

Total No. of Questions : 5]

SEAT No. :

**P3683**

[5269]-101

[Total No. of Pages : 2

**M.B.S.**

**101 : STRATEGIC MANAGEMENT  
(2013 Pattern) (Semester-I) (CBCS)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Define strategy and explain the concept of strategic management process. **[10]**

OR

- b) Discuss porters five forces model of industry analysis with respect to any one of the following industry. **[10]**
- i) Paint Industry.
  - ii) Four wheeler manufactures.

**Q2) a)** What is value chain analysis? Explain primary and supportive activities in value chain. **[10]**

OR

- b) i) Describe BCG matrix. **[5]**
- ii) Explain GE Nine cell model. What is the advantage of GE Nine cell over BCG matrix? **[5]**

**P.T.O.**

**Q3) a)** Describe Generic competitive strategies with advantages and disadvantages. [10]

OR

b) What do you understand by merges and acquisitions? Explain the types of merges and acquisition with latest Indian and global examples. [10]

**Q4) a) i)** Explain McKinsey's 7s frame work. [5]

ii) Explain Mintzberg's 5 Ps. [5]

OR

b) i) Define Management by objectives (MBO)? [5]

ii) Explain the use of balanced scorecard for strategic evaluation. [5]

**Q5) a)** Define blue ocean strategy and differentiate between blue ocean strategy and red ocean strategy. [10]

OR

b) What are the key aspects of E-commerce business environment? How do they influence strategy formulation and implementation of E-commerce based business. [10]



Total No. of Questions : 5]

SEAT No. :

**P3684**

[5269]-102

[Total No. of Pages : 2

**M.B.S.**

**102 : ENTERPRISE PERFORMANCE MANAGEMENT  
(2013 Pattern) (Semester-I)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** a) 'Balanced Score-card is a management control system in itself rather than measurement system'. Discuss the same with suitable example.

OR

- b) A Company manufacturing consumer goods has three divisions A, B & C. Div. A manufactures product X which is sold to Div. B as a component for product Y. Product Y is sold to Div. C, which uses it as a component in product Z. The product Z is sold to customers outside the company. The intra-company pricing rule is that, products are transferred between divisions at standard cost plus 10% return on inventories and fixed assets. From the following information provided below calculate the transfer price for products X and Y and standard cost of product 'Z'.

Standard cost	Product 'X'	Product 'Y'	Product 'Z'
i) Material Rs. p.u.	2.00	3.00	2.00
ii) Direct Labour Rs. p.u.	1.00	1.00	2.00
iii) Variable overhead Rs. p.u.	1.00	1.00	1.00
iv) Fixed overheads (Total Rs.)	30,000	40,000	10,000
v) Standard volume	10,000 units	10,000 units	10,000 units
vi) Inventories (Average) Rs.	40,000	15,000	30,000
vii) Fixed Assets (Net) Rs.	60,000	45,000	16,000

**P.T.O.**

**Q2) a)** How the control on capital expenditure is exercised at different stages?

OR

b) Explain the different types of capital budgetting decisions.

**Q3) a)** ‘Financial Inclusion is one of the important criteria in banking sector’. Highlight with illustration.

OR

b) What are the performance evaluation parameters in organised retailing? Discuss.

**Q4) a)** Discuss the different steps involved in project control process.

OR

b) Explain in brief:-

i) Project cost Variance

ii) Social Audit

**Q5) a)** What are the different steps involved in conducting a management audit.

OR

b) Differentiate management audit from financial audit and Cost Audit.



Total No. of Questions : 5]

SEAT No. :

**P3685**

[5269]-103

[Total No. of Pages : 2

**M.B.S.**

**103-MKTG : SERVICES MARKETING  
(2013 Pattern) (Semester-I) (CBCS)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Each question has internal option.*
- 3) *Each questions carriers 10 Marks.*
- 4) *Support your answers with relevant examples.*
- 5) *Write specific answers.*

**Q1) a)** Discuss classification of Services. **[10]**

OR

b) “Services are different from Goods”. Comment on the above statement in relation to characteristics of Services. **[10]**

**Q2) a)** Design a promotional campaign for Tourism Industry. Make necessary assumptions. **[10]**

OR

b) Explain the following concepts:- **[10]**

- i) Cost based pricing
- ii) Competition based pricing
- iii) Value based pricing

**Q3) a)** Design Service Blueprint for Courier Service. **[10]**

OR

**P.T.O.**

- b) Explain the following concepts:- [10]
- i) Service Delivery
  - ii) Self-Service Technologies

- Q4)** a) “People are the transactional interface between company and customers”. Discuss importance of people in following services:- [10]
- i) Education and
  - ii) Healthcare

OR

- b) Discuss significance of “Physical Evidence” in Hospitality Industry. [10]

- Q5)** a) Does Technology help improve Service Quality? Discuss role of Internet in distribution of Services. [10]

OR

- b) Design Services Marketing Mix for a Low-Cost Airline. [10]



Total No. of Questions : 5]

SEAT No. :

**P3686**

[5269]-104

[Total No. of Pages : 2

**M.B.S.**

**103-FIN : INDIRECT TAXATION  
(2013 Pattern) (Semester-I)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** a) What is Indirect Tax? Write the features of Indirect Tax.

OR

b) Explain the administration and relevant procedures related to Indirect Tax Laws.

**Q2)** a) Define:

- i) Goods
- ii) Excisable goods
- iii) Manufacture
- iv) Manufacturer
- v) CENVAT

OR

b) What is the Tariff Commission and other Tariff authorities related to Central Excise.

**Q3)** a) Write down the basic concept of Customs Law and the various types of custom duties.

OR

**P.T.O.**

- b) Write short notes on:
  - i) Export Promotion Schemes.
  - ii) Special Economic Zones.

**Q4)** a) Explain the registration process of Service Tax and classify the various taxable services.

OR

- b) Write in detail about:
  - i) Exemptions and Abatements regarding Service Tax
  - ii) Payment of Service Tax Return

**Q5)** a) Explain in detail about Central Sales Tax.

OR

- b) What are the salient features of State VAT. Explain the filing and return under State VAT Acts.





Total No. of Questions : 5]

SEAT No. :

**P3687**

[5269]-105

[Total No. of Pages : 2

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

**103-IT : INFORMATION TECHNOLOGY**

**Software Project Management**

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

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Explain the various activity under the technical project Management. **[10]**

OR

b) What is Software Project Management? Explain software project Vs other project. **[10]**

**Q2) a)** Explain Dynamic System Development. **[10]**

OR

b) Explain the step in project Planning and Project evaluation. **[10]**

**Q3) a)** Explain functional Point Analysis with example. **[10]**

OR

b) Define software quality. What are the different type of contracts? **[10]**

**Q4) a)** What is risk management? Explain the strategies for risk reduction. **[10]**

OR

b) Explain resource monitoring and control. **[10]**

**P.T.O.**

**Q5) a) Explain Microsoft Project 2010. [10]**

OR

**b) Define project management software. Explain prince2. [10]**



Total No. of Questions : 5]

SEAT No. :

**P3688**

[5269]-106

[Total No. of Pages : 2

**M.B.S.**

**OPERATIONS MANAGEMENT SPECIALIZATION**

**103-OPE : Operations Strategy**

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

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *All questions carry equal marks.*
- 3) *Each question carries 10 marks.*
- 4) *Figures to the right indicate marks for that question/sub question.*
- 5) *Your answer should be specific and to the point.*
- 6) *Support your answer with suitable examples.*

**Q1) a)** Explain the importance and linkage of Corporate Strategy with Operations Strategy. **[10]**

OR

- b) Write short notes on: **[10]**
- i) Strategic Alliance
  - ii) Strategic Fit

**Q2) a)** Discuss relation of Value Chain Concept and Core Competence with Operations Strategy. **[10]**

OR

- b) Explain in details about Order Winners and Order Qualifiers. **[10]**

**Q3) a)** Explain the concept and principle of Focused Manufacturing. **[10]**

OR

- b) Explain in details JIT and Lean Manufacturing. **[10]**

**P.T.O.**

**Q4) a)** Explain the issues involved in Strategic Resource Management. **[10]**

OR

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

i) Importance of Strategic Resource Management.

ii) Key Performance Indicators.

**Q5) a)** Explain the use of IT in effective strategic and resource implementation. **[10]**

OR

b) Explain the importance of ERP and SAP for decision making. **[10]**



Total No. of Questions : 5]

SEAT No. :

**P3689**

[5269]-107

[Total No. of Pages : 2

**M.M.S. (M.B.S)**

**103-HR : STRATEGIC HUMAN RESOURCE MANAGEMENT  
(2013 Pattern) (Semester-I)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** a) Explain meaning of SHRM and state its objectives and importance.

OR

b) Define SHRM. Discuss its benefits to organisation.

**Q2)** a) Discuss the procedure of formulation of HR strategies.

OR

b) Discuss in brief types of HR strategies.

**Q3)** a) What do you mean by succession planning discuss elements and importance of succession planning.

OR

b) Discuss integrated HR practices through competency development.

**Q4)** a) Discuss role of HR strategies in cross border Mergers and acquisition.

OR

b) “Organisational effectiveness can be improved by implementing HR strategies”. Discuss.

**P.T.O.**

**Q5)** a) Discuss Role and importance of Global HR strategies in global scenario.

OR

b) Discuss importance of developing cross cultural sensitivity as well as training & development of staff in implementing Global HR strategies.



Total No. of Questions : 5]

SEAT No. :

**P3690**

[5269]-108

[Total No. of Pages : 2

**M.B.S.**

**103-IB : INTERNATIONAL BUSINESS ENVIRONMENT  
(2013 Pattern) (Semester-I)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Explain these terms of countertrade: barter, counter purchase, buyback, clearing agreement and switch trading.

OR

- b) Why do companies engage in international business? What are the major cultural factors that affect international business? Give suitable illustrations in support of your answer.

