

Total No. of Questions :5]

SEAT No. :

P3854

[Total No. of Pages :7

[5265] - 1001

M.B.A. - I

101 : ACCOUNTING FOR BUSINESS DECISIONS

(2016 Pattern) (Semester - I)

Time : 2¼ 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 questions / sub questions.*
- 5) *Use of simple calculator is permitted.*

Q1) Is there any similarity between Management Accounting and Financial Accounting? **[10]**

OR

Explain any Five accounting concepts with suitable example. **[10]**

Q2) The following trial balance of Mr. Shah prepare the final account as on 31st March 2017. **[10]**

Particulars	Dr. ₹	Cr. ₹
Capital		2,00,000
Land & Building	87,000	
Plant & Machinery	17,500	
Goodwill	20,000	
Drawings	22,600	
Cash in hand	1,795	
Opening stock	27,000	

P.T.O.

Wages	10,000	
Purchases	69,000	
Carriage Inward	600	
Travellers commission	6,000	
Insurance Premium	2,000	
Motor car	3,000	
Carriage outward	1,400	
Sales		94,000
Salaries	15,000	
Bank charges	105	
RDD		1,500
Debtors	20,000	
Creditors		7,500
	3,03,000	3,03,000

Adjustments :-

- On 31st March 2017 the stock was valued at ₹ 46,000/-
- Depreciation on Plant & Machinery 10% and Motor car 20%
- Create a Reserve for Doubtful Debts at 10% on Debtors.
- Insurance premium amounting to ₹ 800 is prepaid.
- Outstanding salaries amount to ₹ 1000.

OR

The following balances were extracted from the books of Mr. Ashok as on 31st March 2017. Prepare Trading and profit and loss account for the year ended 31st March 2017 and the Balance sheet as on that date after taking into account the following adjustments : [10]

Particulars	Dr. (₹)	Cr. (₹)
Capital		3,30,000
Drawings	24,450	
Opening stock	2,00,000	
Bills receivable	25,000	
Purchases	2,75,000	
Sales		4,20,000
Bills payable		60,000
Return outwards		4,500
Return inward	5,000	
Plant & Machinery	1,00,000	
Loose tools	25,000	
Land & Building	25,000	
Sundry Debtors	1,25,000	
Sundry Creditors		1,40,000
Cash at bank	77,550	
Salaries & wages	50,000	
Repairs & Renewals	7,500	
Insurance	3,000	
Power & Fuel	3,500	
Printing & Stationery	2,000	
General expenses	6,500	
	9,54,500	9,54,500

Adjustments :-

- a) Closing stock was worth ₹ 1,30,000.
- b) Depreciation Land & building 15% and Plant & Machinery by 5%.
- c) Provide for Bad and Doubtful Debts at 5% on Debtors.
- d) Insurance paid in advance to the extent of ₹ 750.
- e) Revalue tools at ₹ 20,000.
- f) Provide for outstanding expenses as follows :
Salaries ₹ 2,500 and wages ₹ 1,000.

- Q3)** a) Explain in brief classification of cost as per elements. **[5]**
- b) From the following information prepare cost sheet. **[5]**

<u>Particulars</u>	<u>Amt.</u>
Sales	5,00,000
Direct wages	1,10,000
Factory Rent	30,000
Direct Material	2,90,000
Showroom Rent	15,000
Direct expenses	10,000
Printing & Stationery	5,000
Audit Fees	15,000

OR

- a) Write a short note on Relevant and irrelevant cost. **[5]**

- b) From the following information you are required to calculate Prime cost, Works cost, total cost of production, cost of sales and profit. [5]

<u>Particulars</u>	<u>Amt.</u>
Sales	1,00,000
Direct Material	40,000
Direct expenses	2,000
Factory Overheads	7,000
Direct Wages	10,000
Selling & Distribution overheads	2,000
Administrative overheads	5,000

- Q4)** Modern company Ltd. furnishes following data for the month of July 2017. Prepare store ledger account, pricing the material issue on the basis of LIFO Method and ascertain the value of closing stock. [10]

<u>Date</u>	<u>Particulars</u>
1	Opening stock - 100 units at ₹ 1.80
5	Purchases - 150 units at ₹ 1.50
8	Issues - 200 units
12	Purchases - 300 units at ₹ 1.60
18	Issues - 250 units
22	Purchases - 400 units at ₹ 1.70
29	Issues - 400 units
30	Spoilage - 50 units

OR

The Ultra Modern Company Ltd. is divided into four departments A, B & C production departments and D is service department. You are required to allocate the following common overheads expenses on the basis of information given below. [10]

<u>Particulars</u>	₹
Power	10,700
Rent and Rates	32,000
Lighting	5,000
Insurance of Factory building	3,600
Insurance of Machinery	7,200
Depreciation of Machinery	36,000
Supervision charges	25,000

Other Information :-

	Production Dept.			Service Dept.
	A	B	C	D
Horse Power hours ratio	25	35	30	10
Space occupied sq.ft	800	600	400	200
Value of Machinery (₹)	40,000	60,000	30,000	70,000
Lighting Points	50	30	20	25
Time devoted for supervision	20%	30%	25%	25%

Q5) The sales turnover and profits during two years were as follows : [10]

<u>Year</u>	<u>Sales</u>	<u>Profit</u>
2016	45,00,000	5,00,000
2017	50,00,000	7,00,000

You are required to calculate

- a) P/V Ratio.
- b) Fixed cost.
- c) Break Even point (₹)
- d) Sales to earn profit of ₹ 10,00,000.
- e) Margin of safety.

OR

From the following information, prepare a flexible budget at 60% and 80% capacity. [10]

<u>Particulars</u>	<u>70% capacity (₹)</u>
Variable overheads :	
Indirect Material	5,000
Indirect Labour	15,000
Semi-variable overheads :	
Electricity (60% variable)	50,000
Repairs & Maintenance (35% fixed)	5,000
Fixed overheads :	
Salaries	10,000
Depreciation on machine	14,000
Insurance	6,000
	1,05,000



Total No. of Questions : 5]

SEAT No. :

P3855

[5265]-1002

[Total No. of Pages : 2

M.B.A.

102 : ECONOMIC ANALYSIS FOR BUSINESS DECISIONS

(2016 Pattern) (Semester-I)

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) What do you understand by “Basic Economic Problem”? Why it is necessary to understand the Basic Economic Problem” in the context of Managerial decision making ? **[10]**

OR

b) What did Adam Smith mean by The Invisible Hand ? Explain with suitable example. **[10]**

Q2) a) Explain the concept of “Elasticity of Demand”. Differentiate between Price and Cross Elasticity of Demand. **[10]**

OR

b) What do you understand by the term “Market Equilibrium”? Expound the equilibrium of Monopoly firm under different cost situations. **[10]**

Q3) a) “Describe “Cost Volume Profit Analysis”. What are the advantages & dis-advantages of cost Volume Profit Analysis? **[10]**

OR

b) Why does an exporter face a foreign exchange risk ? How can the exporter hedge its foreign exchange risk ? **[10]**

P.T.O.

Q4) a) Discuss the Roles and Functions of RBI with respect to

i) Currency

ii) Credit Control;

iii) Balance of Payment.

[10]

OR

b) What is “Capital Market”? Explain the Role of SEBI in Indian Capital Market.

[10]

Q5) a) Enlighten the following terms and their significance in foreign trade:

[2×5=10]

i) GATT

ii) WTO

OR

b) Illuminate the following terms:

[2×5=10]

i) Fiscal Deficit

ii) Capital Account v/s Revenue Account



Total No. of Questions : 5]

SEAT No. :

P3856

[5265]-1003

[Total No. of Pages : 2

M.B.A.

**(103) : LEGAL ASPECTS OF BUSINESS
(2016 - Pattern) (Semester-I)**

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All Questions are compulsory.*
- 2) *All Questions carry equal marks.*
- 3) *Justify your answer by quoting suitable examples.*

Q1) a) On 14th May, 2016, P entered into a contract to purchase a motor vehicle from D, an auto dealer, and paid Rs. 10,000/- as down payment. P informed D that he intended to use the vehicle for comping during the summer. The vehicle was supposed to be delivered during June, but no delivery was made through August, P seeks to cancel the contract and to obtain a refund of the Rs.10,000/- will he succeed? Explain in detail.

OR

b) Explain different modes of discharging a contract in detail.

Q2) a) A agreed to sell to B 20 kg. of rice describe as 'Dehradun Basmati' as per the sample shown. Although the rice supplied was in accordance with the sample but the sample itself was of 'Punjab sela' an inferior quality. The buyer refuses to make payment. What remedies are available to the seller ?

OR

b) Define and distinguish between 'Condition' and 'Warranty'.

Q3) a) Define dishonour of Negotiable Instrument? Explain in detail dishonour by Non acceptance and non payment.

OR

b) State the Meaning of Promissary Note & Bill of exchange & distinguish between them.

P.T.O.

Q4) a) Define Company. Explain in detail different characteristics of Company.

OR

b) Define share Capital. Explain the different types of shares which can be issued by a public limited company.

Q5) Write short note (any two).

a) Rights of Consumers

b) Digital Signature

c) Trademark

d) Patent

e) Unfair Trade Practice



Total No. of Questions : 5]

SEAT No. :

P3857

[5265]-1004

[Total No. of Pages : 4

M.B.A.

**104:BUSINESS RESEARCH METHODS
(2016 Pattern) (Semester-I)**

Time : 2¼ 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) *Support your answer with suitable live examples.*
- 6) *Your answer should be specific and to the point.*
- 7) *Draw neat diagrams & illustrations supportive to your answer.*
- 8) *Use of simple calculator permitted.*
- 9) *No graph paper will be supplied.*

Q1) a) You are the marketing manager for a shampoo brand in the market. You wish to conduct a research to find out what is current perception of consumers about your brand vis-à-vis other brands (competitor). You also want to know the most important factors buyers consider while buying a brand of shampoo.

You are asked to do research on this. Prepare research proposal for the same. **[10]**

OR

b) What is Business intelligence ? Explain in detail significance of Business Intelligence in today's competitive business world. **[10]**

Q2) a) i) An automobile manufacturer observes the demand for its brand is decreasing. Manufacturer knows that demand for its product is linked with per capita income, interest rate & other macro economic factors. Further, buyer purchase behavior can be linked with age, gender, education etc. as well as competitor's advertising product or dealer discounts etc. Suppose manufacturer hired you as a research consultant to solve his marketing problem.

Suggest two tentative hypotheses so as to check the same with research data later on. **[5]**

P.T.O.

- ii) “Vijay Auto” one of the leading automobile company in India, lost market share to its competitor. In order to regain its market share, the company plans to find out the reason for its failure in the market. You are appointed as researcher.

Questions.

- 1) What type of research design would you prefer ? Support your answer with reasons.
- 2) State the sources through which Vijay Auto primary data.

[5]

OR

- b) Differentiate between exploratory, descriptive & experimental research design. [10]

- Q3) a)** What is Secondary data ? Explain various five sources of secondary data. Also explain advantages of secondary data in today’s business. [10]

OR

- b) A consumer durable company is planning to launch a new type washing machine. The company would like to have information about how consumers select a brand of washing machine.

Prepare a sample questionnaire to collect relevant data from consumers. [10]

- Q4) a)** Identify with a brief reasoning each of sampling methods.

