

Total No. of Questions : 6]

SEAT No. :

P3665

[5269]-11

[Total No. of Pages : 3

M.B.S./M.M.S.

**CN-0101 : INTERNATIONAL BUSINESS MANAGEMENT
(2008 Pattern) (Semester - I)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Attempt any three questions from section-I.*
- 2) *Sections - II (case study) is compulsory.*
- 3) *Each question from section-I carries 15 marks and section-II (case study) carries 25 marks.*

SECTION-I

- Q1)** Explain with example and compare theories of international trade by Adam Smith and David Ricardo.
- Q2)** Write a detail note on political as well as economic environments faced by businesses in international market.
- Q3)** Explain potential and need of Indian companies becoming multinational. What problems they are likely to face?
- Q4)** What is Balance of Payments? What are its components ? How is it different from Balance of Trade?
- Q5)** Write short notes on (any three):
- a) Global sourcing and its impact on Indian industry.
 - b) International market selection.
 - c) GATS, TRIPS and TRIMS.
 - d) International methods of payment.
 - e) International trade barriers.

P.T.O.

SECTION-II

Q6) Case study:

APEC : Promise and Potential

Many politicians and business people say that trade barriers need to be removed in order to promote efficiency and either drive poor performers from the field or force them to revamp their operations and become competitive worldwide. At the same time, however, every country has these barriers and many local industries rely on them for survival. In the US the steel industry is in the doldrums and company inventories are at an all-time high. So steel companies are now petitioning the federal government for protection from both Japanese and Western European steelmakers. In China the government is determined to maintain a positive trade balance by encouraging exports and creating all sorts of trade barriers to discourage imports. At the same time, however, there is growing action toward liberalizing worldwide trade and promoting economic cooperation between countries.

One of the most important groups in this area of international trade and economic cooperation is the Asia-Pacific Economic Community (APEC) that includes Japan, NAFTA (the US, Canada, and Mexico), Australia, Chile, Peru, New Zealand, Russia and a host of Asian economies including China, Hong Kong, Vietnam, Brunei Darussalam, Indonesia, Malaysia, Papua New Guinea, the Philippines, Singapore, South Korea, Taiwan, and Thailand. APEC was founded in Canberra, Australia in 1989 and each year the group now meets in a different country. In 1994 the group met in Indonesia, in 1995 in Osaka, in 1996 in the Philippines, in 1997 in Vancouver, in 1998 in Malaysia, in 1999 in New Zealand, in 2000 in Brunei Darussalam and in 2001 in Shanghai. The fact that government leaders attend these conferences (for example, President Clinton spoke at the 1994 meetings and President George W. Bush in the 2001 meetings regarding their goal of a Pacific free trade area, the need for a uniform investment code, lower regional trade barriers, and copyright protection) lends a great deal of weight to the group's political muscle and has transformed APEC from a largely technical and low-key, shop talk group to a quasi-institution in which member economies are becoming increasingly committed to economic cooperation and trade.

While not a formal international institution like the WTO, APEC now has an emerging consultative process that is helping it overcome such shortcomings as the lack of well-developed procedural rules and the fact that it has no permanent secretariat. The organization has been developing an ongoing trade and investment agenda designed to create free and open trade and investment. In particular, all members have agreed to eliminate tariffs in developed countries by 2010 and in all developing countries by 2020. And in 1995 these countries

all agreed to an “action agenda” in which their internal trade barriers would be identified and a voluntary commitment would be made to reduce them. To implement this agenda. APEC members have agreed to trade liberalization measures that are parallel to the main principles of the WTO.

At the 1996 meetings in the Philippines, each member country filed an Individual Action Plan (IAP) and at each subsequent annual meeting these IAPs are reviewed and each member files a formula revealing its own barriers to trade across 13 areas including tariffs, non-tariff barriers, and obstacles to trade in both services and intellectual property. The identification of these trade and investment barriers provides an important benchmark against which future measures for trade and investment liberalization can be negotiated.

Despite the efforts, however, APEC still faces a great many challenges and many observers believe that it has but a small chance to succeed. One of the biggest problems is that APEC has no permanent secretariat and relies on the trade bureaucracy of each year’s host nation to advance its agenda. As a result, the 1997 meeting in Vancouver was a great success, but the 1998 meeting in Malaysia saw little progress due to the philosophical difficulty that this country’s leader had with free trade.