**Q2) a)** Do you think that the present international financial environment is favorable to business? Discuss and give your suggestions.

OR

- b) Critically examine the impact of interest rate on the investment flow towards India.

**Q3) a)** Briefly describe the role of UNCTAD in resolving international commodity issues.

OR

- b) What are the main functions of WTO? Explain its impact on non-member countries.

**P.T.O.**

**Q4)** a) Identify and analyze conflicts that arise from MNC financial policies and practices.

OR

b) “Foreign direct investment helps in accelerating the rate of economic growth of host country”. Critically evaluate the statement.

**Q5)** a) Explain the divergent views on the potential benefits and harmful effects of NAFTA on its members.

OR

b) Explain International Technology issues in emerging developing countries.





Total No. of Questions : 5]

SEAT No. :

**P3691**

[5269]-109

[Total No. of Pages : 2

**M.B.S.**

**SCM-103 : STRATEGIC SUPPLY CHAIN MANAGEMENT  
(2013 Pattern) (Semester-I)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Explain Supply Chain Strategy objectives with respect to Market Development and diversification. **[10]**

OR

b) Describe Sustainable competitive advantage works through supply chain. **[10]**

**Q2) a)** Describe concept of strategic fit in supply chain. **[10]**

OR

b) What are the impact of customer needs and impact of uncertainty while managing supply chain? **[10]**

**Q3) a)** What do you understand by Minimize functional cost perspective in supply chain? **[10]**

OR

b) What do you understand by Maximize company profit perspective in supply chain? **[10]**

**P.T.O.**

**Q4) a)** Explain framework for strategic alliances. **[10]**

OR

b) Describe 4PL and Outsourcing in supply chain perspective. **[10]**

**Q5) a)** What are the various implications for managers to face the supply chain challenges? **[10]**

OR

b) Write a short note on Mass customization and globalization for supply chain strategies. **[10]**



Total No. of Questions : 5]

SEAT No. :

**P3692**

[5269]-110

[Total No. of Pages : 2

**M.B.S.**

**RABM-103 : RURAL MARKETING  
(2013 Pattern) (Semester-I)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Each question has internal option.*
- 3) *Each question carries 10 marks.*
- 4) *Support your answers with relevant examples.*
- 5) *Write specific and to-the-point answers.*

**Q1) a)** Differentiate between Rural and Urban Brand Building strategies. [10]

OR

b) Discuss types of product strategies. Explain importance of 'Customer Value' in Rural products. [10]

**Q2) a)** Explain pricing strategies for Price-conscious and Value-conscious consumers. [10]

OR

b) Discuss how environmental factors influence pricing decisions for Rural Markets. [10]

**Q3) a)** Discuss importance of Geographical Information system (GIS) for planning rural coverage. [10]

OR

b) Explain challenges faced in designing distribution channels for Rural products. [10]

**P.T.O.**

**Q4) a)** Explain ‘PPP MODEL’ for Rural Retailing. **[10]**

OR

b) Explain concept of ‘Rural Mall’ with reference to an example. Also discuss other Rural Retail formats. **[10]**

**Q5) a)** Explain Promotion Mix of Rural Markets. Design a promotional campaign for “Two-Wheelers” to be sold in Rural Markets. **[10]**

OR

b) Discuss various Consumer-Advertising Appeals. Which appeals dominate rural consumers purchase decisions? **[10]**



Total No. of Questions : 5]

SEAT No. :

**P3693**

[5269]-111

[Total No. of Pages : 3

**M.B.S.**

**103 - FBM: STARTUP AND NEW VENTURE MANAGEMENT**

**Specialization: Family Business Management**

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

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Each question is having internal option.*
- 3) *All questions carry equal marks.*

**Q1)** Describe the process of entrepreneurship development and also explain the entrepreneurial development cycle in detail. **[10]**

OR

Draw the block diagram of entrepreneurial growth model and explain it. What are the various economic factors affecting entrepreneurial growth in India.

**Q2)** What is IPR? Explain the types of IPRs? **[10]**

OR

Feasibility literally means whether the business idea will work or not, whether there exists a sizable market for the proposed product/ service. Elaborate the elements of Feasibility plan as it encompasses the full range of business planning activities.

**Q3)** Elaborate the importance, objective and scope of small scale along with its definition. **[10]**

OR

The Micro, Small and Medium Enterprise sector are the real engine of growth for the Indian economy. How?

**P.T.O.**

**Q4)** Write short notes on any two:

[10]

- a) ASSOCHAM
- b) Confederation of Indian Industry
- c) Role of FICCI
- d) EDII

OR

Write short notes on any two:

- a) NSDC
- b) NMCC
- c) Laghu Udyog Bharati
- d) Role of NABARD

**Q5)** Solve the following case:

[10]

**Prakash Singh -**

**Misjudging the Customer by Jazz International**

A 30 year old MBA graduate Prakash Singh, wanted to start his own business in Lucknow as he was not happy with his current jobs of selling insurance. For years he dreamed of starting his own business. He had all the skills to become a successful entrepreneur such as dreamers and doers, dedication and commitment, communication and networking, inspired and many more. He shared his dream with his parents and they told him to go ahead. He researched lots of business ideas and franchise opportunities. He finally negotiated a franchise agreement with “Jazz International” a chain of designer suit stores. The company had a good reputation, latest designs, premium price and a great marketing appeal for its products. The population of Lucknow was growing fastly. The only other chain in the city was Raymond Store, which was the first choice for customers. He opened his store next to Raymond Store and did a lot of promotions using newspapers, local T.V channels, radio channels, price off coupons and hoardings. But the store was not able to attract customers. The running cost was too high and was not able to recover it too. During festive seasons the store was not able to do any advertisement to attract customers and slowly and slowly in less than ten months, the store was closed due to no sale.

- a) As a management student, find out what went wrong with the store due to which it was not able to survive at the marketplace. Suggest your suggestions so that the entrepreneur can restart the store again.

OR

## **Make in India - Prime Minister Mr. Narendra Modi**

The Make in India initiative was launched by Prime Minister Mr. Narendra Modi in September 2014 as part of a wider set of nation - building initiatives. Devised to transform India into a global design and manufacturing hub, Make in India was a timely response to a critical situation as by 2013, the much - hyped emerging markets bubble had burst, and India's growth rate had fallen to its lowest level in a decade and quickly became a rallying cry for India's innumerable stakeholders and partners. It was a powerful, galvanizing call to action to India's citizens and business leaders, and an invitation to potential partners and investors around the world. But, Make in India is much more than an inspiring slogan as it will make a new India very soon.

- a) "Make in India" campaign can help in reducing industrial sickness. How?
- b) Do you think that this campaign is good for the country and will help in making it an industry based economy? Comment on it.



Total No. of Questions : 5]

SEAT No. :

**P3694**

[5269]-112

[Total No. of Pages : 2

**M.B.S.**

**TECHNOLOGY MANAGEMENT SPL.**

**TM-103 : Systems & Technologies for Knowledge Management  
(2013 Pattern) (Semester-I) (CBCS)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Explain the concept of “Artificial Intelligence”. What is Artificial Intelligence Based Reasoning? **[10]**

OR

b) Differentiate between “Knowledge” & “Intelligence”. What are the advantages & disadvantages of Knowledge Based Systems(KBS?)**[10]**

**Q2) a)** Explain briefly “Knowledge Engineering” & the tools available for KBS. **[10]**

OR

b) What are the rules & frames for representing knowledge? **[10]**

**Q3) a)** What are the techniques to automate knowledge acquisition? **[10]**

OR

b) Explain in brief “Knowledge Capture System”. **[10]**

**P.T.O.**



**Q4) a)** Explain predictive & descriptive data mining techniques. **[10]**

OR

b) Explain: **[10]**

i) Artificial neural networks.

ii) Statistical clustering.

**Q5) a)** What are the requirements of and barriers to Knowledge Sharing Systems? **[10]**

OR

b) Explain different types of Knowledge Sharing Systems. **[10]**



Total No. of Questions : 5]

SEAT No. :

**P3695**

[5269]-113

[Total No. of Pages : 2

**M.B.S.**

**104-MKT : SALES & DISTRIBUTION MANAGEMENT  
(2013 Pattern) (Semester-I)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** Explain objectives, Nature & Scope of Sales and Distribution management.

OR

Discuss role of marketing channels in the dynamic market place.

**Q2)** Describe the objectives and structure of sales organization.

OR

What are the challenges in organizing the sales force, Recruitment, Selection and training of the sales force?

**Q3)** Discuss various tools of sales planning.

OR

“Sales Audit is the best tool to control sales force”. Explain.

**Q4)** Highlight the significance and role of marketing channels.

OR

Describe:

- a) Advantages of franchisee.
- b) Process of appointment of franchisee.

**P.T.O.**

**Q5)** Explain nature, importance and types of retailing.

OR

“Location and size affect Retail Decision”. Discuss.



Total No. of Questions : 5]

SEAT No. :

**P3696**

[5269]-114

[Total No. of Pages : 2

**M.B.S. (MMS)**

**FINANCIAL MANAGEMENT (Specialization-II)**

**104-FIN : Strategic Cost Management  
(2013 Pattern) (Semester-I) (CBCS)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Define strategic Cost Management & Explain the objectives of Strategic Cost Management. **[10]**

OR

b) How Strategic Cost Management helps in organization in Strategic Positioning? **[10]**

**Q2) a)** Write Short Note on: **[10]**

- i) Target Costing
- ii) Kaizen Costing

OR

b) Explain in detail the Life cycle Costing. Give Suitable Example. **[10]**

**Q3) a)** Explain the concept of Activity Based Costing. State its utility and importance.. **[10]**

OR

b) 'Activity Costing helps in decision making' justify with suitable example. **[10]**

**P.T.O.**

**Q4) a) Explain Balance Score Card in detail. [10]**

OR

b) What is Value Chain Costing? State its importance in Cost Management. [10]

**Q5) a) Explain the concept of Learning Curve Theory with its application. [10]**

OR

b) State the utility & application of Lean Cost Management. [10]



Total No. of Questions : 5]

SEAT No. :

**P3697**

**[5269] - 115**

[Total No. of Pages :2

**M.B.S**

**104 (IT) : ENTERPRISE RESOURCE PLANNING**

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

*Time : 2 ½ 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 examples.*
- 6) *Draw neat diagrams.*
- 7) *Use of calculators is permitted.*

**Q1)** What is ERP? Discuss characteristics and advantages of ERP.

OR

Discuss ERP Architecture with suitable diagram.