- i) The population of interest is in the alphabetically order. Starting with 7th name, every 10th member thereafter was selected as a member of the sample. The sample, therefore, consisted of numbers 7, 17, 27, 37 and so on.
- ii) A large zone was divided into 20 smaller areas. Then, four of these areas were selected at random, and residents in these four areas were interviewed.
- iii) Executives were divided into four groups. Random samples were taken from each of these groups.
- iv) Exit interview of customer at Mall.

[10]

OR

b) Define the following with example.

- i) Sampling frame
- ii) Census
- iii) Sampling error
- iv) Non - sampling error
- v) Sampling unit

[10]

Q5) a) i) The following table gives the number of good & defective items produced by each of the three shifts in a factory:

Shift	Good	Defective
Day	900	130
Evening	700	170
Night	400	200

Test the hypothesis whether there is any association between the shift & the quality of the parts produced ? Use a 0.05 level of significance.

Given that Calculated chi - square = 101.86

Tabulated chi - square = 5.991 [5]

ii) In a study of job satisfaction, a series of tests was administered to 50 subjects. The following data were obtained; higher scores represent greater satisfaction.

87, 76, 67, 58, 92, 59, 41, 50, 90, 75, 80, 81, 70,
73, 69, 61, 88, 46, 85, 97, 50, 47, 81, 87, 75, 60,
65, 92, 77, 71, 70, 74, 53, 43, 61, 89, 84, 83, 70,
46, 84, 76, 78, 64, 69, 76, 78, 67, 74, 64.

Construct a stem and leaf display and interpret. [5]

OR

- b) Interpret the following findings of the study.
- i) Average shirt size of Indian male is 40
 - ii) Correlation coefficient between Indian consumer's income & expenditure is 0.73
 - iii) Median salary of IT employee in India is Rs. 6,00,000 per annum.
 - iv) Regression equation is $Y = 2 + 3X$
 where Y : Customer satisfaction
 X : Quality of product
 - v) Consider data related to customer satisfaction.

Category of Customer	No.of Customers
Highly satisfied	200
Satisfied	75
Unsatisfied	50
Highly unsatisfied	25

[10]



Total No. of Questions : 5]

SEAT No. :

P3858

[5265]-1005

[Total No. of Pages : 1

M.B.A.

**105 : ORGANISATIONAL BEHAVIOUR
(2016 Pattern) (Semester - I)**

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) “Organisational theories studies organisations to identify how they solve problems and how they maximize efficiency and productivity” Do you agree or disagree with this statement? Why? [10]

OR

b) Define organisational Behaviour. Explain various models of organisational Behaviour. [10]

Q2) a) Explain Big five factor model of personality with reference to any sports personality as an example. [10]

OR

b) Define content theories of motivation. [10]

Q3) a) Explain ‘transformational leadership’ with relevant example. [10]

OR

b) “Group Dynamics is a system - of behaviours and psychological processes occurring within a social groups or between social groups” comment with relevant explanation. [10]

Q4) a) Explain the influential factors, which contribute in creating positive organisational culture. [10]

OR

b) Explain various stress management strategies adopted in organisations of modern era for individuals, groups and organisation benefit. [10]

Q5) a) ‘Now-a-days, innovative approach is used as synonym for change management? Do you agree or disagree, justify your answer with suitable example. [10]

OR

b) Explain Katter’s eight-step plan for implementing change. [10]

Total No. of Questions :5]

SEAT No. :

P3859

[Total No. of Pages :2

[5265] - 1006

M.B.A.

106 : BASICS OF MARKETING

(2016 Pattern) (Semester - I)

Time : 2¼ 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 full marks.*

Q1) a) Choose any 1 kind of retail shop of your choice. Discuss the way it uses 4 P's of marketing mix to position itself to as a successful business.[10]

- i) Electronic store.
- ii) Mobile store.
- iii) Grocery store.

OR

b) Selling and Marketing : these two terms are the one we often hear in our day to day life, but infact they are two different functions. Distinguish and explain selling and marketing concept in the light of above statement. [10]

Q2) a) Consumer wants to purchase a refrigerator. Explain the consumer buying behavior process in the context of above situation. [10]

OR

b) Explain the comparison between organization buying behaviour and consumer buying behaviour. [10]

P.T.O.

Q3) a) What are the various elements in a Macro Environment. Explain them by justifying how do they affect any business organization with a suitable example. **[10]**

OR

b) Undertake micro environmental analysis for any one of the following markets. **[10]**

- i) Beauty parlour/salon.
- ii) Fast food Restaurant.

Q4) a) Explain what is market segmentation? Which segmentation variables do you think Godrej is using for Hair dyes? **[10]**

OR

b) Write short note on : (Any 2) **[10]**

- i) USP (Unique selling proposition).
- ii) Niche marketing.
- iii) Differentiation and positioning.

Q5) a) What do you understand by Goods - service continuum. Explain with a diagram and appropriate example. **[10]**

OR

b) What do you understand by Product Mix. Explain its elements in context with any FMCG product of your choice. **[10]**



Total No. of Questions : 5]

SEAT No. :

P3860

[Total No. of Pages : 4

[5265] - 2001

M.B.A.

**202 : FINANCIAL MANAGEMENT
(CBCS) (2016 Pattern) (Semester - II)**

Time : 2¼ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) a) Describe the finance functions as divided into three broad categories. **[10]**

OR

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

Q2) a) i) Write a note on importance of Capital Structure. **[5]**
ii) Compute (WACC) Weighted Average Cost of Capital based on following for a Company. **[5]**

Source	Rs. in Lakh
1) Equity Share Capital (20,000 shares)	40
2) 16% Preference share capital	10
3) 14% debentures	30

The company pays dividend at 10%.

OR

b) i) Explain various factors affecting Capital Structure of the organization. **[5]**
ii) The entire capital structure of a company is provided. Determine the after tax Weighted Average Cost of Capital (WACC), assuming the tax rate of 25%. **[5]**

Components of Capital	Amount (Rs.)
Equity Capital (Expected dividends 11%)	15,00,000
10.5% Preference shares	10,00,000
9% debentures	20,00,000

P.T.O.

Q3) a) The following is Balance Sheet on 31st March 16 of the company. **[10]**

Liabilities	Rs.	Assets	Rs.
Equity shares of Rs. 10 each	6,00,000	Fixed Assets 35,00,000	
Reserve fund	4,00,000	Less : Depreciation	
Profit & Loss A/c	5,00,000	5,00,000	30,00,000
Long term loans	20,00,000	Stock	6,00,000
Creditors	4,50,000	Debtors	5,00,000
Other current liabilities	2,50,000	Cash	1,00,000
	42,00,000		42,00,000

Additional Information :

- Profit earned during the year is Rs. 4,50,000.
- Market price of share is Rs. 500.
- Ignore provisions regarding taxations.

Calculate the following ratios :

- Debt - Equity Ratio.
- Current Ratio.
- Acid Test Ratio.
- Earning per Share.
- Price Earning Ratio.

OR

b) From the following balance sheets prepare fund flow statement & also prepare statement showing changes in working capital.

Balance Sheets

Liabilities	31/12/1994	31/12/1995	Assets	31/12/1994	31/12/1995
Equity Share Capital	1,00,000	1,20,000	Building	55,400	1,13,200
Preference share capital	-	10,000	Machinery	35,600	51,300
General Reserve	6,000	11,000	Furniture	2,400	2,500
Profit & Loss A/c	7,500	20,700	Stock	36,500	38,000
5% Debentures	-	26,000	Debtors	32,100	38,000
Sundry Creditors	43,500	48,400	Bank	4,800	4,000
Bank Overdraft	9,800	10,900			
	1,66,800	2,47,000		1,66,800	2,47,000

Adjustment:

Depreciation written off during the year on machinery Rs. 12,800 & furniture Rs. 400. **[10]**

Q4) a) From the following information of a Company suggest which of the machine to be purchased Expected earnings after tax are given below. Each machine requires investment of Rs. 4,00,000. **[10]**

Year	Machine A Cash Flow	Machine B Cash Flow
0	(4,00,000)	(4,00,000)
1	40,000	1,20,000
2	1,20,000	1,60,000
3	1,60,000	2,00,000
4	2,40,000	1,20,000
5	1,60,000	80,000

Cost of Capital is 10%. Calculate Net present value & profitability Index.

OR

- b) M/s. Balkrishna Industries Ltd. has following investment proposal which requires investment of Rs. 53,00,000 & has following income as cash inflows;

Year	Cash Inflows
1	16,00,000
2	18,00,000
3	20,00,000
4	15,00,000
5	15,00,000
6	10,00,000

Assume cost of capital as 10% Calculate payback period, Net Present Value and Profitability Index. [10]

- Q5) a) Prepare a statement showing working capital requirement to finance a level of activity of 10,400 units per year. The cost structure is provided below;

Particulars	Cost / unit (Rs.)
Raw material	10
Direct Labour	5
Overheads	7
Profit	5

Additional Information :

- i) Average raw material in stock-one month.
- ii) Average material in process - 2 weeks (Assume 50% of completion stage with full material consumption).
- iii) Average finished goods in Stock-one and half month.
- iv) Credit allowed by suppliers - one month.
- v) Credit allowed to debtors - one month.
- vi) Time lag in payment of wages - 2 weeks.
- vii) Time lag in payment of overheads - 1 month.
- viii) Cash basis sales - 25%.
- ix) Cash balance is expected to be Rs. 15,000.

The production is carried out evenly throughout the year.

[10]

OR

3

- b) From the following information, you are required to estimate the net working capital

Particulars	Cost per Unit (Rs.)
Raw material	Rs. 400
Direct Labour	Rs. 150
Overhead (Excluding depreciation)	Rs. 300
Total Cost	<u>850</u>

Additional Information :

- Selling price : Rs. 1000 per unit.
- Output - Rs. 52,000 units per annum.
- Raw material in Stock-Average 4 weeks.
- Work in progress (Assume 50% of completion stage with full material consumption) - Average 2 weeks.
- Finished goods in stock - Average 4 weeks.
- Credit allowed by suppliers - Average 4 weeks.
- Credit allowed to Debtors - Average 8 weeks.
- Cash at Bank - Rs. 50,000/-.

Assume that production is carried out evenly throughout the year. Assume 52 weeks equal to one year. All sales are on credit basis. [10]



Total No. of Questions :5]

SEAT No. :

[Total No. of Pages :2

P3861

[5265] - 2002

M.B.A.

205 : OPERATIONS AND SUPPLY CHAIN MANAGEMENT

(2016 Pattern) (Semester - II)

Time : 2¼ Hours]

[Max. Marks :50

Instructions to the candidates:

- 1) *Answer 5 Questions.*
- 2) *All questions carry equal marks(10).*
- 3) *Draw neat diagram if required.*

Q1) Define 'Quality'. Explain 'Lean management'.

OR

Discuss 'TQM' and 'Quality circle'.

Q2) Explain the 'continuous flow system' and 'intermittent flow system'.

OR

Discuss 'process' and 'production' Lag - out.

Q3) What is the concept of Demand Forecasting? Explain Forecasting as a planning tool.

OR

Explain the role and functions of production planning and control (PPC).

Q4) Write short notes on (any two)

- a) ABC Analysis.
- b) Types of Inventory.
- c) Inventory planning.

OR

P.T.O.

A manufacturing co. needs 2500 unit of a particular component every year. The order processing cost for this part is estimated at Rs. 15 and the cost of carrying a part in stock comes to about Rs. 4 per year. Determine the EOQ and the optional number of order in a year.