A second problem is that there are political tensions between some of the members. For example, China and Taiwan are still at loggerheads and there is also political friction between both China and Japan, and China and the Philippines. These types of problems make economic progress difficult.

A third problem is that the inclusion of the NAFTA countries and Chile helps to offset the US - China and US-Japan power struggle to some extent. However, the domestic protectionist influences on the US Congress do not bode well for serious future trade and investment liberalization with the Asian countries, especially China, Japan, and Korea.

At the same time, APEC’s potential benefits are enormous. With the WTO in disarray’ after the Seattle riots, APEC is the best remaining forum for multilateralism. Even slow progress towards tariff cuts and the extension of preferential treatment for developing countries by the newer members will keep multilateralism moving. APEC is also a working group which brings together potential triad rivals, offers China a place in the trade councils of the world, and provides potential economic development bridges to less developed countries.

- a) What are three reasons why free trade among the APEC countries would benefit the members?
- b) What are three reasons why some Asian economies still disapprove of lifting the trade barriers in their respective countries?
- c) How likely is it that APEC will be successful in its efforts? Why?

Total No. of Questions : 6]

SEAT No. :

P3666

[5269]-12

[Total No. of Pages : 4

M.B.S./M.M.S.

**102 : BUSINESS POLICY & STRATEGIC MANAGEMENT
(Semester - I) (2008 Pattern)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Attempt any three questions from Q.1 to Q.5. They carry 16 marks each.*
- 2) *Question 6 is compulsory, and it carries 22 marks.*

Q1) a) Define strategy and strategic Mangement.

b) Explain the following terms.

- i) Vision
- ii) Mission
- iii) Objectives

Q2) Leadership, corporate culture, values and ethics play crucial role in effective implementation of strategy. comment.

Q3) What are components of value chain? How does analysis of value chain help in strategy formulation and evaluation.

Q4) How is business level strategy different from cooperate level strategy. Explain with examples.

Q5) Write short notes on (any two).

- a) Resource Allocation.
- b) Mckinsey's framework.
- c) SWOT analysis.
- d) PEST Analysis

Q6) Case study [compulsory question]

Systematic analysis of the case and logical reasoning will carry more weightage.

P.T.O.

Managing Hindustan Unilever Strategically.

Unilever is one of the world's oldest multinational companies. Its origin goes back to the 19th century when a group of companies operating independently, produced soaps and margarine. In 1930, the companies merged to form Unilever that diversified into food products in 1940s. Through the next five decades, it emerged as a major fast-moving consumer goods (FMCG) multinational operating in several businesses. In 2004, the Unilever 2010 strategic plan was put into action with the mission to 'bring vitality to life' and 'to meet everyday needs for nutrition, hygiene and personal care with brands that help people feel good, look good and get more out of life'. The corporate strategy is of focusing on core businesses of food, home care and personal care. Unilever operates in more than 100 countries, has a turnover of €39.6 billion and net profit of €3.685 billion in 2006 and derives 41 per cent of its income from the developing and emerging economies around the world. It has 179,000 employees and is a culturally-diverse organisation with its top management coming from 24 nations. Internationalisation is based on the principle of local roots with global scale aimed at becoming a 'multi-local multinational'. The genesis of Hindustan Unilever (HUL) in India, goes back to 1888 when Unilever exported Sunlight soap to India. Three Indian subsidiaries came into existence in the period 1931-1935 that merged to form Hindustan Lever in 1956. Mergers and acquisitions of Lipton (1972), Brooke Bond (1984), Ponds (1986), TOMCO (1993), Lakme (1998) and Modern Foods (2002) have resulted in an organisation that is a conglomerate of several businesses that have been continually restructured over the years.

HUL is one of the largest FMCG company in India with total sales of Rs. 12,295 crore and net profit of 1855 crore in 2006. There are over 15000 employees, including more than 1300 managers. The present corporate strategy of HUL is to focus on core businesses: These core businesses are in home and personal care and food. There are 20 different consumer categories in these two businesses. For instance, home and personal care is made up of personal wash, laundry, skin care, hair care, oral care, deodorants, colour cosmetics and *Ayurvedic* personal and health care, while food businesses have tea, coffee, ice creams and processed food brands. Apart from the two product divisions, there are separate departments for specialty exports and new ventures.