**Q2)** AXLE is a leading manufacturing of steel products want to purchase effective ERP system. If you are the part of AXLE company, describe how you would go about the different phases of the ERP implementation life cycle, if it were being done in your company.

OR

Define Business process Re-engineering? Discuss BPR implementation process /approach in detail.

**Q3)** The Financial Accounting module is often the first module to be implemented within an ERP system. Why do many companies start with the Financial Accounting module?

OR

What are the major functions of the Human Resource Management module of ERP system.

**Q4)** Discuss Data Ware housing and Data Mining.

OR

**P.T.O.**

Write short notes on (Any Two).

- a) Bann's application of ERP
- b) ERP and E-commerce
- c) Business Intelligence

**Q5)** Discuss and suggest appropriate solution of case. The company: BMW Manufacturing Corp. South Carolina

The problem/situation

BMW Manufacturing Corp. is located in South Carolina. The new 1.2 million square foot facility is designed to produce up to 300 cars a day, operating on a 16-hour production cycle. Information systems were the key to the operation of the facility, and hence, they had to get going, and On-line, fast.

BMW builds customised cars in a production environment. To meet the high expectations of customers in this luxury market segment, the company requires flexibility and speed, business integration and automation of the processes. Information systems are vital in maintaining the production rate in a cost-effective, customised environment. BMW plants in Germany are supported by mainframe-based information systems that are connected through interfaces to a variety of different systems and applications. The results are high maintenance costs and complicated systems integration, The amount of time and money that the company spends on system maintenance in Germany is very high, and the goal at the new plant was to keep the IT costs as low as possible. The company also wanted an integrated information system, to speed the flow of information across the enterprise. It wanted to enter data only once, and then have it automatically sent to all the functional areas that require the information-financial systems, parts ordering etc. without the delays caused by different systems handling data across customised interfaces.

OR

**SARAIEMS CASE STUDY-PAN CENTURY OLEOCHEMICALS, MALAYSIA**  
Pan Century Oleochemical (PCOC) has its factory at Johor Bahra, Malaysia. PCOC manufactures fatty acids, glycerine etc. and exports to more than 50 countries. PCOC has a chemical plant with processes like splitting, fractionation, distillation, hydrogenation and refining glycerine. The main raw material is palm kernel oil and palm stearic oil which are available locally in Malaysia. The raw material, WIP and finished goods are stored in more than 50 storage tanks. The finished goods are sold in flakes, beads and liquid form in drums, PCOC had legacy systems such as Inventory control, Accounts and Payroll. The company wanted an integrated system comprising sales, purchase, accounts, manufacturing quality control, Plant maintenance etc.



Total No. of Questions : 5]

SEAT No. :

**P3698**

[Total No. of Pages : 1

[5269] - 116

**M.B.S.**

**104-OPE : TOTAL QUALITY MANAGEMENT**

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

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1)** What is Little q and Big q? Write a note on Juran Trilogy. **[10]**

OR

Explain different steps involved in implementing Total Quality with suitable examples. **[10]**

**Q2)** Explain the quality management principles postulated by Taguchi. **[10]**

OR

Explain the quality management principles postulated by Ishikawa. **[10]**

**Q3)** Explain in detail central relationship matrix along with its significance in business. **[10]**

OR

What are the difficulties associated with QFD? **[10]**

**Q4)** Write a note on p&c charts. **[10]**

OR

Explain the DMAIC process of Six Sigma using suitable example. **[10]**

**Q5)** Write a note on ISO 9000-2000. **[10]**

OR

Discuss Tata Business Excellence Model. **[10]**





Total No. of Questions : 5]

SEAT No. :

**P3699**

[Total No. of Pages : 2

[5269] - 117

**M.B.S.**

**104 - HR : ORGANIZATIONAL DESIGN & DEVELOPMENT**

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

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1)** Describe broadly how Modern Organization theory is different than Neo-Classical theory of organization? **[10]**

OR

"Implementation of strategic plan enhances the organizational effectiveness".  
Comment. **[10]**

**Q2)** "Line, Staff and Functional structures - each of them has its own significance".  
Discuss with supporting examples. **[10]**

OR

"Span of control has the direct impact on the management effectiveness".  
Discuss with examples. **[10]**

**Q3)** "Every organization develops the culture of its own". Discuss this statement  
in the backdrop of four commonly occurring steps in the process. **[10]**

OR

"Decision making is the lifeline of any organization". Broadly discuss the  
outline of decision making process in this background. **[10]**

**P.T.O.**

**Q4)** "Managing inter-group interventions in the process of implementing OD models is the key to success". Please explain with examples. **[10]**

OR

Identify and discuss the issues encountered while dealing with the individual and interpersonal interventions in OD process. **[10]**

**Q5)** Present a report on organizational culture and design of an organization of your choice. **[10]**

OR

"Organizational transformation is a top-down approach". Comment and elaborate. **[10]**



Total No. of Questions : 5]

SEAT No. :

**P3700**

[Total No. of Pages : 1

**[5269] - 118**

**M.B.S.**

**104-IB : INTERNATIONAL FINANCIAL MANAGEMENT**

**(2013 Credit Pattern) (Semester - I) (Specialisation - II)**

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1)** 'International Finance increases much higher risk'. In the light of this concept discuss the various complexities and issues in financial decisions of a multinational firm.

OR

Differentiate spot exchange and forward exchange market. State the features of Spot contract.

**Q2)** What is Capital Budgeting? Explain the multinational considerations of International Capital Budgeting.

OR

What is cash flow approach in International Capital Budgeting? Explain the adjusted present value approach?

**Q3)** What is cash management in International finance? Explain the methods in brief.

OR

What is International working capital management? Explain Inventory management in this context.

**Q4)** What is 'Interest-rate risk'? Explain the concept of hedging in this context.

OR

What are the various tools of currency and 'interest rate risk management'?

**Q5)** Write a detailed note on International Accounting standards and practices.

OR

What are the key elements and issues in International Taxation?



Total No. of Questions : 5]

SEAT No. :

**P3701**

[Total No. of Pages : 1

**[5269] - 119**

**M.B.S.**

**104-SCM : KNOWLEDGE MANAGEMENT IN SUPPLY CHAINS  
(2013 Pattern) (Semester - I)**

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1) a)** What is concept of integrated supply chain management? Describe customer relationship management as integral part of SCM. **[10]**

OR

b) Explain "SCIS : Integrated Module". Which helps in decision making during SCM. **[10]**

**Q2) a)** "Supply chain information systems have overcome limitations & challenges of conventional supply chain" Comment. **[10]**

OR

b) Write down Benefits of SC Information Systems. **[10]**

**Q3) a)** "Use of technology in supply chain has redefined supply chains and relationship between manufacturer, suppliers and distribution channels". Discuss with help of appropriate examples. **[10]**

OR

b) Write and explain about "Pure technology applications in SC." **[10]**

**Q4) a)** Discuss about benefits and opportunities of E-Supply chain to micro, small and medium scale enterprises in detail. **[10]**

OR

b) Explain the term e-Commerce in SCM. **[10]**

**Q5) a)** "Application of bar-codes and scanning has redefined businesses like retailing and warehousing completely". Discuss with help of appropriate examples. **[10]**

OR

b) State and explain the reasons behind ERP implementation. **[10]**



Total No. of Questions : 5]

SEAT No. :

**P3702**

[Total No. of Pages : 1

**[5269] - 120**

**M.B.S.**

**104-RABM : AGRI SUPPLY CHAINS MANAGEMENT**

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

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1)** Briefly explain the concept of SCM. Also elaborate on elements in SCM.

OR

Give the evolution of SCM. What are the different approaches to SCM?

**Q2)** Elaborate on the basic principles of manufacturing management.

OR

What are the types of Demands? Also elaborate on the importance of Operations Management in Supply Chain.

**Q3)** Explain the concept of 'Purchasing Cycle'? What are the types of purchases?

OR

Explain the following :

- i) Just In Time (JIT).
- ii) Vendor Managed Inventory (VMI).

**Q4)** Give the history and evolution of logistics.

OR

Discuss the distribution strategies.

**Q5)** Elaborate on the concept of 'Benchmarking'. What are the forms of benchmarking.

OR

Discuss 'Performance Measurement' and 'Controls in Agri. Supply Chain Management'.