Q5) Define the concept of 'SCM'. Explain the key issues of supply chain management.

OR

Write the functions of SCM. Describe the evolution from physical distribution to logistics to 'SCM'.



Total No. of Questions :10]

SEAT No. :

P3862

[Total No. of Pages :2

[5265] - 2003

M.B.A.

206 : MANAGEMENT INFORMATION SYSTEM

(2016 Pattern) (Semester - II)

Time : 2¼ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) “MIS is a system designed to provide selected decision oriented information that emphasizes business performance.” Elaborate this statement.

OR

Q2) For the back office for 400 plus computers, IT manager wants to design a highly reliable computer network with better expandability. Suggest a right topology.

Q3) “DBMS has strengthened the foundation of MIS”. Justify this statement.

OR

Q4) The owner of a Aniket Laundry wants to develop an online app. Forecast the phases of SDLC model for the app.

Q5) “Artificial intelligence will change the face of businesses in next decade”. Comment on the statement with various examples.

OR

Q6) “A data mining process must be reliable and must be repeatable by business people with little or no knowledge of data mining background”. Do you agree? Justify your answer.

P.T.O.

Q7) “BPOs and KPOs in India: Here to stay for a decade and more”. Justify this statement.

OR

Q8) Mobile Computing has emerged as a different technology. Explain how mobile computing will be useful for organizations?

Q9) How MIS is applied in Hospital Management? Discuss in detail its critical control application.

OR

Q10) A mobile company is developing mobile billing system. The company is offering more than one mobile to a customer. The mobile company offers facilities like music on demand, internet, alerts and messages, electricity bill payment, etc. Customer can choose facilities he wants customer can pay bills either in cash, using credit card or through ECS. The bill shows details about tariff, facility charges and rent. As an MIS officers suggests a proper billing system having

- a) Input screen for application for new mobile number.
- b) Format of Pending Bill Report.
- c) Format of service wise customer report.

** Don't draw any respective format



Total No. of Questions :5]

SEAT No. :

P3863

[Total No. of Pages :2

[5265] - 2004

M.B.A.

203 : HUMAN RESOURCE MANAGEMENT

(2016 Pattern) (Semester - II)

Time : 2¼ 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 nature and scope of HRM.

OR

Discuss the Devanna et.al SHRM matching model.

Q2) What is HRP? Explain the process of HRP in detail.

OR

Discuss various internal and external sources of recruitment.

Q3) What are the different methods of implementing training programmes?

OR

What is Training Need Assessment (TNA)? Explain the process of TNA.

Q4) Define performance. Why is it important to measure performance?

OR

Explain the various methods of performance Appraisal.

P.T.O.

Q5) Define Industrial Relations and explain the importance of having sound Industrial Relations.

OR

Write short notes on any two of the following :

- a) Flexible work arrangements.
- b) Organisational Entry.
- c) Lay off.
- d) Employee surveys.



Total No. of Questions :5]

SEAT No. :

P3864

[Total No. of Pages :2

[5265] - 2005

M.B.A.

201 : MARKETING MANAGEMENT

(2016 Pattern) (Semester - II)

Time : 2¼ Hours]

[Max. Marks :50

Instructions to the candidates:

- 1) Answer five questions.*
- 2) All questions carry equal marks(10).*
- 3) Write suitable examples where needed.*

Q1) What do you mean by 'new product development'? Explain the new product development process on FMCG Goods as detergent powder.

OR

Explain the concept of PLC and strategies across stages of the PLC with an example of Luxurious Goods.

Q2) Define 'setting of pricing'. Describe the factors influencing pricing decisions.

OR

Explain the 'Differentiated pricing' and 'Promotional pricing' with example.

Q3) Explain the major consideration in the selection of distribution channel for any durable goods with example.

OR

Write the 'marketing channel levels'. Illustrate the channel flow of the product as Durable goods with example.

P.T.O.

Q4) What is the concept of 'Direct marketing' and Integrated Marketing Communication (IMC).

OR

What do you mean by 'Target Audience'? Illustrate the factors in setting the effective marketing mix for any FMCG product as example.

Q5) What is the 'marketing plan'? Explain the contents of marketing plan.

OR

What is the concept of 'Marketing Audit'? Explain its proper implementation in marketing.



Total No. of Questions : 5]

SEAT No. :

P3865

[Total No. of Pages : 3

[5265] - 2006

M.B.A.

**204 : DECISION SCIENCE
(2016 Pattern) (Semester - II)**

Time : 2¼ Hours]

[Max. Marks :50

Instructions to the candidates:

- 1) *Each question has an internal option.*
- 2) *Each question carries 10 marks.*
- 3) *Graph paper will not be provided.*
- 4) *Non Scientific calculator is allowed.*

Q1) A project manager has 4 subordinates and 4 task. His estimate of the time that each would take to perform each task is given in the matrix below. How should be the task allocated, so that the total man hours are minimized. **[10]**

	I	II	III	IV
1	8	26	17	11
2	13	28	4	26
3	38	19	18	15
4	19	26	24	10

OR

Find the initial feasible solution for a given transportation matrix to reduce the cost using VAM method. **[10]**

	D ₁	D ₂	D ₃	D ₄	Supply
01	5	3	6	2	19
02	4	7	9	1	37
03	3	4	7	5	34
Demand	16	18	31	25	90
					90

Q2) Solve the given LPP using graphical method to maximize $Z = 100x + 150y$,
Subject to, $2x + y \leq 30$,
 $x + 3y \leq 45$

Where, $x \geq 0, y \geq 0$.

[10]

OR

P.T.O.

A bakery keeps stock of branded cake. Daily demand based on the past experience and its probability is given below.

Demand	0	15	25	35	45	50
Probability	0.01	0.15	0.20	0.50	0.12	0.02

Consider the following sequence of random number - and 48, 78, 9, 51, 56, 77, 15, 14, 68 and 09.

- Simulate the demand for next 10 days.
- Find the Average demand of Cake.
- Find the stock situation of cake at the end of each day, if the owner of bakery decides to make 35 cakes every day. [10]

Q3) For the given profit matrix, find the optimal strategy using, [10]

- Max Mini criteria.
- Laplace criteria.
- Hurwicz criteria ($\alpha = 0.7$).

	N_1	N_2	N_3	N_4
S_1	30	10	10	8
S_2	40	-15	5	7
S_3	50	20	-6	10

OR

Solve the following game using dominance rule. [10]

		Player B					
		Strategy	1	2	3	4	5
Player A	I	1	3	2	7	4	
	II	3	4	1	5	6	
	III	6	5	7	6	5	
	IV	2	0	6	3	1	

Q4) We have 5 jobs each of which must go through the machines A, B & C. in the order ABC. Processing time in (hrs.) is as follows : [10]

Job	1	2	3	4	5
Machine A	5	8	6	9	5
Machine B	2	1	4	5	3
Machine C	3	7	5	6	7

Determine the sequence of the jobs that will minimize the total elapsed time. Also find the idle time for all machines as well.

OR
2

Write short notes on (any Two) :

[10]

- a) Concept of PERT and CPM.
- b) Concept of Network diagram with example.
- c) Dummy activities and events with example.
- d) Floats and its types with example.

Q5) A box contains 6 white and 8 red balls. The Second box contain 9 white and 10 red balls. One ball is drawn at random from the first box and put in the second box without noticing its colour. A ball is drawn at random from Second box. What is a probability that it is red? [10]

OR

In an intelligence test administered to 1000 students, the average score was 42 and the standard deviation 24. [10]

Find -

- a) The number of students lying between 30 and 54 marks.
- b) The value of score exceeded by top 100 students.

(Given Z at 0.5 = 0.1915, Z at 1.28 = 0.4).



Total No. of Questions : 5]

SEAT No. :

P4346

[Total No. of Pages : 4

[5265]-3001
M.B.A (Semester - III)
301: STRATEGIC MANAGEMENT
(2016 Pattern)

Time : 2.15 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All Questions are compulsory.*
- 2) *Each question carries 10 marks.*
- 3) *Each Question has an internal option.*
- 4) *Support your answers with suitable examples.*

Q1) a) Case Study:

Bihar Prashasanik Sudhar Mission's SMS based monitoring System With a vision to improve Governance and increase citizen's participation in development. Government of Bihar (Go B) launched 'Bihar Prashasanik Sudhar Mission Society' (BPSM). Having a goal to inform the additional way, the government works in order to deliver better quality services to its entire citizen. BPSM is Committed to get positive change all around. The Department for International Development (DFID) is financing the administration of BPSM and is also providing resources to help Govt. Of Bihar to implement administrative reforms, modernize administrative Process, strengthen human resource management and increase accountability under Bihar Government and Administrative Reforms Program (BGARP).

The key challenge for BPSMS was to ensure that it converts itself from lean, flexible and agile Govt. Organization to an organization constantly evolving IT and administrative reform strategies. It required innovation in the areas of training, organizational development and work organization. The scale and scope of the challenge became apparent when the tasks of data collection from blocks were taken by the Bihar Prashasanik Sudhar Mission Society. One of the major hurdles in achieving success for BPSM was the proper monitoring of the daily works and achieves the different Govt. Funded schemes and projects.

P.T.O.

Scheme such a MNREGS, Scholarship Distributions, Indira Awas Yojna and distribution of dress/bicycle are needed to be closely monitored as they are directly concerned with the upliftment of poor and mostly excluded citizens. The need of the new system was an output of highly centralized and orthodox processes of our administrative system. The wait for the report from the block level officers, prevents from quick reviews and actions against the defaulters. Delay in reporting results delay in taking decisions. Since, these schemes and projects are executed at the lowest administrative level of government, i.e. in blocks, and the infrastructure of our blocks is in pitiful status. To overcome this problem, our need was to establish a system whose requirements for successful implementation are lost but has a large coverage area. Due to improper monitoring the poor and needy people couldn't get the actual benefits of these schemes. Use of mobile phone technology was an innovative idea. It demanded less exploration and could provide quick result. It's simple and cheap technology. A plain simple text message was found capable of moving data from one end of the world to another. it also adheres many advantages like low cost monitoring and fastest mode for information access. In, ten schemes/projects were initially selected.

The block level officers of the different schemes viz. NREGS, Pension, Dress/ Bicycle distribution, Scholarship distribution, ICDS, Health, Food, Indira Awas Yojana, Mutation, and rainfall status, send their daily progress report through a simple text SMS. Every Scheme is given a particular code, such as NREGS- BLI, BL denotes Block Level report and I is the scheme code for NREGS; similarly Pension - BL2, Dress/Bicycle - BL 3 and so on. A particular reporting format was also designed for each monitored schemes. In NREGS, the daily progress of total expenses in block, no. of presently running schemes and count of today's beneficiary labors were required for the block. The following two character code format was designed for NREGS (BLI), EX - Expense (in Lacs), SC - No. of Schemes and NL - No. of labors working today. A simple text message of BLI, EX2.24, SC 10, NL123 from Program Officer of NREGS was sufficient for acquiring his per day work progress. The SMSs are sent to a centralized SMS server where it is decoded and on the basis of receiving data, different types of reports as well as Graphs are generated. The server keeps tracks of all the received SMSs. Reports are generated on the basis of the Report submitted by the Block Officer, therefore wrong information signed by them result in generation of wrong report.