Strategic management at HUL is the responsibility of the board of directors headed by a chairman. There are five independent and five whole-time directors. The operational management is looked after by a management committee comprising the Vice Chairman, CEO and managing director and executive directors of the two business divisions and functional areas. The divisions have a lot of autonomy with dedicated assets and resources. A divisional committee having the executive director and heads of functions of sales,

commercial and manufacturing looks after the business level decision-making. The functional-level management is the responsibility of the functional head. For instance, a marketing manager has a team of brand managers looking after the individual brands. Besides the decentralised divisional structure, HUL has centralised some functions such as finance, human resource management, research, technology, information technology and corporate and legal affairs. Unilever globally and HUL nationally, operate in the highly competitive FMCG markets. The consumer markets for FMCG products are finicky: it's difficult to create customers and much more difficult to retain them. Price is often the central concern in a consumer purchase decision requiring producers to be on continual guard against cost increases. Sales and distribution are critical functions organisationally. HUL operates in such a milieu. It has strong competitors such as the multinationals. Proctor & Gamble, Nivea or L'Oréal and formidable local companies such as, Amul, Nirma or the Tata FMCG companies to contend with. Rivals have copied HUL's strategies and tactics, especially in the area of marketing and distribution. Its innovations such as new style packaging or distribution through women entrepreneurs are much valued but also copied relentlessly, hurting its competitive advantage.

HUL is identified closely with India. There is a ring of truth to its vision statement: 'to earn the love and respect of India by making a real difference to every Indian'. It has an impeccable record in corporate social responsibility. There is an element of nostalgia associated with brands like Lifebuoy (introduced in 1895) and Dalda (1937) for senior citizens in India. Consequently, Indians have always perceived HUL as an Indian company rather than a multinational. HUL has attempted to align its strategies in the past to the special needs of the Indian business environment. Be it marketing or human resource management, HUL has experimented with new ideas suited to the local context. For instance, HUL is known for its capabilities in rural marketing, effective distribution systems and human resource development. But this focus on India seems to be changing. This might indicate a change in the strategic posture as well as a recognition that Indian markets have matured to the extent that they can be dealt with by the global strategies of Unilever. At the corporate level, it could also be an attempt to leverage global scale while retaining local responsiveness to some extent.

In line with the shift in corporate strategy, the locus of strategic decision-making seems to have moved from the subsidiary of the headquarters. Unilever has formulated a new global realignment under which it will develop brands and streamline product offerings across the world and the subsidiaries will sell the products. Other subtle indications of the shift of decision-making authority could be the appointment of a British CEO after nearly forty years during which there were Indian CEOs, the changed focus on a limited number of international brands rather than a large range of local brands developed

over the years and the name-change from Hindustan Lever to Hindustan Unilever.

The shift in the strategic decision-making power from the subsidiary to headquarters could however, prove to be double-edged sword. An example could be of HUL adopting Unilever's global strategy of focussing on a limited number of products, called the 30 power brands in 2002. That seemed a perfectly sensible strategic decision aimed focusing managerial attention to a limited set of high-potential products. But one consequence of that was the HUL's strong position in the niche soap and detergent markets suffering owing to neglect and the competitors were quick to take advantage of the opportunity. Then there are the statistics to deal with: HUL has nearly 80 per cent of sales and 85 per cent of net profits from the home and personal care businesses. Globally, Unilever derives half its revenues from food business. HUL does not have a strong position in the food business in India though the food processing industry remains quite attractive both in terms of local consumption as well as export markets. HUL's own strategy of offering lowprice, competitive products may also suffer at the cost of Unilever's emphasis on premium priced high end products sold through modern retail outlets.

There are some dark clouds on the horizon. HUL's latest financials are not satisfactory. Net profit is down, sales are sluggish, input costs have been rising and new food products introduced in the market have yet to pick up. All this while, in one market segment after another, a competitor pushes ahead. In a company of such a big size and over powering presence, these might still be minor events or developments in a long history that needs to be taken in stride. But, pessimistically , they could also be pointers to what may come.

Questions.