Total No. of Questions : 5]

SEAT No. :

**P3703**

[Total No. of Pages : 2

**[5269] - 121**

**M.B.S.**

**104 - FBM : PROJECT MANAGEMENT**

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

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

- 1) *All the 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 answer with suitable live examples.*
- 6) *Draw neat diagram wherever necessary.*
- 7) *Use of calculator is permitted.*

**Q1)** "A project life cycle can be portrayed using work packages of the project appropriately placed in the phases of that life cycle". Justify this statement with suitable examples. **[10]**

OR

Project management has evolved from the practice and theory of general management. Explain with suitable examples. **[10]**

**Q2)** Planning for inevitable crises seems to be quite logical, yet is rarely done in projects. Explain why? **[10]**

OR

Differentiate between Project Plan, Action plan and work break down structure with examples. **[10]**

**Q3)** The CPM techniques offers a way to visually demonstrate relationship between project tasks. Explain how? **[10]**

OR

A detailed cost estimate gives an organization an accurate portrayal of project cost. Explain how? **[10]**

**P.T.O.**

**Q4)** "The Project control activity is directed to performance, cost and time".  
Support this statement with suitable examples. **[10]**

OR

Risk response planning addresses the matter of dealing with risks. Justify. **[10]**

**Q5)** Discuss the uses of PMIS throughout the phases of life cycle. **[10]**

OR

What do you mean by project termination? Elaborate the factors to be considered while terminating a project. **[10]**



Total No. of Questions : 5]

SEAT No. :

**P3704**

[Total No. of Pages : 1

**[5269] - 122**

**M.B.S.**

**104-TM : INNOVATION, PRODUCT, DEVELOPMENT &  
COMMERCIALISATION  
(2013 Pattern) (Semester - I)**

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1)** Explain Product Development Goals in detail. **[10]**

OR

State in detail Knowledge Generation, Retention, Reuse & Integration. Also state it's significance. **[10]**

**Q2)** Define Product Development Framework & Product Development Process practiced at Multinational corporations. **[10]**

OR

Explain New product Development & commercialisation process with examples. **[10]**

**Q3)** Why Product Design & Product Reliability is regarded as most important consideration - Explain. **[10]**

OR

What is environmental sustainability? Explain the linkage between environmental sustainability & Product Design. **[10]**

**Q4)** What are the challenges in the development and commercialisation of high end products? **[10]**

OR

Explain Lean Product Development in detail. **[10]**

**Q5)** Explain significance, composition & structure of New Product Development Teams. **[10]**

OR

State in detail how factors affecting long term growth of shareholder value?[10]





Total No. of Questions : 5]

SEAT No. :

**P3705**

[Total No. of Pages : 2

[5269] - 123

**M.B.S.**

**105 - MKT : PRODUCT MANAGEMENT**

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

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

- Q1) a) i) Define 'Product Management'. Explain the role of a Product Manager. [5]**
- ii) Explain skills of a product manager required for product management in a Company. [5]

OR

- b) 'The kinds of tasks product manager perform are highly related to how marketing is organized'. Comment on the statement. Which type of company do you find product-focused organization structure is being followed and what are its advantages? [10]

- Q2) a) 'Product Managers tend to view competition too narrowly'. Comment on the statement and explain the bases of competition. [10]**

OR

- b) 'Competition analysis for a product is crucial task for any product manager'. Comment on the statement. Explain the methods of determining competitors for a given product. [10]

- Q3) a) How QFD and Kano diagram is used for new product development? Explain with an example. [10]**

OR

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

- b) Most of the new products launched in the market fail to get the acceptance from consumers. Explain the reasons for new product failure. [10]

**Q4)** a) Explain the benefits of developing product strategy for a company.[10]

OR

- b) The product life cycle of a product can be used to conceptualize different general approaches to developing core strategies and tactics. Comment on the statement. Describe different product strategies to be followed over the life cycle of a product. [10]

**Q5)** a) In today's business environment, product managers need to be knowledgeable about the financial dimensions of their jobs as well as the marketing portions. Comment on the statement. Explain the concept of sales analysis. [10]

OR

- b) Capital budgeting is an area of finance that deals with prioritization of projects within a firm. How is it useful in the context of product management decisions? [10]



Total No. of Questions : 5]

SEAT No. :

**P3706**

[Total No. of Pages : 2

**[5269] - 124**

**M.B.S.**

**105 - FIN : INCOME TAX (Part - I)**

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

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1) a)** Define assessee, Assessment year, previous year. **[10]**

OR

b) Explain the concept of Agricultural Income in detail. **[10]**

**Q2) a)** Explain the concept of Taxability of Gratuity. **[10]**

OR

b) Mrs. A was assistant manager of ABC Metal Co Ltd; during the financial year 2016-17. She got the following emoluments. **[10]**

Sr. No.	Particulars
1	Basic Salary Rs. 25000 per month.
2	Dearness Allowance Rs. 2500 per month.
3	Transport Allowance Rs. 2000 per month.
4	Contribution to RPF was 15% of basic salary.
5	Children education allowance for two children was Rs. 600 per month.
6	City Compensatory allowance Rs. 300 per month.
7	Hostel expenses allowance for two children was Rs. 700 per month.
8	Tax paid on employment Rs. 2500.

Compute the taxable salary of Mrs. A for the financial year 2016-17.

**P.T.O.**

**Q3) a)** Explain the Income from other sources and any five examples for Income from other sources. [10]

OR

**b)** Compute the income from house property for the financial year 2016-17 for Mr. Sujay on the basis of the following information. [10]

i) Municipal Valuation	Rs. 100000
ii) Fair Rent	Rs. 140000
iii) Standard Rent	Rs. 130000
iv) Rent Received	Rs. 135000
v) Municipal Taxes Paid	Rs. 30000
vi) Interest on borrowed capital	Rs. 35000

**Q4) a)** How will you set off your losses in same year & carry forward it? [10]

OR

**b)** Explain the Deductions applicable to Individual and HUF. [10]

**Q5) a)** How tax planning is done before setting up a new unit? [10]

OR

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

- i) Tax Credit.
- ii) Advance Tax.



Total No. of Questions : 5]

SEAT No. :

**P3707**

[Total No. of Pages : 1

**[5269] - 125**

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

**105-IT : RDBMS WITH ORACLE**

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

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1)** Explain the various constraint in DBMS. **[10]**

OR

Define DBMS? Explain the Data Model. **[10]**

**Q2)** Explain RDBMS. **[10]**

OR

Explain views in SQL. **[10]**

**Q3)** Explain SQL Data Function. **[10]**

OR

Explain SQL Numeric Function. **[10]**

**Q4)** Explain SQL Joins. **[10]**

OR

Explain SQL DML statement with example. **[10]**

**Q5)** Discusses different types of Object in Oracle. **[10]**

OR

Explain view and Index. **[10]**



Total No. of Questions : 5]

SEAT No. :

**P3708**

[Total No. of Pages : 2

[5269] - 126

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

**OPERATION MANAGEMENT SPECIALIZATION**

**105 - OPE : Productivity Management**

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

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1) a)** Define the concept of Productivity. Explain the importance of productivity. **[10]**

OR

b) Explain in detail Macro and Micro factors productivity. **[10]**

**Q2) a)** Write a note on :

- i) Value analysis. **[5]**
- ii) Value Engineering. **[5]**

OR

b) Explain in detail the concept of Cost, Price & Value. **[10]**

**Q3) a)** Explain in detail the principles of Motion Economy. **[10]**

OR

b) Write a note on :

- i) Method Study. **[5]**
- ii) Pioneers of Performance Measurement. **[5]**

**P.T.O.**

**Q4) a)** What is work Measurement? Discuss in detail its techniques to measure it. **[10]**

OR

b) What is allowances? Explain the need & type of allowances. **[10]**

**Q5) a)** Describe the Six Sigma Methodology. **[10]**

OR

b) Write a note on :

i) JIT. **[5]**

ii) Lean. **[5]**



Total No. of Questions : 5]

SEAT No. :

**P3709**

[Total No. of Pages : 2

**[5269] - 127**

**M.B.S.**

**105 - HR : HR AUDIT**

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

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1) a)** Define HR Audit. What are the elements of good HRD? **[10]**

OR

b) Elaborate on origin of HR audit and explain its basic concepts in detail. **[10]**

**Q2) a)** Explain in detail the HRD systems. **[10]**

OR

b) Explain in detail on various HRD strategies. **[10]**

**Q3) a)** Explain the HRD audit methodology in detail. **[10]**

OR

b) Define HRD score card. Explain the different steps involved in designing the HRD score card. **[10]**

**P.T.O.**



**Q4) a)** "HRD audit is an effective intervention for organizational development".  
Explain. **[10]**

OR

b) What variables should be used to increase the effectiveness of HRD  
Audit? **[10]**

**Q5) a)** Explain the various tools of data collection used in HRD Audit. **[10]**

OR

b) What are the major findings and conclusion of HRD Audit? **[10]**



Total No. of Questions : 5]

SEAT No. :

**P3710**

[Total No. of Pages : 2

**[5269] - 128**

**M.B.S.**

**105 - IB : INTERNATIONAL MARKETING**

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

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1) a)** Explain in detail international marketing management process. **[10]**

OR

b) Define international marketing. Why is it essential for a company to master the art of international marketing in the present competitive times? **[10]**

**Q2) a)** Explain various international market entry strategies, along with their advantages and disadvantages. **[10]**

OR

b) What is meant by 'Product Standardisation' and 'Product Adaptation'? **[10]**

**Q3) a)** Explain the concept of international dumping; financing marketing transactions with suitable live examples. **[10]**

OR

b) Explain in detail the various environment factors affecting International Prices. **[10]**

**Q4) a)** Explain the need of leveraging international distribution for competitive advantage. **[10]**

OR

**P.T.O.**

- b) Explain the various aspects of International supply chain management. **[10]**

- Q5)** a) Critically examine the factors involved in international promotion mix. **[10]**

OR

- b) "In many world market-places, a wide variety of media must be used to reach majority of the market." Explain. **[10]**



Total No. of Questions : 5]

SEAT No. :

**P3711**

[Total No. of Pages : 2

**[5269] - 129**

**M.B.S.**

**105 - SCM : PURCHASING & SUPPLIER RELATIONSHIP  
MANAGEMENT**

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

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1) a)** Write a detail note on ethical considerations in purchasing. **[10]**

OR

b) What is Purchasing Process? Enlist advantages & disadvantages of polices? **[10]**

**Q2) a)** Explain the concept of Hybrid purchasing structure. **[10]**

OR

b) What is strategic purchasing? Enlist advantages & disadvantages of centralized purchasing. **[10]**

**Q3) a)** Explain how corporate objectives are translated into purchasing goals. Also explain how purchasing objectives are translated into purchasing goals. **[10]**