Thus the responsibility of data rests upon the sender. "Just because that these SMSs are to be sent every day, the efficiency of the blocks has been surprisingly increased", as quoted by a District Magistrate. The reports are published on the internet for the public to bring transparency in the system. Thus, people can know how much dresses & bicycles were distributed in their blocks and the numbers of schemes currently being carried out by NREGA. Thus, the final achievement of this new system is that it generates a noticeable shift towards daily accountability that can enhance performance of Govt. Functioning.

Questions:

- i) Explain how big IT Companies are neglecting their focus from the basic technological use.
- ii) Explain the role of strategy formulation in above case.

OR

- b) Elaborate Porter's 5 forces model of competition. State how these 5 forces influence external environment of an organization.

Q2) a) Explain the strategic options of the firms operating in emerging and growth stage industries? Illustrate with examples.

OR

- b) Explain BCG Matrix in detail? Explain how GE Nine Cell model is advantageous over BCG Matrix.

Q3) a) Why do firms enter into strategic alliances? How can organizations manage strategic alliances successfully?

OR

- b) Write short notes on.
 - i) Merger and Acquisition Strategies.
 - ii) Low Cost Strategies.

Q4) a) Explain relevance of Mintzberg's 5Ps for strategy implementation. Illustrate with suitable example.

OR

- b) "Balance Score card is a superior tool for strategy evaluation". Justify.

Q5) a) Explain the characteristics and principles of Blue Ocean and Red Ocean strategies in detail.

OR

- b) Write short note on any two:
- i) Strategy Canvas
 - ii) Triple bottom line
 - iii) e-Commerce Business Models.



Total No. of Questions :5]

SEAT No. :

P3866

[Total No. of Pages :2

[5265] - 3002

M.B.A.

302 : ENTERPRISE PERFORMANCE MANAGEMENT

(2016 Pattern) (Semester - III)

Time : 2¼ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) a) The 'Balanced Score Card' is a performance measurement system which attempts to create a blend of financial and non - financial measures in a balanced manner. Explain with suitable example.

OR

b) Tech Patni is heavily decentralized. Division A has always acquired some components from division B. However division B has intimated increase in its price to Rs 150/pc. Manager of division A has opposed the same since similar product is available in outside market @ 120/pc. Division B has supported its price rise as it is bearing heavy depreciation charge on specialized equipment they have bought specially for the component. Additional information is as follows :-

Total capacity of Division A : 10,000 pcs p.a.

B's variable costs : Rs 100/pc

B's fixed costs : Rs. 30/pc.

Suppose there is no alternate use of division B's capacity,

- i) Will the company as a whole benefit if A buys the component from outside @ Rs 120/pc.?
- ii) Suppose outside market price of the component drops by 30/pc; what would you suggest to the manager of division A?
- iii) If B can earn rent of Rs 5,00,000, if it is not manufacturing the component, will the company as a whole benefits if A buys the component from the outside market?

P.T.O.

- Q2)** a) Write short notes on :
- i) Technical performance Measurement.
 - ii) Post completion Audit.

OR

- b) Explain the concept, need and process of capital budgeting.

- Q3)** a) Justify the need and importance of parameters like NPAs and credit appraisal for measuring a bank's performance, in current banking scenario in India, in particular.

OR

- b) Evaluate the performance of a retail organisation in the context of
- i) Sell through analysis.
 - ii) Multiple attribute method.

- Q4)** a) Elaborate in detail the steps involved in performance evaluation of a project.

OR

- b) What is an NGO? Explain the need for evaluatory performance appraisal of an NGO.

- Q5)** a) Explain auditing as a performance measurement tool in the light of Internal Audit and Cost Audit.

OR

- b) Write notes on :-
- i) Financial Audit.
 - ii) Objectives of Audit.



Total No. of Questions :5]

SEAT No. :

P3867

[Total No. of Pages :2

[5265] - 3003

M.B.A. - II

303 : STARTUP AND NEW VENTURE MANAGEMENT

(2016 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) Define entrepreneur and explain the role of entrepreneur in economic development. **[10]**

OR

An entrepreneur could be a manager but a manager cannot be an entrepreneur-Discuss. **[10]**

Q2) A product is anything that can be offered to a market for procurement, use or consumption. What are the criteria for product selection? **[10]**

OR

Write short note on

- a) Franchising. **[5]**
- b) Sponsorship & Acquisition. **[5]**

Q3) Explain the role of SME in economic development of India. **[10]**

OR

Discuss economic viability and market feasibility as some of the factors considered by financial institutions while appraising a project. **[10]**

P.T.O.

Q4) Explain the role of small Industries Development corporation. **[10]**

OR

Write short note on

a) Sale of Goods Act. **[5]**

b) Shops and Establishment Act. **[5]**

Q5) Discuss the case of any successful entrepreneur you know. Explain the factors that made him/her successful. **[10]**

OR

Discuss the case of any unsuccessful entrepreneur you know and explain the factors that made him/her unsuccessful. **[10]**



Total No. of Questions :5]

SEAT No. :

P3868

[Total No. of Pages :4

[5265] - 3004

M.B.A.

305 (BIM) : BANKING CONCEPTS AND OPERATIONS

(2016 Pattern) (Semester - III)

Time : 2¼ 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.*
- 4) *Use of simple calculator is allowed.*

Q1) a) What is a commercial bank? What are the main functions performed by a commercial bank? **[10]**

OR

b) Discuss the role of banks in a developing economy. **[10]**

Q2) a) Explain the important role of Reserve Bank of India in regulating the banking system in India. **[10]**

OR

b) What is a NPA? Explain the provisions for NPA. **[10]**

Q3) a) Explain the following terms in brief. **[10]**

- i) RTGS.
- ii) ATM.
- iii) MICR.
- iv) DATANET.
- v) Internet Banking.

OR

P.T.O.

- b) Explain the procedure for preparation of Bank Reconciliation statement when balance as per cash book. **[10]**

- Q4)** a) From the following particulars of R Bank Ltd. prepare profit and loss account for the year ended 31st March, 2016. **[10]**

Interest on loan	69,800
Interest on Fixed Deposit	73,000
Rebate on Bills Discount	9,600
Commission charged on customer	1,820
Office expenses	31,000
Discount on bills discounted	38,800
Interest on cash deposit	44,800
Interest on overdraft	25,600
Rent & Taxes	3,600
Other expenses	360
Printing & stationery	780
Postal expenses	300
Interest on saving deposit account	13,800
Directors remuneration	840
Balance of profit and loss account	2,400

OR

- b) From the following figures taken from the books of JG Bank Ltd., you are required to prepare profit & loss account and Balance sheet as on 31st March, 2017. **[10]**

Particulars	Amount (Rs.)
10,000 shares of Rs. 200 each, Rs. 100 paid	10,00,000
Reserve Funds	7,00,000
Fixed deposit account	19,00,000
Saving Bank account	60,00,000
Current account	1,60,00,000
Money at call and short notice	6,00,000
Investment at cost	60,00,000
Interest accrued and paid	4,00,000
Salaries (including salary to GM Rs. 48,000 & Directors fee Rs. 10,000)	1,60,000
Rent	40,000
Profit & loss (Cr.) 1/4/2016	4,20,000
General expenses (including stationery Rs. 10,000 & Auditors fees Rs. 4,000)	20,000
Dividend for 2015 - 2016	1,00,000
Premises (after depreciation up to 31.3.2016 Rs. 2,00,000)	24,00,000
Cash in hand	1,20,000
Cash with RBI	30,00,000
Cash with other banks	26,00,000
Borrowed from banks	14,00,000
Interest and discounts	15,00,000
Bills discounted and purchased	12,00,000
Bills payable	16,00,000
Loans overdrafts and cash credits	1,40,00,000
Unclaimed dividend	60,000
Bills for collection	2,80,000
Sundry creditors	60,000
Acceptance & endorsements on behalf of customers	4,00,000

Additional information:

- i) Rebate on Bills discounted and purchased for unexpired term Rs. 10,000.
- ii) Allow 5% depreciation on premises on original cost.
- iii) Provision for doubtful debts amounting to Rs. 60,000 is required.
- iv) Create a provision of Rs. 2,00,000 for taxation.
- v) The bank has no business outside India.

- Q5) a)** i) Mr. R recently purchased a bond with a Rs. 1000 face value, a 10% coupon rate, and four years to maturity. The bond makes annual interest payments, the first to be received one year from today. Mr. R paid Rs. 1032.40 for the bond.

What is the bond's yield to Maturity? **[5]**

- ii) Mr. X has borrowed a home loan of Rs. 10,00,000 at an interest rate of 9% p.a. for 15 years.

Calculate the EMI. **[5]**

OR

- b) Mrs. A has deposited Rs. 6,000 in a saving account on 1st June 2016. Bank pays interest at a rate of 9% p.a.

Compute the amount of Interest that will be earned over 12 years period **[10]**

- i) if the interest is simple?
- ii) if the interest is compounded annually?



Total No. of Questions : 5]

SEAT No. :

P4347

[Total No. of Pages : 2

[5265]-3005

M.B.A (Semester - III)

(305 DFM) EVOLUTION OF STRATEGIC THOUGHT OF
DEFENCE

(2016 Pattern)

Time : 2.15 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 meant by the term organizational design? Describe organizational structure. [10]

OR

b) Discuss in detail essentials of the Classical Organizational Theories.[10]

Q2) a) What is job enlargement & job enrichment? Discuss its importance & purpose with illustration. [10]

OR

b) Define Authority. Explain theories of authority. [10]

Q3) a) What is Geopolitics? Elaborate theories of international politics. [10]

OR

b) Describe theory of Heartland by Mackinder and theory of Rimland.[10]

P.T.O.

Q4) a) What do you mean by National Security? Explain its traditional & contemporary meaning. **[10]**

OR

b) Describe the components & elements of National Power. **[10]**

Q5) a) What do you mean by Environment Scan? Discuss the techniques of carrying out Net Assessment. **[10]**

OR

b) Write note on (05 Marks each) **[10]**

i) BMC Analysis

ii) PESTL Analysis



Total No. of Questions : 5]

SEAT No. :

P3869

[Total No. of Pages : 2

[5265] - 3006

M.B.A.

**305 - ED : CHANGE, CREATIVITY, INNOVATION AND ENTRE-
PRENEURSHIP**

(Semester - III) (2016 Pattern)

Time : 2¼ 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) Explain in detail different types of Innovation. **[10]**

OR

b) Define creativity and innovation. How do you differentiate creativity and innovation? **[10]**

Q2) a) What is Brainstorming and explain in detail Nominal Group Technique (NGT). **[10]**

OR

b) Which are the main cognitive factors that may predict creative achievement? Use examples from your personal life to illustrate your points. **[10]**

Q3) a) Differentiate between a Manager and a leader? **[10]**

OR

b) Which are the key ingredients of leadership? **[10]**

P.T.O.

Q4) a) Discuss in detail Goal Setting and reward Systems. [10]

OR

b) Explain in detail an Organizational Structure. [10]

Q5) a) Discuss in detail the situational approach to change management. [10]

OR

b) Why is culture an important determinant of organizational creativity and innovation? Discuss. [10]



Total No. of Questions : 5]

SEAT No. :

P3870

[Total No. of Pages : 2

[5265] - 3007

M.B.A.