- a) State the strategy of Hindustan Unilever in your own words.
- b) At what different levels is strategy formulated at HUL?
- c) Comment on the strategic decision-making at HUL.
- d) Give your opinion on whether the shift in strategic decision-making from India to Unilever's headquarters could prove to be advantageous to HUL or not.



Total No. of Questions : 7]

SEAT No. :

P3667

[5269]-13

[Total No. of Pages : 1

M.M.S./M.B.S.

MARKETING SPECIALISATION

**103- (A) : Services Marketing and Brand Management
(2008 Pattern) (Semester - I)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) What is services marketing? Why marketing of services is considered as more difficult than marketing of products? Explain.

Q2) Discuss extended 3p's of services marketing mix with reference to people, process, & physical evidences?

Q3) Why there is a need of monitoring service quality? Explain the role of SERVQUAL model in this context?

Q4) What is brand ? Explain steps in Brand Building process?

Q5) Explain the term celebrity endorsement & Brand resonance.

Q6) What is brand positioning? Explain different attributes generally used by the marketers to position their brands?

Q7) Write short notes on: (any two):

- a) Consumer Vs Industrial services.
- b) Distribution of Services.
- c) Failures & Recovery in Services.
- d) Brand equity.
- e) Brand Audit.



Total No. of Questions : 7]

SEAT No. :

P3668

[5269]-14

[Total No. of Pages : 1

M.B.S.

**103 - B : MERCHANT BANKING AND FINANCIAL SERVICES
(2008 Pattern) (Semester - I)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Explain the role of SEBI as capital market regulator. **[14]**

Q2) What is depository? What is its importance in capital market? **[14]**

Q3) What is merchant banking and what are services provided by the merchant banker? **[14]**

Q4) What is credit rating? Explain the process of credit rating. **[14]**

Q5) What is factoring? Explain the process of factoring its advantages? **[14]**

Q6) Explain the various types of mutual funds and why mutual funds are getting popular in Indian capital market day by day? **[14]**

Q7) Write short notes on: (any two): **[14]**

- a) Latest trends in capital market.
- b) Hire purchase.
- c) Commercial Paper.

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Total No. of Questions : 6]

SEAT No. :

[Total No. of Pages : 1

P3669

[5269]-15

M.B.S./M.M.S.

COMPUTER SPECIALIZATION

103 C : Software Engineering

(2008 Pattern) (Semester - I)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Q. No. 1 and 6 are compulsory.*
- 2) *Solve any two from remaining.*
- 3) *Figures to right indicate full marks.*

Q1) Draw context level and first level data flow diagram for sale system and Design screen layout for input. **[20]**

Q2) Explain and compare waterfall and prototyping approaches of system development. **[15]**

Q3) Explain user interface design. Also explain various validations to be done while inputting the data. **[15]**

Q4) What is maintenance? Why maintenance is a difficult activity. Explain how it is done. **[15]**

Q5) What is WEB Engineering and Agile process? **[15]**

Q6) Write short notes on any four: **[20]**

- a) CASE Tool.
- b) Data Dictionary.
- c) Skill of System Analyst.
- d) Object oriented methodology.
- e) GUI.
- f) SDLC.

Total No. of Questions : 8]

SEAT No. :

P3670

[5269]-16

[Total No. of Pages : 1

M.B.S.

PRODUCTION AND MATERIALS MANAGEMENT SPECIALISATION

103 - D : Quality Management

(2008 Pattern) (Semester - I)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Define quality. Discuss how following aspects influence quality.

- a) Management Policy.
- b) Leadership.

Q2) Describe the contribution of Juran and Crossby in the field of quality.

Q3) Discuss the concept and process of quality function deployment and state its advantages.

Q4) Describe the criteria for Malcolm Baldrige National quality Award and state its significance.

Q5) Explain in brief with suitable example (any two).

- a) Pareto Analysis.
- b) Six sigma.
- c) Fishbone Diagram.

Q6) State and explain the types of control chart. Describe various uses of control chart.

Q7) Discuss the types of quality Audits and their significance.

Q8) Write a note on any two of the following.

- a) ISO 9000
- b) Sampling plans.
- c) OC curve.
- d) Cross Functional Team.



Total No. of Questions : 7]

SEAT No. :

P3671

[5269]-17

[Total No. of Pages : 1

M.B.S./M.M.S.