OR

b) Describe in detail In-sourcing and Outsourcing Decision process. **[10]**

**P.T.O.**

**Q4)** a) How quality is defined in terms of customers and their requirements?  
Explain using appropriate examples. [10]

OR

b) Write a detail note on Supplier Quality Management. [10]

**Q5)** a) Explain in detail negotiation process. [10]

OR

b) Explain in detail different types of contracts. [10]



Total No. of Questions : 5]

SEAT No. :

**P3712**

[Total No. of Pages : 1

**[5269] - 130**

**M.B.S.**

**105-RABM : COMMODITIES MARKET**

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

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

- 1) *Answer all questions.*
- 2) *Each question carries 10 marks.*

- Q1)** a) What is a spot exchange? [3]  
b) State the advantages of spot exchange. [7]
- Q2)** a) Explain the concept of commodity exchange. [3]  
b) Brief on Chicago Mercantile exchange & New York Mercantile exchange. [7]
- Q3)** Explain the following risks in commodity market.  
a) Geo-political risk. [5]  
b) Speculative risk. [5]
- Q4)** Why with changing times Integration and Co-operation amongst exchanges is important? [10]
- Q5)** "Exchanges facilitate price discovery of a commodity" - Comment. [10]



Total No. of Questions : 5]

SEAT No. :

**P3713**

[Total No. of Pages : 2

**[5269] - 131**

**M.B.S.**

**105 - FBM : BUSINESS PLANS**

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

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1)** What is the concept of a Business Plan? Explain the need and use of Business Plan. **[10]**

OR

How does a Business Plan act as a Changing Agent?

**Q2)** Explain the following key elements of a business plan : **[10]**

- Executive summary.
- Business description.

OR

Discuss the financial factors of a Business Plan.

**Q3)** Explain the types of research before preparing a business plans. **[10]**

OR

"Business plan is the basic step to start a Company". Elaborate with suitable examples.

**P.T.O.**

**Q4)** Explain the following factors while evaluating a business plan. **[10]**

- Acceptance.
- Competition.
- Time.
- Speed

OR

Evaluate the components of the business plan from the investors' perspective.

**Q5)** What are the various types of risk involved in any type of a business? **[10]**

OR

Does deal structure ensure appropriate governance? Explain with proper illustrations.





Total No. of Questions : 5]

SEAT No. :

**P3714**

[Total No. of Pages : 2

**[5269] - 132**

**M.B.S.**

**105 - TM : MANAGING INNOVATION - I  
(CBCS - 2013 Pattern) (Semester - I)**

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1) a)** Explain in detail various sources of Innovation's with examples. **[10]**

OR

b) Explain the myths surrounding Creativity. **[10]**

**Q2) a)** Explain in detail dynamic models of Innovation. **[10]**

OR

b) Explain Disruptive Technological change Model with examples. **[10]**

**Q3) a)** Explain relationship between Competencies & Assests. **[10]**

OR

b) Differentiate between Value Chain & Value Network. **[10]**

**P.T.O.**

**Q4) a)** Explain the Concepts of Pioneers, Migrators & Settlers. **[10]**

OR

b) Explain the concept of Innovation Portfolio in detail. **[10]**

**Q5) a)** "Organizations need to constantly upgrade Value Networks". Explain this statement with illustrations. **[10]**

OR

b) Explain the concept Resource Allocation & Upward Migration. **[10]**



Total No. of Questions : 5]

SEAT No. :

**P3715**

[Total No. of Pages : 1

**[5269] - 201**

**M.B.S.**

**201-MANAGING FOR SUSTAINABILITY**

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

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1)** State various stakeholders of 'Corporate Social Responsibility'. Also state interest & influence of various stakeholder groups. **[10]**

OR

State the impact of various social & environmental problems on the shaping of markets. **[10]**

**Q2)** Explain the difference between 'Managing the downside' & 'Managing the upside' in detail. **[10]**

OR

Enumerate the difference between 'Sustainable Development & Green Development'. **[10]**

**Q3)** Explain the three dimensions of sustainable development in detail. **[10]**

OR

What is 'Social Accountability Standard'? State the importance of it. **[10]**

**Q4)** What is the difference between 'Governance and Management' of business? State the importance of Corporate Governance. **[10]**

OR

Explain various key issues in Corporate Governance. **[10]**

**Q5)** State various Indian values & Ethics. Also state the importance of value systems. **[10]**

OR

'Corporate Excellence can be achieved through Ethics' - Explain the above statement in the light of present day business environment. **[10]**



Total No. of Questions : 5]

SEAT No. :

**P3716**

[Total No. of Pages : 1

**[5269] - 202**

**M.B.S.**

**202 - STARTUP AND NEW VENTURE MANAGEMENT**

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

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1)** What are the different characteristics of an Entrepreneur? How these characteristics help to make him successful? Explain.

OR

Entrepreneurship helps the economic development of the country. Explain.

**Q2)** Explain the steps in Opportunity Identification in entrepreneurship.

OR

What are the criteria's for the selection of product?

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

OR

Explain in detail the step by step formality of launching an enterprise.

**Q4)** Explain in detail the Role of support organizations for an Entrepreneur.

OR

Write note on :

- a) Director of Industries.
- b) SIDO.

**Q5)** Elaborate the Root causes of Failure in Entrepreneurship.

OR

Explain the obsolescence of Technology on entrepreneurship.



Total No. of Questions : 5]

SEAT No. :

**P3717**

[Total No. of Pages : 1

**[5269] - 203**

**M.B.S.**

**203-MKT : INTERNATIONAL MARKETING**

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

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1)** Define International Marketing. Explain its nature and its importance.

OR

Explain the role and importance of International market groups 'EU' and 'ASEAN' for economic development.

**Q2)** Explain the product designing and product standardisation with example.

OR

What is product line? Explain International Trade product life cycle.

**Q3)** Define Pricing of the product. Describe the factors effecting International Price determination of the Product.

OR

Define 'Pricing Strategies'. Explain 'International dumping'.

**Q4)** What is the concept of 'International distribution channels'? Explain its roles and functions.

OR

Write short notes on (any two) :

- a) International 'Sem'.
- b) International 'Direct Marketing'.
- c) Channel Selection decisions.

**Q5)** Define the concept of International Promotion. Explain the Trade fairs and Exhibitions.

OR

What is the concept of Global media? What challenges they are facing for International Advertising?



Total No. of Questions : 5]

SEAT No. :

**P3718**

[5269]-204

[Total No. of Pages : 2

**M.B.S.**

**FINANCIAL MANAGEMENT**

**203-FIN : International Finance**

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

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Explain nature & scope of International Finance. **[10]**

OR

- b) What is International Monetary Fund (IMF) ? Discuss importance of IMF in the global economy.

**Q2) a)** Define Hedging. What are the internal and external techniques of hedging. **[10]**

OR

- b) Write note on:
- i) Factors affecting on exchange rates.
  - ii) Role of RBI in management of Foreign exchange.

**Q3) a)** Explain the various methods of raising resources in international market. **[10]**

OR

- b) Briefly explain the following:
- i) Securitisation
  - ii) Globalisation

**P.T.O.**

**Q4) a)** Explain the concept and process of loan syndication. **[10]**

OR

b) Describe the various types of bonds in international market.

**Q5) a)** Explain the concept “International Receivables and cash management” with suitable examples. Write down its functions. **[10]**

OR

b) Write note:

- i) International Financial Reporting Standards (I.F.R.S).
- ii) Indian Accounting Standards.



Total No. of Questions : 5]

SEAT No. :

**P3719**

[5269]-205

[Total No. of Pages : 1

**M.B.S. (Mgt. Faculty)**

**INFORMATION TECHNOLOGY MANAGEMENT (Spl.-IV)**

**203 (IT) : Software Quality Assurance**

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

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** Attempt following question (Any one) **[10]**

- a) What is Software Testing ? Explain verification and validation.
- b) What is Review ? What is its purpose? Explain different types of review.

**Q2)** Attempt following question (Any one) **[10]**

- a) Explain content of software Quality Assurance plan.
- b) What is the difference between Fault, Error and Failure ? Explain software quality assurance in detail with objectives.

**Q3)** Attempt following question (Any one) **[10]**

- a) What is SEI CMM ? Explain levels of CMM in detail.
- b) What is CASE tools ? Explain impact of CASE tools on quality assurance.

**Q4)** Attempt following question (Any one) **[10]**

- a) Explain McCall's Quality model in detail.
- b) Explain pre-project SQA components.

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

- a) Process quality metrics
- b) Inspection
- c) IEEE 1012 standard





Total No. of Questions : 5]

SEAT No. :

**P3720**

[5269]-206

[Total No. of Pages : 2

**M.B.S.**

**OPERATIONS MANAGEMENT SPECIALIZATION-IV**

**203 OPE : Toyota Production System**

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

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory and carry equal (10) marks.*
- 2) *Draw suitable diagrams wherever necessary.*
- 3) *Support the answers with suitable examples.*

**Q1) a)** Write short notes on any two:

- |                        |                     |
|------------------------|---------------------|
| i) TPS House           | ii) Continuous Flow |
| iii) Waste Elimination | iv) One Piece Flow  |

OR

b) Explain benefits of Lean Improvements over Traditional Process Improvements.

**Q2) a)** Explain Pull System. State benefits of Pull system over Push System.

OR

b) Explain the concept of 'Heijunka'. State its objectives and benefits.

**Q3) a)** 'Use Visual Control so no problems are hidden'. Do you agree to the statement? Why?

OR

b) How standardize tasks and processes are foundation of continuous improvement? Will it result employee empowerment?

**Q4) a)** Explain the nature of Leader for TPS implementation. Is understanding of work imp?

OR

b) What is extended network of Partners and Suppliers. What is their role in TPS?