305 : ESSENTIALS OF FAMILY BUSINESS MANAGEMENT

(FBM Specialisation)

(Semester - III) (2016 Pattern)

Time : 2¼ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) a) Discuss in brief succession and continuity in family business. [10]

OR

b) Comment upon the dilemmas & challenges are encounters in family businesses. [10]

Q2) a) What is the best way of seeking a balanced approach in family business.[10]

OR

b) Bring to light the life-cycle stages of family businesses. [10]

Q3) a) What are the constituents of successful planning in family businesses.[10]

OR

b) What are the unique characteristics beheld by effective business families. [10]

Q4) a) How should the next generation carry forward their businesses. [10]

OR

b) Bring about the importance of outside experience in shaking the family business. [10]

P.T.O.

Q5) a) Write Short Note on : - (Any 2)

[10]

- i) To join or not to join.
- ii) Women in family business.
- iii) Strengths of family businesses.

OR

b) How do the professional advisors and consultants help in shaking the family business. **[10]**



Total No. of Questions : 5]

SEAT No. :

P3871

[Total No. of Pages : 7

[5265] - 3008

M.B.A.

305 (FIN) : DIRECT TAXATION

(Semester - III) (2016 Pattern)

Time : 2 ¼ Hours]

[Max. Marks :50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Use of simple calculator is allowed.*
- 3) *Figures to right indicate full marks.*

Q1) a) Define and explain following Terms :-

[10]

- i) Person
- ii) Assessment year and previous year.
- iii) Assessee
- iv) Direct Tax and Indirect Tax.

OR

b) Explain the concept 'Residential Status' and Discuss how residential status of an individual assessee is decided.

[10]

Q2) a) Mr. GST is employed in a universal Pvt. Company at Mumbai. He gives following information about his salary for the previous year 2016-17.**[10]**

- i) Basic salary - Rs. 15,000 p.m.
- ii) Dearness Allowance - Rs. 6,000 p.m. (out of which Rs. 2,000 p.m. is forming part of retirement benefits).
- iii) Bonus for the year = Rs. 40,000.

P.T.O.

- iv) Advance salary for April 2017 which is drawn in March 2017 = Rs. 15,000.
- v) Interest on R.P.F. at 13% = Rs. 39,000.
- vi) Employer's contribution to R.P.F. is 15% of salary.
- vii) He is provided with furnished accommodation at Mumbai which is owned by employer.

The fair rental value of accommodation is Rs. 10,000 p.m.

Cost of furniture is Rs. 50,000 and rent paid for accommodation by Mr. GST is Rs. 2,000 pm.
- viii) Hospital bill reimbursed by the employer Rs. 32,000.
- ix) He has been provided with 1800CC car for both official and private purpose. The entire expenses of Rs. 45,000 on running and maintenance of car are met by employer, and employer is owner of the car.
- x) Professional Tax paid = Rs. 2,500 p.a. Compute taxable income from salary for the A.Y. 2017-18.

OR

- b) Mr. Chintamani who is general manager at Bharat - India Pvt. Ltd. Pune, receives following salary and other benefits from his employer for the previous year 2016-17. **[10]**
 - i) Basic salary Rs. 15,000 p.m.
 - ii) Dearness Allowance Rs. 2,000 p.m.

(Do not form part of retirement benefit)
 - iii) Employer's contribution to R.P.F. @ 14% of salary.
 - iv) City compensatory allowance Rs. 100 p.m.
 - v) House Rent Allowance = Rs. 1,000 p.m.

(Rent paid by assessee for the house Rs. 1500 p.m.)

- vi) Travelling Allowance Rs. 2,000 p.a. and he spent Rs. 1800 p.a. actually.
- vii) Entertainment Allowance = Rs. 1,000 p.m.
- viii) He is supplied with free gas, water and electricity, for which the employer pays Rs. 1,000 p.m.
- ix) Professional Tax paid Rs. 225 p.m.

Compute taxable income from salary for the A.Y. 2017-18.

Q3) a) Mr. Sam owns a house which is let out. He has given following information for the previous year 2016-17. **[5]**

- i) It's Municipal Valuation is Rs. 60,000 and has been let out at a rent of Rs. 6,000 p.m.
- ii) For this house, he pays municipal taxes Rs. 6,000.
- iii) The house remained vacant for 2 months.
- iv) Rs. 20,000 could not be recovered from the defaulting tenant during this year.

Compute taxable income from house property for the A.Y. 2017-18.

b) Explain the concepts long term and short term capital gain. **[5]**

OR

a) Mr. Gyan Furnishes following information about his house for the previous year 2016-17 **[5]**

- i) This house is let out for residence.
- ii) It's fair rent is Rs. 2,32,000 and Municipal valuation is Rs. 2,35,000.
- iii) Municipal Taxes Rs. 5,000 are outstanding.
- iv) Annual Rent is Rs. 2,35,000.
- v) Interest on capital paid Rs. 1,14,000.

Compute taxable income from House property for the A.Y. 2017-18.

b) Give a note on 'Income from other sources' along with examples. **[5]**

Q4) The following is the Profit and Loss Account of Mr. Abhinav for the year ending 31st Mar.2017. **[10]**

Particulars	Rs.	Particulars	Rs.
To Salaries	1,60,000	By Gross Profit	4,20,000
To Rent and Taxes	60,000	By Commission Received	42,000
To Commission	16,000	By Other receipts	4,200
To advertisement	15,000	By Interest on fixed deposits	35,000
To Reserve for future losses	8,000	By Gift from friend	2,900
To Depreciation	20,000		
To Legal expenses on Income Tax proceeding	2,000		
To Conveyance	8,400		
To Stationery Expenses	15,200		
To Bonus	16,000		
To Contribution to R.P.F.	12,500		
To Interest on capital	13,000		
To Net profit	1,58,000		
	5,04,100		5,04,100

Additional Information

- a) Depreciation allowable as per Income Tax Rule is Rs. 18,000.
- b) Rent and taxes includes Rs. 8,000 as property tax on residential house of Mr. Abhinav.

- c) Advertisement includes Rs. 12,000 as the cost of permanent sign board Fixed on the premises.
- d) Sundry receipts Rs. 4,000 are in respect of recovery of personal loan given to a friend of Mr. Abhinav.
- e) Contribution by the employer to RPF is due on 31/03/2017 Rs. 4,000, which was deposited on 25/06/2017.

Compute taxable income from business for the A.Y. 2017 - 18.

OR

Following is the receipts and payments account of medical practitioner for the year ending 31st March 2017. [10]

Receipts	Rs.	Payments	Rs.
To Balance b/d	1,10,000	By Clinic Rent	2,20,000
To Visiting Fees	2,55,000	By Staff Salaries	1,80,000
To Consultation Fees	2,75,000	By Electricity and Water	9,000
To Sales of Medicines	1,25,000	By Medical Books	4,000
To Sale of old equipment at Book Value	8,000	By Purchase of Medicines	80,000
To Operation Theatre Rent	1,15,000	By Motor car expenses	60,000
To Interest and Dividend	20,000	By Audit Fees	20,000
		By Staff welfare expenses	8,000
		By Entertainment Expenses	6,000
		By Surgical equipments	1,30,000
		By Bal c/d	1,91,000
	9,08,000		9,08,000

Additional Information:

- a) Depreciation as per Income Tax rules on Motor car for professional use is Rs. 6,000.
- b) One - Third of Motor car expenses relate to his personal use.
- c) The rate of Depreciation on Surgical equipment is 15%. The Written Down Value (WDV) of equipment brought forward from earlier year was Rs. 23,000.

Compute the taxable income from profession for the A.Y. 2017-18.

- Q5) a)** Mrs. Dasgupta who is professor at 'Vision Institute of Management' at Pune, a private employee, gives following information about her yearly income (Previous year 2016-17). **[10]**
- i) Gross salary including Basic, DA and HRA is Rs. 6,05,300.
 - ii) Remuneration for conducting oral examinations from S.P. Pune University Rs. 4,000.
 - iii) Royalty from Book on 'GST' Rs. 16,300.
 - iv) Taxable income from House Property Rs. 22,800.
 - v) Interest on government securities Rs. 4,000.
 - vi) Interest on deposits with Amol and Co. Rs. 2,600.
 - vii) She paid tuition fees of her son studying in engineering college. Rs. 60,000 (including development fee of Rs. 10,000).
 - viii) Her contribution to Recognised provident, Fund is Rs. 11,000.
 - ix) She deposited in PPF account Rs. 10,000.
 - x) Mediclaim insurance premium on the health of dependent mother (age 68 years) Rs 15,500.

- xi) Donation to approved charitable institution Rs. 5,000.
- xii) Professional Tax Rs. 2,700 and income tax Rs. 35,000 are deducted from her salary.

Compute total taxable income and tax liability for the A.Y. 2017-18.

OR

- b) Mr. Singhanian who is Senior Citizen (age 64) and who is handicapped (50% disability) of pune and employed at Namo Pvt. Ltd gives you following information for the previous year 2016-17. **[10]**
 - i) Net Taxable Salary Rs. 4,37,100.
 - ii) Loss from Self occupied house property Rs. 30,000.
 - iii) During the year, he has received interest on government securities Rs 18,000 (Gross) and Family pension of his wife Rs. 3,000 per month.
 - iv) During the year, he has made investment in National Saving Certificates of Rs. 20,000 and has paid Rs. 18,000 as premium on Life Insurance of his son.
 - v) He also donated Rs. 24,000 to the prime Minister's National Relief Fund.
 - vi) Income from Business as per Income Tax rules Rs. 2,00,000.
 - vii) Company has deducted TDS of Rs. 4,000 compute total taxable income and tax liability for the A.Y. 2017-18.



Total No. of Questions : 5]

SEAT No. :

P3872

[Total No. of Pages : 2

[5265] - 3009

M.B.A.

305 HM : INTRODUCTION TO HEALTHCARE MANAGEMENT

(Semester - III) (2016 Pattern)

Time : 2¼Hours]

[Max. Marks :50

Instructions to the candidates:

- 1) *All Questions are compulsory.*
- 2) *Each Question has an internal option.*
- 3) *All Questions carry equal marks. Each Question carries 10 marks.*

Q1) a) Explain Centralised and De-Centralised Management in a Hospital setup.

OR

- b) Explain the difference between Hospital Management and Hospital Administration.

Q2) a) What are Hospital Services? Explain.

OR

- b) Highlight the functioning of the various chemical services Departments of a Hospital.

Q3) a) Explain the role of the members in the Hospital Planning Team.

OR

- b) Elucidate, explain the theory involved in Organisational Development with reference to a Hospital.

P.T.O.

Q4) a) Why is there a Resistance to change and what are the causes for Resistance?

OR

b) Differentiate between the classical and contemporary models of Managerial Behaviour.

Q5) a) What are the different support services Department involved in managing a Hospital - Explain.

OR

b) Classify and Explain the Hospital Services.



Total No. of Questions : 5]

SEAT No. :

P3873

[Total No. of Pages : 2

[5265] - 3010

M.B.A.

305 (HR) : LABOUR & SOCIAL SECURITY LAWS

(Semester - III) (2016 Pattern)

Time : 2¼ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) a) Explain Indian Constitution and Labour Legislation in brief.

OR

b) What are the challenges and problems under labour legislation?

Q2) a) The Factories act 1948 is an social welfare legislation. Comment with special referance to welfare provisions under this act.

OR

b) Explain in brief the health provisions from section 15 to Section 20 under the Factories act 1948.

Q3) a) Define “Wages”. Discuss the provisions related to deductions under payment & wages act 1936.

OR

b) Explain the employer’s obligation to pay minimum and maximum bonus under payment of bonus act. 1965.