**103 -E : ORGANISATIONAL DEVELOPMENT (HR Spl.)
(2008 Pattern) (Semester - I)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) What is Organisational Development ? Explain the important characteristics of organisational Development.

Q2) Explain in detail about the role of OD consultant for managing the change and Kurt Lewin's model of change.

Q3) What is Team intervention? Explain the concept of Gestalt Approach and Inter dependency exercise.

Q4) Explain the system theory and concept of Parallel learning structure.

Q5) Explain the importance of total quality management and Reengineering for structural intervention.

Q6) What is organizational power and politics? Discuss role of OD in public sector Enterprises.

Q7) Write short notes on: (any two):

- a) Force field Analysis.
- b) Action Research.
- c) Quality of work life.
- d) Values, beliefs and assumptions of OD.
- e) 7s framework.



Total No. of Questions : 7]

SEAT No. :

P3672

[5269]-21

[Total No. of Pages : 1

M.B.S./M.M.S.

**201 : ENTREPRENEURSHIP DEVELOPMENT
& PROJECT MANAGEMENT
(2008 Pattern) (Semester - II)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Distinguish between entrepreneur and intrapreneur with its characteristics.

Q2) Explain the theory put forth by Frank Knight, in detail.

Q3) What do you mean by entrepreneurship development cycle? Explain its relevance.

Q4) What are the challenges faced by a woman entrepreneur in today's competitive scenario?

Q5) Elaborate the role played by NEDB to promote entrepreneurship.

Q6) What do you mean by business planning process? Explain its features and objectives.

Q7) Write short notes on: (any two):

- a) Business Idea.
- b) Corporate Entrepreneurship.
- c) Venture capital funding.
- d) Role of central Government

Total No. of Questions : 7]

SEAT No. :

[Total No. of Pages : 1

P3673

[5269]-22

M.B.S./M.M.S.

MARKETING MANAGEMENT SPECIALIZATION

202 (A) : Retail and Distribution Management

(2008 Pattern) (Semester - II)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) What are functions of a Wholesaler? What factors you will consider for their selection? Give reasons and explain.

Q2) Describe the parameters used to evaluate the performance of a Distributor.

Q3) Discuss the future of organised retail in Indian context.

Q4) Explain various components of retail communication mix.

Q5) Define merchandising. Elaborate the steps in merchandise planning.

Q6) Explain the salient features of the stores administration, with special reference to store inventories and displays.

Q7) Write notes on any two :

- a) Branding in Retailing.
- b) Electronic Payment Systems.
- c) Supply Chain Management.
- d) Category Management.
- e) Private Label Brands.



Total No. of Questions : 7]

SEAT No. :

P3674

[5269] - 23

[Total No. of Pages :2

M.B.S./M.M.S.

FINANCIAL MANAGEMENT SPECIALIZATION

202 B : International Finance

(2008 Pattern) (Semester - II)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

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

- a) Following are the INR/USD quotes by a banker at Mumbai:

Spot : 47.6420/80

3 Month forward : 60/100

Calculate annualized forward premium/discount.

- b) From the following INR/USD quotation, calculate the likely quotations for:

i) 1 month 20 days forward and

ii) 4 month 10 days forward

Spot 47.757/980

1 Month 110/210

3 Months 250/400

6 Months 700/890

- c) Calculate implied inverse quote for USD/CAD 1.2447/1.2452.

- d) In London, a dealer quotes:

DM/GBP spot : 3.5250/55

JPY/GBP spot : 180.0080/181.0030

What do you expect the JPY/DM in Frankfurt?

If in Frankfurt you get a quote JPY/DM spot : 51.1530/51.2550, is there an arbitrage opportunity? If yes explain how.

P.T.O.

Q2) Explain the different exchange rate mechanisms prevalent and the advantages and disadvantages of the same.

Q3) Write a detailed note on the following:

- a) Foreign Exchange Management Act (FEMA)
- b) Export Oriented Units (EOU).

Q4) What are the different types of exchange exposure that the Multinational Companies are subjected to? Explain the different techniques of hedging these risks.

Q5) What are the objects of International Monetary Fund (IMF)? How IMF help to finance Balance of Payment Problems?

Q6) Answer any one:

- a) What is Fixed and Floating Exchange Rate Regime?
- b) What are the factors which affect Exchange Rates?