**P.T.O.**

**Q5) a)** State importance of Hansei and Kaizen in a learning organization.

OR

b) TPS emphasis on slow decision making but rapid implementation. Comment and explain With an example.



Total No. of Questions : 5]

SEAT No. :

**P3721**

**[5269]-207**

[Total No. of Pages : 2

**M.B.S.**

**GLOBAL HR**

**203-HR : HR Specialization Global  
(Specialization-III) (CBCS)  
(2013 - Pattern) (Semester-II)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** What are the variables determining the difference between domestic and international HR ? Explain. **[10]**

OR

b) Discuss the importance of talent management in the international HR context. **[10]**

**Q2) a)** What are the criteria for selection of expatriates ? **[10]**

OR

b) Enumerate the factors involved in Pre departure training programme. **[10]**

**Q3) a)** Define HCN, PCN, and TCN. What are the differences in the compensations for PCN's and TCN's ? **[10]**

OR

b) What are the objectives of international compensation ? Explain with examples. **[10]**

**P.T.O.**

**Q4) a) What are the components of international compensation program? [10]**

OR

b) How is the appraisal of international employees done? Discuss. [10]

**Q5) a) Discuss the role of Trade unions in multinationals. [10]**

OR

b) How is the performance management of international employee done?[10]



Total No. of Questions : 5]

SEAT No. :

**P3722**

[5269]-208

[Total No. of Pages : 1

**M.B.S.**

**203-IB : GLOBAL LOGISTICS & SUPPLY CHAINS**

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

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** What is Global Logistics ? Explain in detail importance of documentation in Global Logistics.

OR

- b) Write a note on:
- i) 5 P's of Logistics
  - ii) Transportation Infrastructure

**Q2) a)** What is Transportation. Explain in detail Merits & Demerits of Railway transportation.

OR

- b) Explain in detail types of ships in global logistics.

**Q3) a)** Explain the Function & Role of custom Brokers in shipping.

OR

- b) Write a note on:
- i) Ocean Shipping Procedure
  - ii) Freight Forwarders and consolidators

**Q4) a)** What are the major ports in India. Explain the importance of any two ports in detail.

OR

- b) List out important sea Routes. Explain any two important sea Routes.

**Q5) a)** What do you mean by containerization. Describe in details container sizes, dimensions & capacity of container.

OR

- b) What is containerization? Explain recent development in containerization.



Total No. of Questions : 5]

SEAT No. :

**P3723**

**[5269]-209**

[Total No. of Pages : 2

**M.B.S.**

**203 - SCM : SUPPLY CHAIN PLANNING**

**(Specialization - IV)**

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

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Discuss forecasting with suitable examples. **[10]**

OR

b) Explain each in brief the traditional forecasting techniques. **[10]**

**Q2) a)** Explain the importance of demand management in supply chain management. Also discuss about collaborative planning. **[10]**

OR

b) Should company go for maximum customer service level or bear stock out cost? Comment. **[10]**

**Q3) a)** Explain aggregate planning in manufacturing organization? **[10]**

OR

b) “In modernized supply chain planning is gaining more importance”. Justify the statement. **[10]**

**P.T.O.**

**Q4) a)** “SCM is one of the dynamic decision making area because of the uncertainties in supply chain”. Discuss in detail. **[10]**

OR

b) Discuss the strategies of managing demands & seasonality in supply chains. **[10]**

**Q5) a)** Explain the various challenges faced in network configuration. **[10]**

OR

b) Explain trade off between service and cost due to network decisions. Discuss the role of network decisions on responsiveness of SC. **[10]**



Total No. of Questions : 5]

SEAT No. :

**P3724**

[5269]-210

[Total No. of Pages : 1

**M.B.S.**

**(203) SPECIAL AREAS IN RURAL MARKETING**

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

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** What are the challenges for FMCG industry for rural perspective ? **[10]**

OR

b) Describe scenario of Rural marketing in FMCG. **[10]**

**Q2) a)** What is the scenario for Rural market in consumer Durables ? **[10]**

OR

b) Differentiate between Consumer durable and FMCG marketing in rural markets ? **[10]**

**Q3) a)** How rural market in Financial services spreading in India ? **[10]**

OR

b) What are the opportunities for banking in rural areas? **[10]**

**Q4) a)** Describe Indian Tractor industry in detail. **[10]**

OR

b) Describe 'Indian Agrochemical market' and its impact in rural market. **[10]**

**Q5) a)** Explain characteristics of Handicrafts industry. **[10]**

OR

b) What are characteristics of Indian rural cottage industries ? **[10]**





Total No. of Questions : 5]

SEAT No. :

**P3725**

[5269]-211

[Total No. of Pages : 2

**M.B.S.**

**(FBM-203) : INTRAPRENUERSHIP**

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

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** What is an intrapreneur ? What are the risks to be an intrapreneur ? Discuss in details. **[10]**

OR

b) How an intrapreneur is different from entrepreneur ? What are the risks associated with intrapreneur? **[10]**

**Q2) a)** What is scaling ideas ? How it helps in growth of organization. Discuss in details. **[10]**

OR

b) What do you mean by 'navigating the idea space'? How it helps the intrapreneur, Explain with examples. **[10]**

**Q3) a)** What is idea screening ? What is idea advocacy from organization perspective ? Discuss with suitable examples. **[10]**

OR

b) What is the process of 'Design Considerations for Idea Advocacy and Screening'? Discuss in details. **[10]**

**Q4) a)** How an intrapreneur creates the commercialization team ? is working with the commercialization team very difficult? Discuss in details. **[10]**

OR

b) What is the process of idea commercialization ? Discuss in details with suitable examples. **[10]**

**P.T.O.**

**Q5) a)** How practice of intrapreneurship gives competitive advantage to organization? Discuss with suitable examples. **[10]**

OR

**b)** How the intrapreneurship processes can be linked to business value? Discuss with examples. **[10]**



Total No. of Questions : 5]

SEAT No. :

**P3726**

**[5269]-212**

[Total No. of Pages : 2

**M.B.S. (Tech. Mgmt. Specialization-IV)**

**(TM-203) TECHNOLOGY TRANSFER AND COMMERCIALIZATION  
(2013 - Pattern) (Semester-II)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Explain various steps in Technology Transfer and Transmission Process. **[10]**

OR

b) Explain steps in Technology Commercialization process. **[10]**

**Q2) a)** Elaborate on Innovation and Risk management. **[10]**

OR

b) Describe how technology valuation and impact analysis is done. **[10]**

**Q3) a)** Explain various financial factors considered while formulating Business Plan. **[10]**

OR

b) Describe Industry Analysis, Trends and Competitive Analysis and its importance. **[10]**

**Q4) a)** Explain full circle in the commercialization loop. **[10]**

OR

b) Describe Start- up, Spin-Off Companies and Joint Ventures. **[10]**

**P.T.O.**

**Q5) a)** Explore Automotive Pvt. Ltd. Has innovated battery operated Auto Rickshaw. The A. K. Auto Agency has shows interested in commercializing this product. Elaborate on how such technology transfer and transmission can take place. **[10]**

OR

b) LED bulb technology is available now. A leading bulb manufacturing company want to adopt such technology. Elaborate on how technology valuation and impact analysis should be done by the company. **[10]**



Total No. of Questions : 5]

SEAT No. :

**P3727**

[5269]-213

[Total No. of Pages : 2

**M.B.S.**

**(MKT-204) CUSTOMER RELATIONSHIP MANAGEMENT  
(2013 - Pattern) (Semester-II)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Discuss the linkage between customer satisfaction, loyalty and business performance. **[10]**

OR

b) Explain CRM with commercial and not-for-profit content. **[10]**

**Q2) a)** Explain the concept of customer value. Discuss the sources of customer value. **[10]**

OR

b) Describe KPI for a customer Retention programme. Also elaborate on the economics of customer Retention. **[10]**

**Q3) a)** Elaborate on the concepts of Data Intergration and Data warehousing. **[10]**

OR

b) Discuss and explain the term Customer Experience' Also discuss the Experiential marketing strategies and Tactics. **[10]**

**Q4) a)** Discuss the meaning and importance of supplier Accrediation Programes. **[10]**

OR

b) What is E-Procurement. Discuss the advantages associated with it. **[10]**

**P.T.O.**

**Q5) a)** Discuss the importance of Empowerment. Also discuss the strategic goods of CRM. **[10]**

OR

b) Discuss the conventional customer management structures. Also explain the linkage between organizational roles and CRM. **[10]**



Total No. of Questions : 5]

SEAT No. :

**P3728**

**[5269]-214**

[Total No. of Pages : 4

**M.B.S.**

**204 - FIN : INCOME TAX - PART - II**

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

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions carry equal marks and are compulsory.*
- 2) *Use of accounting calculators are allowed.*
- 3) *All calculation is for A. Y. 2016-17 and F. Y. 2015-16.*

**Q1) a)** Define.

- i) Assessee
- ii) Assessment Year
- iii) Previous Year
- iv) Person
- v) Income

OR

**b)** Distinguish between

- i) Direct Tax and Indirect Tax
- ii) Exemption and Deduction

**Q2) a)** i) Explain the basic principal governing deductibility of expenses under section 30 to 44 DB in Income from business and profession.

- ii) What incomes are chargeable under the head “Profits and Gains of business or profession”?

OR

**b)** The following is the profit and loss A/c for the financial year ending 31<sup>st</sup> March 2016 furnished by Mr. XYZ.