P.T.O.

Q4) a) Elaborate main provisions of the payment of gratuity act 1972. (Any Five Provisions).

OR

b) Explain the term 'dependant' under the workmen's compensations act 1923.

Q5) Attempt any two:

- a) Sickness and funeral benefits under ESI.
- b) Latest Amendment of the maternity benefits act 1961.
- c) Family pension fund scheme under PF.
- d) Forfeiture of gratuity.



Total No. of Questions : 5]

SEAT No. :

P3874

[Total No. of Pages : 2

[5265] - 3011

M.B.A.

305 - IB : INTERNATIONAL BUSINESS ECONOMICS

(2016 Pattern) (Semester - III)

Time : 2¼ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) a) What is 'Balance of Payment'? Explain the causes of disequilibrium of balance of payment?

OR

b) Explain the nature and scope of International Business.

Q2) a) Critically examine Hecksher-Ohlin theory of international trade.

OR

b) Discuss the implications of international trade theories.

Q3) a) What is fixed exchange rate? Discuss the merits and demerits of fixed exchange rate?

OR

b) What is exchange arbitrage? Distinguish between spot and forward exchange rates.

P.T.O.

Q4) a) Describe the role of Multinational Corporations?

OR

b) Explain the purchasing power parity theory of exchange rate determination.

Q5) a) Explain the objectives and Functions of World Bank.

OR

b) What is Special Drawing Rights? How is it determined? What is its role as international reserve asset?



Total No. of Questions : 5]

SEAT No. :

P3875

[Total No. of Pages : 2

[5265] - 3012

M.B.A.

305 (IT) : IT MANAGEMENT AND CYBER LAW

IT Specialization

(Semester - III) (2016 Pattern)

Time : 2¼ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) Explain in detail how do you do Hardware and Network Management for Passport Department, Govt., of India as you have got an opportunity to play a role of IT head for the same department. **[10]**

OR

What do you mean by managerial considerations like Aquisition, maintenance, controlling and replacement of Hardware with reference to any reputed Bank. **[10]**

Q2) Write a note on any two of the following: **[10]**

- a) Programming Languages
- b) ERP
- c) E-Commerce
- d) CRM

OR

Define operating system and write the importance of Database Management Programs, server and system utilities for an organisation. **[10]**

P.T.O.

Q3) How do you protect computer crimes by using security management tools, security Defences, System controls and Audit. **[10]**

OR

Explain how a large IT organisation do selection and Recruitment, training, Retention and performance measurement for their people (Employees). **[10]**

Q4) Define Encryption and explain with examples Symmetric cryptography, Asymmetric cryptography. **[10]**

OR

Explain the need of Digital Signature, creating and verifying a Digital Signature. **[10]**

Q5) What do you mean by Digital Signature, Certification, Generation, Suspension and Revocation of Digital Signature Certificate. **[10]**

OR

Write the need for certifying Authority and his powers, and functions of a controller in detail. **[10]**



Total No. of Questions : 5]

SEAT No. :

P3876

[Total No. of Pages : 2

[5265] - 3013

M.B.A.

305 MC : INTEGRATED MARKETING COMMUNICATION (DMCM)

(Semester - III) (2016 Pattern)

Time : 2 Hours & 15 Min.]

[Max. Marks :50

Instructions to the candidates:

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

Q1) Explain in detail Five - Step Strategic Planning Process.

OR

Discuss in detail 'Role of advertising agencies in IMC'.

Q2) Explain in detail types of advertising.

OR

Discuss in detail consumer sales promotion for,

- a) Smart phone.
- b) Packaged Drinking Water.

Q3) Elaborate role of direct marketing in IMC [Integrated Marketing Communication].

OR

Explain public relations, along with its advantages & disadvantages.

P.T.O.

Q4) Discuss in detail brand awareness creative tactics.

OR

Design a print advertisement copy for 'upcoming cafe'.

Q5) Explain in detail IMC planning process.

OR

Develop a media plan for (Any one from the following)

- a) Air conditioner.
- b) Fairness cream.



Total No. of Questions : 5]

SEAT No. :

P3877

[Total No. of Pages : 2

[5265] - 3014

M.B.A.

305 MKT : CONTEMPORARY MARKETING RESEARCH

(Semester - III) (2016 Pattern)

Time : 2¼ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) a) What is Research Design? Explain types of Research Design with suitable applications.

OR

- b) Write Short Notes (Any 2)
- i) Consumer Panels.
 - ii) Media Audience Tracking Studies.
 - iii) Retail Shop Audit.

Q2) a) Design a questionnaire to study customer satisfaction of one of the select fast food chain outlet.

OR

- b) Explain content and construct validity in detail.

Q3) a) What is test marketing? Discuss its applications in detail.

OR

- b) Discuss different types of sampling methods.

P.T.O.

- Q4) a)** On the basis of information about the treatment given to 200 patients, state whether there are difference in the effectiveness of the treatment. (Given the critical value of chi-square for 1 df, 5% level of significance is 3.841).

Treatment	Favourable Response	No Response	Total
New	50	50	100
Conventional	30	70	100
Total	80	120	200

OR

- b) What is ANOVA? Discuss application of ANOVA.

- Q5) a)** Discuss the concept of multi-dimensional scaling and its use in marketing research.

OR

- b) Discuss the concept of cluster analysis and its importance in marketing research.



Total No. of Questions : 5]

SEAT No. :

P3878

[Total No. of Pages : 2

[5265] - 3015

M.B.A.

305 (OPE) : PLANNING AND CONTROL OF OPERATIONS

Specialization : Operations Management

(Semester - III) (2016 Pattern)

Time : 2¼ 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 questions.*
- 5) Draw neat diagrams and illustrations supportive to your answer.*
- 6) Your answer should be specific and to the point.*

Q1) a) Explain in detail Planning and Control of Operations. Elaborate the Needs and Importance of PPC. **[10]**

OR

b) Explain the process of Dispatch in production control-documentation. Discuss PPC Operations. **[10]**

Q2) a) i) Write note on Design of forecasting systems. **[5]**

ii) Write note on Extrapolative methods using time series. **[5]**

OR

b) Explain Forecasting as a planning tools. Discuss with suitable example. **[10]**

P.T.O.

Q3) a) What is Aggregate Production Planning? Explain need for Aggregate Production Planning. [10]

OR

b) Explain in the details about Master Production Scheduling. Discuss. [10]

Q4) a) Explain in detail Resources Planning. Discuss Dependent Demand attributes. [10]

OR

b) What is MRP system? Discuss Capacity Requirements Planning. [10]

Q5) a) Explain in detail Scheduling and Operations. Discuss Need for Scheduling. [10]

OR

b) i) Explain Input - Output Control. [5]

ii) Write note on Loading of Machines. [5]



Total No. of Questions : 5]

SEAT No. :

P3879

[Total No. of Pages :2

[5265] - 3016

M.B.A.

305 - RABM : AGRICULTURE AND INDIAN ECONOMY

(2016 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) a) Evaluate the progress of Indian Agriculture during the period of five year plans.

OR

b) What is Green Revolution? Explain the nature and recent development in green revolution.

Q2) a) Critically examine the working of Public Distribution System.

OR

b) Critically examine the recent improvements in Irrigation system in India.

Q3) a) What are the causes of low productivity of Livestock in India.

OR

b) Describe the development of Dairy Industry in India.

Q4) a) Critically examine land reforms of India.

OR

b) Analyze the tenancy reforms measures.

Q5) a) Discuss the economic conditions of agricultural labourers in India. What are the reasons behind it?

OR

b) Examine the recommendations of National Commissions on Rural Labour (NCRL).



Total No. of Questions : 5]

SEAT No. :

P3880

[Total No. of Pages : 2

[5265] - 3017

M.B.A.

305 - RM : INTRODUCTION TO RETAILING

(2016 Pattern) (Semester - III)

Time : 2¼ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) "A retailer is a key component of the Supply Chain". Explain the statement giving role & functions of retailer.

OR

Discuss need and scope of Retail Marketing giving suitable examples.

Q2) Describe bottlenecks in the growth of modern retailing in India.

OR

Discuss changing trends in Retail Scenario with reference to Indian Retail Market.

Q3) An international Coffee Retail Chain is planning to enter Indian market through franchising. Which factors should the company consider before selecting a franchisee?

OR

List out various 'Store retailing formats'. Explain them briefly.

Q4) List out and briefly explain the factors that affects in the decision of fixing a store location.

OR

Information Technology has revolutionized the modern retailing. Comment and justify your answer.

P.T.O.

Q5) Compare the top 10 Global & Indian Retailers on the basis of distribution channels used by them.

OR

List out the economic significance of retailing and explain them in brief.



Total No. of Questions : 5]

SEAT No. :

P3881

[Total No. of Pages :2

[5265] - 3018

M.B.A. (Supply Chain Management)

SCM - 305 : ESSENTIALS OF SUPPLY CHAIN MANAGEMENT

(2016 Pattern) (Semester - III)

Time : 2¼ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) a) Define Supply Chains. Explain Physical Distribution of Supply Chain with example. **[10]**

OR

b) What is Supply Chain Management? Describe the concept 21st Century Supply Chains. **[10]**

Q2) a) Explain the structure of a supply chain. Described as a shift from enterprise to network. **[10]**

OR

b) i) Commodity cost and centric Supply Chain. **[5]**

ii) Tradeoff between Push and Pull. **[5]**

Q3) a) Explain the elements of customer service. Discuss Globalization and information technology in and supply chain management. **[10]**

OR

P.T.O.

- b) Explain the total Supply Chain Management. Discuss Demand for flexibility of partnerships. [10]

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

OR

- b) Explain in detail about the customer focused and demand resources. Discuss with example. [10]

- Q5)** a) Explain the role of Customer Relationship Management for supply chain management. Discuss Considerations for Supply Chain Customer Satisfaction. [10]

OR

- b) i) Explain Value added Service. [5]
ii) Explain Customer value requirement mapping. [5]



Total No. of Questions : 5]

SEAT No. :

P3882

[Total No. of Pages :2

[5265] - 3019

M.B.A.

SPECIALIZATION : SERVICES MANAGEMENT

SM - 305 : Services Business Management

(2016 Pattern) (Semester - III) (Theory)

Time : 2¼ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) Explain service life cycle. Differentiate between product life cycle and service life cycle.

OR

What is service location? State the importance of location in services with suitable examples.

Q2) What are the reasons for the failure of some new service products? Give examples.

OR

Explain the concept of Physical Evidence. State the Role of Physical Evidence in Hotel industry.

Q3) Describe Macro and Micro service Environment.

OR

What is Segmentation? Describe various bases of segmentation for Automobile industry.

P.T.O.

Q4) Describe the buying decision making process for (Any one).

- i) Flight Ticket.
- ii) Insurance Policy.

OR

Describe the following concepts. (Any two).

- i) Customer retention.
- ii) Customer delightment.
- iii) Value of customer.

Q5) What is Research? What are challenges faced by service industry in India in conducting Research.

OR

Explain New Economic Policy in details and it's impact on services sector.



Total No. of Questions : 10]

SEAT No. :

P3883

[Total No. of Pages :2

[5265] - 3020

M.B.A.

**305 - THM : Fundamentals of Hospitality Management
(2016 Pattern) (Semester - III)**

Time : 2¼ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) Discuss importance of tourism industry in India.

OR

Q2) Discuss origin and growth of tourism industry in detail.