Q7) Write note on any two:

- a) Currency Futures
- b) Buyers Credit
- c) American Depository Receipt (ADR)



Total No. of Questions : 6]

SEAT No. :

[Total No. of Pages :1

P3675

[5269] - 24

M.B.S. (MMS)

COMPUTER SPECIALIZATION

202 C : Business Application

(2008 Pattern) (Semester - II)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Question No.6 is compulsory.*
- 2) *Attempt any four from question 1 to question 5.*

Q1) Explain Employee leave Management system with suitable database. **[15]**

Q2) What is Balance sheet? Explain the process of preparations of Balance sheet with suitable example. **[15]**

Q3) How production plan is prepared? Explain productions schedule. **[15]**

Q4) What is CRM? Explain its need and advantages. **[15]**

Q5) Explain ERP with its different modules. **[15]**

Q6) Write short notes on any Two. **[10]**

- a) Bom
- b) Material accounting methods.
- c) DEMAT account



Total No. of Questions : 8]

SEAT No. :

P3676

[5269] - 25

[Total No. of Pages :2

M.B.S.

PRODUCTION AND MATERIALS MANAGEMENT SPECIALIZATION

202 - D : Operations Strategy

(2008 Pattern) (Semester - II)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates :

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

Q1) Explain the meaning of Operations Strategy. Discuss the role of operations strategy in Corporate Strategy.

Q2) Discuss the relations of the following with Operations Strategy

- a) Value Chain Concept
- b) Core competence

Q3) Explain the effect of following factors on process choice decisions.

- a) Product Life Cycle
- b) Level of Customization
- c) Demand

Q4) Discuss strategic issues involved in manufacturing in globalized and competitive business environment.

Q5) Illustrate the salient features of Lean Manufacturing in context of operation strategy.

Q6) Explain importance and use of IT in investment decision.

Q7) Explain the concept and principles of focused manufacturing.

P.T.O.

Q8) Write notes on any two of the following.

- a) Product profiling
- b) Order Winner and order Qualifier
- c) CIM
- d) Make or Buy
- e) Capacity Decisions.



Total No. of Questions : 5]

SEAT No. :

P3677

[5269] - 26

[Total No. of Pages :1

M.B.S. /M.M.S.

H.R.M. SPECIALIZATION

202-E : Training & Development

(2008 Pattern) (Semester - II)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Question No.1 compulsory.*
- 2) *Attempt any 3 from remaining.*

Q1) Design a ‘ “Leadership” Development Training program’ for Regional Sales Managers of an FMCG company. **[25]**

Q2) Differentiate between Training & Development. **[15]**

Q3) Explain any one model of evaluation of training program. **[15]**

Q4) What are the methods used for identification of training needs? **[15]**

Q5) Write notes on (any Two): **[15]**

- a) CBT
- b) Andragogy
- c) Train the trainer
- d) Distance Learning



Total No. of Questions : 7]

SEAT No. :

P3678

[5269] - 27

[Total No. of Pages :1

M.B.S.

MARKETING MANAGEMENT SPECIALISATION
203 - A : Marketing Strategy and Relationship Marketing
(2008 Pattern) (Semester - II)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates :

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

- Q1)** Define 'Marketing strategy' and discuss in relationship with corporate vision, mission & objectives.
- Q2)** Discuss the dynamism & changes brought by 'Digital Marketing' to the traditional marketing.
- Q3)** Discuss various 'Marketing Strategies' that can be adopted in 'Growth phase' of product life cycle.
- Q4)** Discuss the scope of 'Relationship Marketing' for consumer markets & Industrial markets.
- Q5)** Elaborate Recency-Frequency-Monetary value model [(RFM) model] in detail.
- Q6)** Define " Customer satisfaction". How will you assess it for a chain of Quick Service Restaurants (QSRs).
- Q7)** Write short notes (Any Two).
- a) Planned strategic product withdrawal
 - b) Constraints in marketing strategy Implementation
 - c) Database Marketing
 - d) Learning Organisation.



Total No. of Questions : 7]

SEAT No. :

P3679

[5269] - 28

[Total No. of Pages :1

M.B.S./M.M.S

**203 B : Legal Procedural Aspects of Finance
(2008 Pattern)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Explain the objectives & scope of FEMA (Foreign Exchange Management Act).

