084

SEAT No. :

[Total No. of Pages : 1

[5082]-417

P.G.D.B.M. (Semester - IV)

404 - (IT) E-Business

(2013 Pattern)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to candidate :

- 1) All questions carry equal marks.*
- 2) Q.6 is compulsory. Solve any four from remaining.*

Q1) Illustrate types of e-business models. Explain E-SCM in detail. **[10]**

Q2) Design an e-business architecture for an organization engaged in online shopping of automobile spare parts across India. **[10]**

Q3) Explain the possible threats and corresponding security measures involved in e-payments. **[10]**

Q4) What is search engine optimization? How SEO is key of success of any e-business? **[10]**

Q5) What are the steps for launching e-business? Explore your answer with any suitable example of e-marketing domain. **[10]**

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

- a) E-SCM
- b) Mobile commerce
- c) Social media and e-business.



Total No. of Questions : 5]

SEAT No. :

P3383

[Total No. of Pages : 2

[5082] - 418

P.G.D.B.M. (Semester - IV)

404 (MKT) : CONSUMER BEHAVIOUR

(2013 Pattern)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions carry equal marks.*
- 2) *Answer only one sub question from the main question.*

Q1) Define consumers and customers. Explain the concept of demarketing with suitable examples.

OR

Explain the relevance of studying culture and subculture in the context of consumer behaviour.

Q2) How do you define Motivation? Explain Maslow's Motive Hierarchy Theory of Motivation.

OR

Define Consumer Involvement. Discuss the nature of consumer involvement.

Q3) Why do people shop? Answer in relation to purchasing patterns.

OR

What are the various aspects on which consumers seek information and what are the sources of information. Elaborate.

P.T.O.

Q4) Explain Engel-Blackwell-Miniard model of consumer behaviour with suitable diagram.

OR

Explain Howard sheth model of consumer behaviour with suitable diagram.

Q5) What do you understand by BOTTOM of PYRAMID (BOP). List out the major characteristics of BOP market.

OR

Differentiate between SEC and LSM classification of Indian Consumers.



Total No. of Questions : 5]

SEAT No. :

P3384

[Total No. of Pages : 2

[5082] - 419

P.G.D.B.M. (Semester - IV) (Specialization - III)

404 (OPE) : MRP-I & MRP-II

(2013 Pattern)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Explain all the functions of MPS with an example.

OR

b) Discuss MPS process with an example.

Q2) a) Discuss BOM in brief with example.

OR

b) Discuss the role of MRP-I in industry with an example.

Q3) a) Explain CRP process for a fast food chain.

OR

b) Discuss the backward & forward scheduling strategies with example.

P.T.O.

Q4) a) Explain the MPP-II framework.

OR

b) Explain the MPP-II function.

Q5) a) Distinguish between MRP-I & MRP-II.

OR

b) Explain the problems & benefits of MRP - II.



Total No. of Questions : 5]

P4085

SEAT No. :

[Total No. of Pages : 2

[5082]-420

P.G.D.B.M.

R.A.B.M.

**404 - Rural Credit and Finance
(2013 Pattern)**

Time : 2.5 Hours]

[Max. Marks : 50

Instructions to students :

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

Q1) a) Discuss the role of agriculture in the economic development of India.

OR

b) Enlist and discuss the characteristics of Indian agriculture.

Q2) a) Give the classification of Agricultural Finance in India.

OR

b) Discuss the important issues of the present system of co-operative credit.

Q3) a) Discuss the Apex co-operative banks structure and functions.

OR

b) Explain the impact of liberalization on co-operative Banks with particular reference to de-regulation of interest rates and prudential norms.

Q4) a) Discuss the Business Vs. Social and moral theory. Also give the 7P's of credit.

OR

b) Explain the principle of co-operative credit and principle of better credit. Also give the 3C's of credit.

P.T.O.

- Q5)** a) Discuss
- i) Micro Finance
 - ii) Rural Finance

OR

- b) Give the important role of BDS in rural finance.



Total No. of Questions : 5]

SEAT No. :

P3385

[Total No. of Pages : 2

[5082] - 421

P.G.D.B.M. (Semester - IV)

404 (SCM) : Logistics Management
(2013 Pattern)

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 carry 10 marks.

Q1) a) Define the term logistics and discuss the various activities of logistics.

OR

- b) Discuss the impact of logistics on economy and how effective logistic management contribute to the validity of the economy.

Q2) a) Explain the value added role of logistics on macro and micro level.

OR

- b) Discuss the various elements of logistic costs.

Q3) a) Explain in brief the types of logistics relationships.

OR

- b) Discuss the various concerns of service response logistics.

P.T.O.

Q4) a) What do you understand by fragmented logistics and discuss the various problem associated with fragmented logistics?

OR

b) Explain the relationship between logistics and the other important functional areas of the organization.

Q5) Write short note on (any two):

- a) Need of collaborative relationship.
- b) Concept of 3 PL & 4 PL.
- c) Aim of logistics.
- d) Various approaches to analyse logistic system.



Total No. of Questions : 5]

SEAT No. :

P3386

[Total No. of Pages : 2

[5082] - 422

P.G.D.B.M. (Semester - IV)

404 (TM) : TECHNOLOGY FORECASTING

(2013 Pattern)

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 interview techniques. Discuss Long wave analysis with example. [10]

OR

b) What is technology forecasting method? Explain expert opinion method. [10]

Q2) a) i) Write short note on Scenario simulation. [5]
ii) Write short note on Nominal Group Process. [5]

OR

b) “Write a note on Brain storming”. Explain the science fiction analysis with example. [10]

Q3) a) What is modeling? State the steps involved in modeling process for a managerial decision making discuss. [10]

OR

b) What are statistical methods? Discuss agent modeling with suitable examples. [10]

P.T.O.

Q4) a) Elaborate the concept of Decision Tree State the various applications of decisions tree in the field of technology forecasting. **[10]**

OR

b) Explain the Economics base modeling. Discuss input output analysis. **[10]**

Q5) a) Explain the multiple perspectives assessment. Discuss organization and requirement analysis. **[10]**

OR

b) i) Write short note on Morphological analysis. **[5]**

ii) Write short note on Mitigation analysis. **[5]**