Q3) Define components of tourism infrastructure with examples.

OR

Q4) Explain the relationship of hospitality industry with tourism.

Q5) Discuss advantages and disadvantages of management contract in Hotels.

OR

Q6) Write Short Notes on: (Any 2)

- a) Hotel Franchises.
- b) Major Department of Hotel.
- c) Global Standards of Hotels.

P.T.O.

Q7) Define travel agency. Elaborate growth and present status of travel agency.

OR

Q8) Explain the role of travel agencies with airlines and transport services.

Q9) Explain role of E-commerce in Hospitality sector in India.

OR

Q10) Discuss and elaborate recent trends in Hospitality Industry with suitable examples.



Total No. of Questions : 5]

SEAT No. :

P3884

[Total No. of Pages :2

[5265] - 3021

M.B.A.

TECHNOLOGY MANAGEMENT SPECIALIZATION

305 - TM : Fundamentals of Technology Management

(2016 Pattern) (Semester - III)

Time : 2¼ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) Explain the following-

- a) Role & Importance of Technology Management.
- b) Management of Technology at National & Governmental level.

OR

Discuss levels of development of technology. Explain its impact on Business, society and at global context.

Q2) Discuss in brief relationship between technology and the National Economy.

OR

Explain production technology and product technology evolution with relevant example.

Q3) Explain link between Science & Technology in technology management.

OR

Discuss the factors for managing the technology & innovation.

P.T.O.

Q4) Explain the changes happening in organizational forms & structures in development of Technology.

OR

Describe Project Planning & Management. How MOT principles are helpful for managing enterprises.

Q5) Discuss & Compare features & competitiveness strategies of Japan & India.

OR

Write Short Notes on: (Any 2)

- a) Practical Issues in Technology Management.
- b) Productivity Indexes.
- c) Intellectual capital & competitiveness of firms.
- d) Emergence of Tigers.



Total No. of Questions : 5]

SEAT No. :

P3885

[Total No. of Pages :2

[5265] - 3022

M.B.A.

BANKING & INSURANCE MGMT. SPL.

306 - BIM : Principles and Practices of Insurance

(2016 Pattern) (Semester - III)

Time : 2¼ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) a) Discuss the importance of Insurance. What role does it have in the financial system of an Economy?

OR

b) Define Risk. Describe various types of Risk and process of risk management.

Q2) a) Differentiate between Life Insurance and General Insurance.

OR

b) Explain in detail the various types of insurance.

Q3) a) What are the various essentials of Insurance Contract?

OR

b) 'Proximate cause is not very essential in case of Life Insurance Contract', Explain in detail.

P.T.O.

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

OR

b) Write short note on (Any two)

- i) Functions of IRDA.
- ii) Types of Reinsurance.
- iii) Principle of insurable interest.
- iv) Underwriting.

Q5) a) What are the Key challenges faced by the Indian Insurance Industry?

OR

b) Discuss the Overview of Indian Insurance Market and scope of Insurance business in India.



Total No. of Questions : 5]

SEAT No. :

P3886

[5265]-3023

[Total No. of Pages : 2

M.B.A.

**306 : STRATEGIC DEFENSE MANAGEMENT
(2016 Pattern) (Semester-III)**

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Explain important elements of strategic management process?

OR

What are the important characteristics of mission statement? Explain with suitable examples

Q2) Explain existential model in management of defense organization.

OR

Understanding Perception process is important for functioning of defense organization. Explain.

Q3) What is emotional Intelligence. Discuss various elements of emotional intelligence.

OR

What is the impact of culture on human behavior and how it can influence formulation of strategies?

P.T.O.

Q4) What is organizational climate? How it influences development of organization.

OR

How EVR model helps in developing strategic effectiveness.

Q5) Explain SWOT analysis for strategic defense taking suitable examples.

OR

What is Scenario building? How it helps in formulation of strategies.



Total No. of Questions : 5]

SEAT No. :

P3887

[5265] - 3024

[Total No. of Pages :3

M.B.A

ENTREPRENEURSHIP DEVELOPMENT SPECIALISATION

306 ED : Finance For Entrepreneurs

(2016 Pattern) (Semester - III)

Time : 2 ¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Explain any two from the following with suitable example

- i) Dual Aspect concept.
- ii) Seperate entity concept.
- iii) Going concern concept.

OR

b) “cost may be classified in a variety of ways according to their nature, function and variability.” Explain the statement giving examples of classification for different purpose.

Q2) a) Explain the methods of evaluating project on the basis of payback period and Internal Rate of Return (IRR) with it's merits and demerits.

OR

b) XYZ ltd. is considering the purchase of new machine. Two alternatives of machine are available having cost price of Rs.1,00,000 each. The following inflows are expected during the 5 years.

Year	Machine A (Rs.)	Machine B (Rs.)
1	20,000	60,000
2	30,000	40,000
3	40,000	50,000
4	1,20,000	60,000
5	40,000	20,000

P.T.O.

The company is expecting 10% return on its capital. The net present values of RS.1/- @ 10% are given as follows.

1st Year - 0.909 2nd Year - 0.826 3rd Year - 0.751

4th Year - 0.683 5th Year - 0.620

You are required to evaluate the project on the basis of

- i) Net Present value Method.
- ii) Profitability index Method.

Q3) a) Define the concept of working capital. Explain in detail various ways of financing working capital.

OR

b) The management of ABC Ltd. has called for a statement showing working capital needs to finance a level of activity of 90,000 units of output for the year. Following are the details provided related to cost structure.

Particulars	cost Per unit (RS.)
Raw materials	- 20
Direct Labour	- 5
overheads	- 10
cost of Production	- 35
Profit	- 15
Selling Price	- 50

Additional Information.

- i) Minimum desired cash balance Rs. 20,000/-
- ii) Raw materials are held in stock, on an average for 2 months
- iii) Finished goods remain in warehouse on an average for 1 month
- iv) Suppliers of materials extend 1 month credit. Also, Debtors collection period is 2 months. Cash Sales are 25% of total sales.
- v) Time lags in payment of wages & overheads are of 1 month.

You are required to estimate the working capital requirements of the company with assumption that production is carried on evenly throughout the year.

Q4) a) Elaborate the concept of risk. Explain various risks in business.

OR

b) “Insurance is a modern business tool to manage risks in business”.
Comment.

Q5) a) Elaborate Tax planning with reference to Nature of New Business.

OR

b) Explain Tax planning for financial management decisions.



Total No. of Questions : 5]

SEAT No. :

P3888

[5265]-3025

[Total No. of Pages : 2

M.B.A. - II

FAMILY BUSINESS MANAGEMENT SPL.

306 - FBM: Managing Innovation - I

(2016 Pattern) (Semester-III)

Time : 2¼ 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 for question sub question*
- 5) *Answer should be specific and point to point.*
- 6) *Support your answer suitable example.*

Q1) Define changing business world explains with suitable example. **[10]**

OR

Design innovative business model for your ABC Pvt. Ltd business. **[10]**

Q2) Explain in brief Incremental versus Radical Innovation. **[10]**

OR

What is technology life cycle elaborate with example? **[10]**

Q3) What is Relationship between Competencies and Assets? Justify. **[10]**

OR

What are the sources of Assets and competencies? **[10]**

P.T.O.

Q4) What is vision of organization? How it includes the portfolios and Feelings.[10]

OR

Needs creating emotional Appeal Justify. [10]

Q5) What are sources of innovation explain with example. [10]

OR

What is Creative destruction explain. [10]



Total No. of Questions : 5]

SEAT No. :

P4348

[Total No. of Pages : 2

[5265]-3026

M.B.A (SEMESTER - III)

**(306 Fin) FINANCIAL SYSTEMS OF INDIA, MARKETS
& SERVICES
(2016 Pattern)**

Time : 2.15 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) The growth and development of country can increase because of a proper financial system only. Justify. **[10]**

OR

Elucidate the structure and components of Financial System in India.

Q2) Explain the structure and functions of Forward Market commission of India. **[10]**

OR

Explain the objectives, functions and powers of SEBI.

Q3) Explain the structure and components of money market. **[10]**

OR

"Capital market plays a vital role in adequate capital formation for a speedy economic development". Explain.

P.T.O.

Q4) Define merchant banking. Explain the types and functions of merchant banking. **[10]**

OR

Write short notes on:

- a) Crowd funding.
- b) Asset Backed Finance.
- c) Depository Services.

Q5) Define the term Banking. Explain the functions of banking in detail. **[10]**

OR

What do you mean by credit rating agencies? Discuss its merits and demerits.



Total No. of Questions : 5]

SEAT No. :

P3889

[5265]-3027

[Total No. of Pages : 2

M.B.A.

**306 - HM: INFORMATION TECHNOLOGY IN HEALTHCARE
(2016 Pattern) (Semester-III)**

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question has an internal option/ Solve any one from each question*
- 3) *All questions carry equal marks/ Each question carries 10 marks.*

Q1) What are the objectives of a Hospital Information System?

OR

What are the building blocks of an IT system in a hospital?

Q2) What is the difference between LAN & WAN? Explain with reference to a Hospital setup.

OR

What Hardware components are needed for implementing a Hospital Information System?

Q3) Explain the need for Management Information System (MIS) in a Hospital?

OR

Differentiate between Data & Information by providing examples related to a HIS?

P.T.O.

Q4) Explain in detail on how the Hospital Information System will be useful for effective hospital administration?

OR

Differentiate between Data & Information by providing examples related to a HIS?

Q5) Compare the Paper - based system and the Electronic System for data collection in a Hospital setup.

OR

Differentiate between the different systems being used by Hospital Management and Hospital Administration?



Total No. of Questions : 5]

SEAT No. :

P3890

[5265]-3028

[Total No. of Pages : 2

M.B.A.

**306-HR : HUMAN RESOURCE ACCOUNTING &
COMPENSATION MANAGEMENT
(2016 Pattern) (Semester-III)**

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Explain HR accounting and state its objectives and development.

OR

b) Define Human Resource Accounting & discuss Balance Score card with reference to HRA.

Q2) a) Explain the concept of HR value with reference to recruitment & training cost.

OR

b) Discuss the investment in HR as part of Human Capital investment.

Q3) a) Explain the procedure and process of HR audit.

OR

b) Discuss the classification of various cost in HR accounting

P.T.O.

Q4) a) Explain the concept of compensation and discuss the wage theories.

OR

b) Discuss the various challenges encountered in designing executive compensation in MNC's.

Q5) a) Explain the concept of Dearness Allowance and discuss various determinants affecting dearness allowance.

OR

b) VRS has proved to be win-win situation for employees and employers. Comment.



Total No. of Questions : 5]

SEAT No. :

P3891

[5265]-3029

[Total No. of Pages : 2

M.B.A.

**306-IB : EXPORT DOCUMENTATION AND PROCEDURE
(2016 Pattern) (Semester-III)**

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions carry equal marks.*
- 2) *Neat diagrams must be drawn wherever necessary.*

Q1) a) What is Aligned Documentation System (ADS) methodology in export business? What are the various documents covered under ADS system? **[10]**

OR

b) Explain any 5 INCOTERMS used in international business. **[10]**

Q2) a) Explain the role of forwarding agent the movement of goods. **[10]**

OR

b) What is a letter of credit? What are the types of letter of credit? **[10]**

Q3) a) Discuss the role of EXIM Bank. **[10]**

OR

b) Discuss about the documentary collection of export bills. **[10]**

P.T.O.