Q2) Explain the provisions of Companies Act, 1956 regarding Inter Deposits & Loans.

Q3) Explain the provisions of Companies Act, 1956 regarding appointment & reappointment of Director.

Q4) Explain the provisions relating to Mergers & Acquisitions under the Companies Act 1956.

Q5) Explain the provisions regarding appointment of auditors a company.

Q6) Explain the provisions of Companies Act regarding Oppression & Mismanagement.

Q7) Write short notes on: (Any Two).

- a) Disqualification of a Director.
- b) Powers of Central Government regarding conduct of Special Audit.
- c) Objectives of Payment of Gratuity Act.



Total No. of Questions : 6]

SEAT No. :

P3680

[5269] - 29

[Total No. of Pages :2

M.B.S.

**203 C : OOP CONCEPTS & BASIC JAVA
(2008 Pattern) (Semester - II)**

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- 1) *Question 1 is compulsory.*
- 2) *Solve any four from remaining.*
- 3) *Figures to right indicate full marks.*

Q1) Solve the following. **[10]**

- a) List any two methods of Window Listener.
- b) What are different types of constructors?
- c) What are adapter classes?
- d) What is use of super keyword?
- e) What is garbage collection?

Q2) Write program to accept file name from user. Check if file exists or not. If exists count number of vowels (a,e,i,o,u) in a file. Display contents of file and count of vowels in file. **[15]**

Q3) Write an application to create following threads. **[15]**

- a) Display series 1,1,2,3,5,8,13,21,.....
- b) Display series 1,8,27,64,125,.....

Q4) a) Accept details of 50 items, like itemcode (string), description, quantity available, rate. Fire exception if itemcode is less than 5 characters, quantity and rate is zero or negative. **[10]**

b) Write an anonymous class to close the window. **[5]**

Q5) Create class "BOOK" with attributes bookid, title, author, no_of_copies, price. Accept details of 10 books in an array of objects and display the accepted details. **[15]**

P.T.O.

Q6) Write notes on (Any 3).

[15]

- a) Access modifiers
- b) Thread life cycle
- c) final, finally, finalize keywords usage.
- d) Different types of awt-layouts.



Total No. of Questions : 8]

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M.B.S.

PRODUCTION AND MATERIALS MANAGEMENT SPECIALIZATION

**203 D : Modeling Techniques and IT for Operations Management
(2008 Pattern) (Semester - II)**

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

Q1) What is Modeling Process? What are the limitations of modeling in decision making in operations?

Q2) Solve the following linear programming problem using Simplex method.

Maximize $Z = x_1 + 2x_2 - x_3$ subject to

$$2x_1 + x_2 + x_3 \leq 14$$

$$4x_1 + 2x_2 + 3x_3 \leq 28$$

$$2x_1 + 5x_2 + 5x_3 \leq 30$$

$$x_1, x_2, x_3 \geq 0$$

Q3) Explain the concept of Decision Trees. State the steps involved in application of decision tree for decision-making in detail.

Q4) Explain the concept of dynamic programming in detail.

Q5) Illustrate the role of IT (Information Technology) in design, production planning and layout in operation management.

Q6) Describe the salient features of ERP system in the context of operation management processes.

P.T.O.

Q7) What is project scheduling? Give the characteristics and key features of software in project scheduling.

Q8) Write short notes on any two of the following.

- a) DOE
- b) Sensitivity Analysis
- c) Job sequencing
- d) Role of IT in supply Chain
- e) Certainty and Uncertainty in Business models.



Total No. of Questions : 5]

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M.B.S. / M.M.S.

H R M SPECIALISATION

**203 E : Performance Management Systems
(2008 Pattern) (Semester-II)**

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- 1) *Questions No. 1 compulsory.*
- 2) *Answer any 3 from remaining.*

Q1) Design a 360° appraisal for “a senior HR executive” in an IT firm. **[25]**

Q2) Explain the stages of performance management system. **[15]**

Q3) What are the objectives of performance appraisal? **[15]**

Q4) What are the challenges ahead in performance management systems? **[15]**

Q5) Write notes (any two). **[15]**

- a) Assessment Centres.
- b) Train the trainer.
- c) Role of communication in appraisal process.
- d) Linkage of individual goals to organisational goals.