**P.T.O.**

Profit and Loss A/C

Particulars	Amount(Rs.)	Particulars	Amount(Rs.)
To Salary	40,000	By Gross Profit	3,57,000
To Advertisement	15,000	By Interest on Fixed Deposit	19,000
To Repairs & Insurance	32,000	By Dividend	6,000
To Depreciation	36,000	By Bad debts Recovered	15,000
To Rent & Taxes	13,000	By Commission	25,000
To Wealth Tax	9,000	By Sundry Receipts	3,000
To Sales Tax	25,000		
To Legal Charges	12,500		
To R.D.D.	5,000		
To Banking Cash Transaction Tax	8,000		
To Interest paid on capital	7,500		
To Bad Debts	9,000		
To Net Profit	2,13,000		
	4,25,000		4,25,000

Other Information:

- i) Salary includes Rs. 3000 paid to a domestic servant.
- ii) Repairs include Rs. 3500 as repairing to the residential house.
- iii) Allowable amount of depreciation as per income tax rule is Rs. 32000.
- iv) Sales tax includes Rs. 3000 as penalty and Rs. 2000 as interest for late payment of sales tax by the sales tax authority.
- v) Bad debts recovered were written - off in the year 2013-14.



- Q3)** a) i) What is 'Annual Value'? State the deductions that are allowed from Annual - Value in computing the taxable income from house property.
- ii) What is 'Capital Gain'? State its types and the conditions to be fulfilled before any income becomes liable to be taxed under capital gain.

OR

- b) Mr. S purchased a house property for Rs. 3,00,000 on 1st May 1975. The following expenses are incurred by him for making addition and alteration to the house property.

- i) Cost of construction of first floor in 1979-80 Rs. 3,60,000
- ii) Cost of construction of second floor in 1984-85. Rs. 4,40,000.
- iii) Renovation of the property in 1997-98 Rs. 2,50,000

Fair market value of the property on 1-4-1981 is Rs. 7,20,000. The house property was sold in November 2015. for Rs. 99,50,000. by incurring expenditure of Rs. 1,60,000 on transfer. The CII for 1981 - 82, 1984 - 85, 1997 - 98 and 2015 - 16 were 100, 125, 331 and 852 respectively. Compute the taxable capital gain for A.y 2016 - 17.

- Q4)** a) i) State the various provisions relating to set off and carry forward of losses' under Income Tax Act 1961.
- ii) Write short notes on
- 1) Tax Rate and liability
- 2) Minimum Alternate Tax
- b) Mrs. ABC submits the following particulars of her income for the p.y 2015 -16.
- i) Interest on R.P.F. account @ 12.5% from her employer Rs. 1,50,000.
- ii) Interest received on P.P.F account Rs. 1,60,000.

- iii) Interest on loan taken for construction of self - contained residential house property [with her 60% ownership share in this house] @ 12.5% Rs. 2,70,000. Construction loan [taken in P.Y 2015 - 16]
- iv) Interest received @ 12% on capital in a partnership firm as a partner in the said firm Rs. 1,80,000/-
- v) Interest received on fixed deposit @ 12% from Bank of India after 10% Income Tax deducted at source Rs. 1,89,000. Find out her net income and tax liability for A.Y. 2016 - 17 assuming that she has paid an advance tax of Rs. 30,000/-

**Q5) a)** Explain the Tax planning process for setting up of a new unit.

OR

b) What is the significance of tax planning for managerial decisions?

**x x x**

Total No. of Questions : 5]

SEAT No. :

**P3729**

[5269]-215

[Total No. of Pages : 1

**M.B.S.**

**INFORMATION TECHNOLOGY MANAGEMENT**

**(204-IT) Information Security and Audit**

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

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Explain the importance of Physical Security for protecting information system assets. **[10]**

OR

b) Describe Risks involved in information security.

**Q2) a)** Explain overview of Network Security in Networking Communications. **[10]**

OR

b) Describe methods to manage Security in Wireless Networks ?

**Q3) a)** Explain various Cryptographic Techniques to enhance the Security. **[10]**

OR

b) How Encryption and Firewalls are helpful for Information Security ? Describe.

**Q4) a)** What is the need of Information Security Auditing ? How it helps to increase the Performance ? **[10]**

OR

b) Explain various auditing techniques for Information Security.

**Q5) a)** What is the Objective of ISA Controls ? How it helps in Auditing ? **[10]**

OR

b) Explain different types of ISA Controls with Risks involved in it.



Total No. of Questions : 5]

SEAT No. :

**P3730**

**[5269]-216**

[Total No. of Pages : 1

**M.B.S.**

**204 (OPE) : QUALITY MANAGEMENT STANDARDS**

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

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Explain E.F.Q.M. Excellence model. **[10]**

OR

b) Explain the requirement for certification of ISO 9001 - 2008.

**Q2) a)** Explain the clause “Process and Documentation” in quality management system standard. **[10]**

OR

b) Explain the role of Top Management in implementation of quality management system.

**Q3) a)** Explain the features of Environmental management system standard ISO 14001 : 2004. **[10]**

OR

b) Explain the environmental issues associates with organisation activities, operations, services and product.

**Q4) a)** Explain the process of planning in OHSAS. 18001 - 2007 standard. **[10]**

OR

b) Explain the process of formation of policies in OHSAS : 18001 - 2007 standard.

**Q5) a)** Explain the contents of E.O.H.S. (Environmental and Occupational Health and Safety) manual. **[10]**

OR

b) What is the inter-relation between legal register, risk register and impact register in E.O.H.S. manual.



Total No. of Questions : 5]

SEAT No. :

**P3731**

**[5269]-217**

[Total No. of Pages : 2

**M.B.S.**

**204 HR : EMPLOYEE REWARD MANAGEMENT**

**(2013 Pattern) (Semester - II) (HRM, Elective Core)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** What are the elements of reward management system and discuss the factors affecting reward system. **[10]**

OR

b) Explain the policy and practices of Reward system and elaborate the impact on environment-internal & external. **[10]**

**Q2) a)** Developing Grade and pay Structure is the key role of HR manager, explain with suitable example. **[10]**

OR

b) Write a short notes on;

i) Types of Grade & pay structure. **[5]**

ii) Individual pay. **[5]**

**Q3) a)** Write a short notes on;

i) Rewarding special groups. **[5]**

ii) International reward. **[5]**

OR

b) Reward Management plays critical role in development of an organization, discuss with suitable example. **[10]**

**P.T.O.**

**Q4) a)** Trade union plays important role in Reward Management, discuss with suitable example. **[10]**

OR

b) Elaborate the Govt. and legal issues in reward system in India, give suitable example. **[10]**

**Q5) a)** “Effective reward management system enhances the performance of an employee”. Elaborate the statement with suitable examples. **[10]**

OR

b) Write a detail note on, “Reward Management System practiced by NGO’s”. **[10]**



Total No. of Questions : 5]

SEAT No. :

**P3732**

**[5269]-218**

[Total No. of Pages : 2

**M.B.S.**

**204 - IB : FOREIGN EXCHANGE MANAGEMENT**

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

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** What is foreign Exchange? Explain the statutory basis of foreign Exchange.

OR

Explain 'Fixed - Flexible exchange rate' system.

**Q2)** How to determine the rate of Exchange? Explain monetary portfolio balance.

OR

Write short notes on (any two):-

- a) Purchasing power parity approaches.
- b) Over valued and under value cassencius.
- c) India's forex scenario.
- d) BOP crisis of 1990.

**Q3)** What are the general factors of exchange rate fluctuations.

OR

Explain 'Price Theory of Exchange' rate volatility.

**P.T.O.**

**Q4)** What is the 'Expectation' theory? Explain International fisher effect.

OR

Explain the 'Exchange market' and 'cross rate of Exchange'.

**Q5)** Discuss the 'Fisher Black's optional - pricing model'.

OR

Explain 'Euro currency market' and its instruments.





Total No. of Questions : 5]

SEAT No. :

**P3733**

**[5269]-219**

[Total No. of Pages : 2

**M.B.S.**

**204 SCM : SUPPLY CHAIN COORDINATION**

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

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** What is the importance of Coordination of Supply chain with R & D?[10]

OR

b) Discuss the importance of Coordination of Supply chain with Traditional Retail functions for supply chain Economics. [10]

**Q2) a)** Discuss in detail role of IT in supply chain Coordination. [10]

OR

b) What is Bull Whip effect impact on manufacturing cost and inventory cost? [10]

**Q3) a)** Explain in detail how Information accuracy can be improved with examples. [10]

OR

b) Discuss designing pricing strategies to stabilize orders in detail. [10]

**P.T.O.**

**Q4) a)** Explain in detail Deterrence based view and process based view in building strategic partnerships in SC. **[10]**

OR

b) Write a detail note on accessing value of relationship. **[10]**

**Q5) a)** What are the requirements for successful CPFR? **[10]**

OR

b) Explain in detail Retail event Collaboration and DC replenishment Collaboration with examples. **[10]**



Total No. of Questions : 5]

SEAT No. :

**P3734**

**[5269]-220**

[Total No. of Pages : 1

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

**204 - RABM : RURAL AND AGRIBUSINESS MANAGEMENT**

**ICT for Agriculture Management**

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

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *Figures to the right indicate full marks.*
- 2) *Answer all questions.*

**Q1)** Explain ICT and its ramifications for rural economics. **[10]**

OR

Explain various ICT enabled rural service related to health and Insurance. **[10]**

**Q2)** Explain in detail the issues and challenges for ICT information services. **[10]**

OR

Explain the Crisis management information Services. **[10]**

**Q3)** Explain the advantage and opportunities for market access ICT services. **[10]**

OR

Explain virtual trading floor and holistic trading services. **[10]**

**Q4)** Explain common ICT platforms for financial services. **[10]**

OR

Explain the issues and challenges for ICT financial inclusion services. **[10]**

**Q5)** Explain in detail GIS. **[10]**

OR

Explain Remote sensing and image processing in GIS. **[10]**



Total No. of Questions : 5]

SEAT No. :

**P3735**

[5269]-221

[Total No. of Pages : 2

**M.B.S.**

**204-FBM : MANAGING, GROWING AND EXITING THE NEW  
VENTURE**

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

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** Explain the generation of new Entry opportunity & its competitive advantage.

OR

Discuss Environmental Instability and First Mover (Dis)advantages in New Entry.