Q4) a) Explain various promotion schemes of export. [10]

OR

b) Describe any 3 commodity boards in export. [10]

Q5) a) Explain the provisions of Customs Act, 1962. [10]

OR

b) What are the regulations under FEMA, 2000. [10]



Total No. of Questions : 5]

SEAT No. :

P3892

[Total No. of Pages : 1

[5265] - 3030

M.B.A.

306 - IT : E-BUSINESS AND BUSINESS INTELLIGENCE

(2016 Pattern) (Semester - III)

Time : 2¼ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) What is E-Business? Explain in brief the technologies that enable E-Business.

OR

What is the concept of information publishing technologies? How does it importance to the business?

Q2) Explain the E-Business security/payment services and online community building System.

OR

What is Capacity planning? Explain E-Business Models in detail.

Q3) Explain in detail "Launching e-Business : From Idea to Realization".

OR

What is E-Business Strategy? What are the challenges in implementing E-Business Strategy?

Q4) Define Business Intelligence. What is the need for Business Intelligence in modern trade?

OR

What is Business Intelligence? What are the building blocks of Business Intelligence system?

Q5) In this increasingly competitive age, managing and retaining customer is the key to business success. How can Business Intelligence be used in CRM to gain competitive advantage?

OR

Discuss the application and advantages of Business Intelligence System in HR.



Total No. of Questions : 5]

SEAT No. :

P3893

[Total No. of Pages : 1

[5265] - 3031

M.B.A.

306 - MC : INTERNET MARKETING - I

(2016 Pattern) (Semester - III)

Time : 2¼ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) a) What is Internet Marketing? Discuss benefits of Internet Marketing in detail.

OR

b) What is E-commerce? Explain significance of E-commerce.

Q2) a) Explain different components of internet micro-environment in detail.

OR

b) Elaborate and discuss concept of internet macro-environment.

Q3) a) Internet strategy is a channel marketing strategy. Comment.

OR

b) Discuss the role of internet marketing from a generic strategic approach.

Q4) a) Discuss new pricing approaches under internet marketing.

OR

b) State the significance of brand online.

Q5) a) Who are the online customers? Discuss motivation of customers buying online.

OR

b) Explain in detail the implications of e-retail marketing strategy.



Total No. of Questions : 5]

SEAT No. :

P3894

[Total No. of Pages : 2

[5265] - 3032

M.B.A.

(306 - MKT) SPECIALIZATION : CONSUMER BEHAVIOUR

(2016 Pattern) (Semester - III)

Time : 2¼ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) a) "Consumerism is shame to marketing". Analyse the statement.

OR

b) What is a family? Explain in brief family life cycle & its influence on purchasing decision.

Q2) a) Explain the types of involvement? Explain Recall & discuss the different types of recall.

OR

b) Explain inherent, emotional & psychological buying motives.

Q3) a) What types of information do consumers seek and what are the possible sources of information?

OR

b) Explain the concept of post purchase dissonance & suggest ways to reduce consumer dissonance.

Q4) a) Elaborate Engel Blackwell and Miniard Model (EBM) with a graphical representation.

OR

b) Explain the Howard Seth model of buying behaviour with an appropriate graphical representation.

P.T.O.

Q5) a) What do you understand by 'BOTTOM OF PYRAMID (BOP)'? What are the factors you will consider while designing the marketing mix for BOP consumers.

OR

b) Write short notes on :

- i) Demographic profile.
- ii) Living Standards Measures (LSM).



Total No. of Questions : 10]

SEAT No. :

P3895

[Total No. of Pages : 2

[5265] - 3033

M.B.A.

306 - OPE : INVENTORY MANAGEMENT

(2016 Pattern) (Semester - III)

Time : 2¼ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) Define Inventory. Explain various costs associated with inventory & behaviour of such costs.

OR

Q2) What are the pressures for low inventory & high inventory?

Q3) What is ABC analysis? Explain advantages and disadvantages of ABC analysis.

OR

Q4) Discuss the application. of P & Q system in inventory control in manufacturing sector.

Q5) Explain basic EOQ model. Discuss its advantages and disadvantages.

OR

Q6) Write note on :

- a) Safety Stock.
- b) Service Level.

Q7) Explain the principles of JIT with its benefits.

OR

P.T.O.

Q8) What do you understand by Kanban system as control tool? Give its types in detail.

Q9) Write note on :

- a) Material Management in JIT environment.
- b) FSN analysis.

OR

Q10) Write note on :

- a) HML analysis.
- b) XYZ analysis.



Total No. of Questions : 5]

SEAT No. :

P3896

[Total No. of Pages : 2

[5265] - 3034

M.B.A.

306 - RABM : RURAL MARKETING

Rural & Agribusiness Management

(2016 Pattern) (Semester - III)

Time : 2¼ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) a) Discuss in detail Growth Model. [10]

OR

b) What is the impact of Rural Economy on Indian Economy? [10]

Q2) a) Enumerate precisely the experiences and learnings from "Case of Colgate Education". [10]

OR

b) Enumerate precisely the experiences and learnings from "ITC-e choupal". [10]

Q3) a) Explain in detail buying decision process with example. [10]

OR

b) Write a note on Buyer characteristics and Buying behaviour patterns.[10]

Q4) a) Explain significance of information. What are the sources of information? [10]

OR

b) Explain difference between Rural Marketing Research and Urban Marketing Research. [10]

P.T.O.

- Q5) a) How will you segment & position the following products : [10]**
- i) Agriculture Equipments.
 - ii) Tractor.

OR

- b) Write a short note on (Any two) : [10]**
- i) Segmentation in rural marketing.
 - ii) Targeting in rural marketing.
 - iii) Positioning in rural marketing.



Total No. of Questions : 5]

SEAT No. :

P3897

[Total No. of Pages : 2

[5265] - 3035

M.B.A.

**306 - RM : RETAIL STORES AND OPERATION MANAGEMENT
(2016 Pattern) (Semester - III)**

Time : 2¼ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) Explain in detail factors affecting store location with suitable illustrations.

OR

Design organisational structure for FMCG Sector.

Q2) What is merchandising? Explain role of visual merchandising.

OR

Write short notes on (Any two) :

- a) Traffic flow pattern of store.
- b) Style presentation.
- c) Interior display.

Q3) Write in brief responsibility of Store Manager.

OR

Explain in detail - Challenges faced by Store Manager.

P.T.O.

Q4) Comment on manufactures brand & private brand lable.

OR

Discuss in detail market basket analysis.

Q5) What is mall management & discuss various challenges in mall management?

OR

Comment on - Role of information system in today's retail industry.



Total No. of Questions : 5]

SEAT No. :

P3898

[Total No. of Pages : 2

[5265] - 3036

M.B.A.

SUPPLY CHAIN MANAGEMENT SPECIALIZATION

306 - SCM : LOGISTICS MANAGEMENT

(2016 Pattern) (Semester - III)

Time : 2¼ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) Define and discuss logistics management. Explain the activities of logistics.

OR

Explain the concept of value addition from logistics perspective. Discuss the role and importance of logistics in today's economy.

Q2) Explain the problems associated with integrating logistics within organisation.

OR

Discuss the micro dimensions of logistics. Explain its interfaces with operations, manufacturing, marketing and supply chain.

Q3) What is short run or static analysis? Explain long run or dynamic analysis.

OR

Write short notes on any two :

- a) Logistic channel.
- b) Cost perspective.
- c) Level of Optimality.

P.T.O.

Q4) What is logistics outsourcing? Explain the concept of 3PL and 4PL.

OR

Discuss collaborative approach in logistics relationships. Give examples.

Q5) Describe the strategies for managing capacity and waiting time in services.

OR

Write short notes on any two :

- a) Service delivery system.
- b) Service location and layout.
- c) Service strategy development.



Total No. of Questions : 5]

SEAT No. :

P3899

[Total No. of Pages : 2

[5265] - 3037

M.B.A.

SPECIALIZATION : SERVICES MANAGEMENT

306 - SM : Services Performance Management

(2016 Pattern) (Semester - III)

Time : 2¼ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) a) If you are manager of Service Organization, Enumerate the challenges you would face related to managing demand & supply of services.

OR

b) What are the challenges in Customer Service? Determine the Cost of Poor Service.

Q2) a) Explain Service Flow Chart for following Services :

- i) Hospital.
- ii) Insurance.

OR

b) Draft a Service Blueprint for passport or Aadhar Card Service Organization.

Q3) a) Explain the concept of TQM in Services. What are the effects of TQM?

OR

- b) Write a short note on :
- i) Market Perceived Quality.
 - ii) Service Guarantee.

P.T.O.

Q4) a) State and explain an example of Zero-defection-Service deletion in Service Industry to achieve quality goals.

OR

b) What is SERVQUAL model items & dimensions?

Q5) a) What are the strategies for growth which Service firm can adopt?

OR

b) Hotel Hill point view located in Lonavala was famous for it's services. Till 2001, the tourist in seasons had to make advance booking for accommodation. Now few more hotels established recently have started attracting tourist because of their pro-active policies. The Business of Hotel Hill Point declined Considerably. Even after few policy changes, the decline could not be arrested. Hotel Hill Point View has decided to go for a professional Director Services, who would be Solely responsible for formulating new strategies to bring business on stream.

Questions :

- i) You are appointed as Director-Services, what challenges do you think, you have to face from Competitor?
- ii) What value added Services would you offer?



Total No. of Questions : 5]

SEAT No. :

P3900

[Total No. of Pages : 2

[5265] - 3038

M.B.A.

BOS : TOURISM AND HOSPITALITY MANAGEMENT (SPL.)

306 - THM : Tourism and Travel Management

(2016 Pattern) (Semester - III)

Time : 2¼ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) Define Tourism. Explain the various types of Tourism.

OR

What are various components of Tourism?

Q2) Write a short note on (any 2) :

- a) IATA.
- b) Package Tour.
- c) Eco System.

OR

What is a Travel Agency? What are the functions of Travel Agency?

Q3) Classification of Tour packages & explain the importance of it?

OR

What are the various types of costs?

Q4) Explain the importance of Eco Tourism in India.

OR

What are the trends & functions of Eco Tourism themes.

P.T.O.

Q5) How are tour cost calculated? Explain with suitable example.

OR

Explain alternative forms of Tourism with Tourism products and types.



Total No. of Questions : 5]

SEAT No. :

P3901

[Total No. of Pages : 1

[5265] - 3039

M.B.A.

TECHNOLOGY MANAGEMENT

306 - TM : MANAGING INNOVATION - I

(2016 Pattern) (Semester - III)

Time : 2¼ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) Define Creativity. Explain the difference between Innovation and Invention. **[10]**

OR

Explain sources of Innovation? Explain the Internal value Chain in detail.

Q2) What is the difference between Static models and Dynamic models in Innovation with example? **[10]**

OR

Explain Tushman-Rosenkopf technology life cycle model & Foster's Curve in detail.

Q3) Explain competencies in Innovation? Explain the Assets and Knowledge in Innovation. **[10]**

OR

Explain the various sources of Assets and competencies with example.

Q4) Define Innovation portfolio. Explain Process of Innovation in brief. **[10]**

OR

Explain Searching for Innovation opportunities & Creating Emotional Appeals in brief.

Q5) Define Innovator's Dilemma. Explain sustaining Versus Disruptive Technologies. **[10]**

OR

Explain process of managerial decision making & role of technology in Decision making in brief.