**Q2)** Explain with examples product development strategies and diversification strategies in Growth.

OR

“In implication of growth in firm, financial control is important”. Explain the statement.

**Q3)** How Franchising can be used for growth of Business?

OR

Write short note on:

- i) Joint venture.
- ii) Merger.

**P.T.O.**

**Q4)** Discuss advantages and disadvantages of going public.

OR

Explain the term under writer selection in going public.

**Q5)** What are the warning signs of Bankruptcy? Discuss in detail.

OR

Discuss the exit strategies during the ending the venture.



Total No. of Questions : 5]

SEAT No. :

**P3736**

**[5269]-222**

[Total No. of Pages : 1

**M.B.S.**

**SPECIALIZATION - V : TECHNOLOGY MANAGEMENT**

**204 - TM: Technology Use & Assessment**

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

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a) Elaborate scope of Technology Assessment in detail. [10]**

**OR**

**b) Explain the technology Assessment criteria - Authority of sustainability.[10]**

**Q2) a) Explain in detail the influence of Technology on Energy. [10]**

**OR**

**b) Explain the influence of Technology on Environment. [10]**

**Q3) a) Explain Risk and Impact Assessment Technique of Technology Assessment. [10]**

**OR**

**b) Explain force field Analysis Technique of Technology Assessment.[10]**

**Q4) a) Explain Technology usability attributes in detail. [10]**

**OR**

**b) Explain Task Analysis as Technology usability research method. [10]**

**Q5) a) Elaborate various steps of conducting research on Technology use.[10]**

**OR**

**b) Explain importance of gathering and analysing data in conducting research on Technology use. [10]**



Total No. of Questions : 5]

SEAT No. :

**P3737**

[Total No. of Pages :2

**[5269] - 223**

**M.B.S.**

**205 - MKT : RETAIL MARKETING**

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

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1) a)** What is retailing? Explain Global Retail Scenario in detail with suitable examples. **[10]**

OR

b) Explain in detail Non Traditional Retail Classification with appropriate examples. **[10]**

**Q2) a)** Explain steps involved in choosing a retail location and methods of evaluating a trading area. **[10]**

OR

b) Explain the strategic retail planning process in detail. **[10]**

**P.T.O.**

**Q3) a)** Variety (breadth), Assortment (Depth) and product availability are the corner stones of the assorted planning process. Provide examples of retailers that have done an outstanding job of positioning their stores on the basis of one or more of these issues. **[10]**

OR

b) Compare between the top management's merchandising strategy and merchandise planner's merchandising approach. **[10]**

**Q4) a)** How important is the role of pricing in retail marketing mix? Briefly discuss the various retail pricing approaches available to the retailer. **[10]**

OR

b) Explain the role of communication in retailing and how do we implement and evaluate the retail communications programs. **[10]**

**Q5) a)** Explain the impact of FDI in overcoming the challenges in Indian retail market. **[10]**

OR

b) Discuss the different challenges in Indian Retail Sector & Measures to overcome it. **[10]**





Total No. of Questions : 5]

SEAT No. :

**P3738**

[Total No. of Pages :2

[5269] - 224

**M.B.S.**

**(205 FIN) : FINANCIAL RISK MANAGEMENT**

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

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1)** What are the various risk management approaches that an organizations can adopt? **[10]**

OR

Define Risks. Explain the evolution and the environment of Financial Risk.

**Q2)** Describe risk and forecasting issues in asset process. How portfolio risk of more than one asset is calculated? **[10]**

OR

Discuss how ARMA process is used in generating currency forecasts and decision making.

**Q3)** 'Currency' risk analysis is necessary while investing globally. Explain. **[10]**

OR

How value at Risk for fixed income portfolio is calculated? Describe cashflows mapping in fixed income portfolios.

**P.T.O.**

**Q4) What is the rationale behind the rating used by credit rating agencies? [10]**

OR

Explain the various RBI guidelines for credit and market risk management.

**Q5) Discuss operational, integrated risk management framework. [10]**

OR

Explain the role of risk management offices. Discuss the various settings of risk limits.



Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages :2

**P3739**

**[5269] - 225**

**M.B.S.**

**INFORMATION TECHNOLOGY MANAGEMENT**

**Specialization - VI**

**205 - IT : Data Warehousing and Data Mining**

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

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

*All questions are compulsory.*

**Q1)** Explain clustering and its method in data mining.

**[10]**

OR

What is Data Warehousing? Explain three tier data warehousing architecture in detail.

**Q2)** What is OLAP? What are 3 types of OLAP Servers.

**[10]**

OR

What is data processing? Explain major task related with it.

**Q3)** Define dimension modeling. Explain various types with example.

**[10]**

OR

What is data cube? Explain OLAP data indexing.

**P.T.O.**

**Q4)** Discuss how data mining is helpful in retail industry.

**[10]**

OR

What is data mining? Explain data mining functionalities in detail.

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

**[10]**

- a) Data reduction.
- b) Backend tools Data Warehousing.
- c) Data compression.
- d) Schemas.



Total No. of Questions : 5]

SEAT No. :

**P3740**

[Total No. of Pages :2

[5269] - 226

**M.B.S.**

**205 (OPE) : WORLD CLASS MANUFACTURING**

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

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

- 1) Answer 5 questions.*
- 2) All questions carry equal marks(10).*

**Q1)** What is the world class manufacturing? Explain its significance and scope.

OR

Define 'information age'. Explain the operating environment of the 'information age'.

**Q2)** Define competitive advantage. Explain Hall's framework of value - added Engineering.

OR

Discuss the first principle and philosophy of world class manufacturing.

**Q3)** Define the concept of 'Kanban' and 'Lean production tools' and explain their importance.

OR

Explain the material processing and handling tools.

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

**Q4)** Write short notes on (any two):

- a) Role of 'IT' in Indian Manufacturing.
- b) Manufacturing performance strategies in India.
- c) Planned strategies of Indian Manufacturing Firms.

OR

“Is India ready for world class manufacturing”? Justify the statement.

**Q5)** Define 'Po-P' and 'TOPP' system. Explain the AMBITE system in the world class Manufacturing.

OR

What is the concept of 'Balance Score Card'? Explain the Human Resource Dimensions in world class manufacturing.



Total No. of Questions : 5]

SEAT No. :

**P3741**

[Total No. of Pages :2

[5269] - 227

**M.B.S.**

**CHO-205 (HR) . HUMAN RESOURCE MANAGEMENT**

**Change Management**

**(Semester - II) (2013 Pattern) (Spec1 - VI)**

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1)** Define change. Discuss the seven phases of change.

OR

Explain why change is essential for any organisation to make progress.

**Q2)** What is mean by change and Role of the manager.

OR

Change : A Managerial necessity : Comment.

**Q3)** Explain in detail organizational polities & change.

OR

Explain learning organization and their dimensions.

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

**Q4)** Explain the role of leaders in change management.

OR

Write in detail about any leader, CEO who has efficiently lead the change in his organisation.

**Q5)** What are the major challenges involved in executing change in any organisation.

OR

Explain the reasons, Why changes succeed or fail.





Total No. of Questions :5]

SEAT No. :

[Total No. of Pages :2

**P3742**

**[5269] - 228**

**M.B.S.**

**INTERNATIONAL BUSINESS MANAGEMENT SPL - IV**

**205 - IB : Global Competitiveness and Strategic Alliance**

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

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1)** State various approaches towards national Competitiveness study.

OR

Explain the various factors that determine the international environment for a particular Industry.

**Q2)** How do quality and productivity play the role in achieving world class competitiveness advantages?

OR

Describe the importance of technology & innovation in building competitiveness study.

**Q3)** How to build global competitiveness of Indian General Insurance Company?

OR

Write the status of Global Competitiveness of Indian Companies. Even after more 60 years of Independence India could not be able to produce many MNC. Why?

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

**Q4)** A leading Two-wheeler company in India has broken its alliance with its foreign partner. Analyse the business scenario post react to its plan?

OR

Define Joint Venture. Explain the benefits and scope of Strategic Alliance and its limitations.

**Q5)** A leading Shoe manufacturer specialized in sports shoe have short listed Australia and China for the first overseas market entry. Which country would you suggest out of the two for the Venture?

OR

Indian two wheeler gaint planning to manufacture its first indigenous small car, what type of competitive strengths it must acquire before the launch in local as well as in Global market.



Total No. of Questions :5]

SEAT No. :

[Total No. of Pages :2

**P3743**

**[5269] - 229**

**M.B.S.**

**SPECIALISATION - IV**

**SCM - 205 : Supply Chain Performance Management**

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

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1)** Explain various decision areas in the supply chain.

OR

Discuss modern and contemporary measures of supply chain performance and how they can be useful in managing supply chain effectiveness.

**Q2)** Emphasize the importance of customer service and set out the elements of Customer service.

OR

Every organization swears by customer service to satisfy their needs and even exceed their expectations. But more often than not, they do not succeed. Why do you think this happens? Choose any specific industry or Product group as an example, and explain how such an organization can establish suitable and focused metrics on customer satisfaction.

**Q3)** Explain Activity based Costing system? How can you use ABC system and balanced scorecard in a complementary fashion?

OR

Compare and contrast Activity- Based costing and target-Based costing Methods as tools for cost-reduction. Illustrate your answer with suitable examples.

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

**Q4)** Discuss SCOR model with reference to supply chain performance.

OR

What are the advantages and disadvantages of EFQM model.

**Q5)** Quality is a vital performance measure which has several dimensions and with internal and external implications. Why do we say so? Elaborate your answer using the example of a high-class multi-cuisine restaurant and identify at least 6 different metrics to assess its quality performance.

OR

What are benchmarking and its levels? Why is it so important? Why is it useful in supply chain performance management? As a FMCG firm how would you see this evaluation tool?



Total No. of Questions :5]

SEAT No. :

[Total No. of Pages :2

**P3744**

**[5269] - 230**

**M.B.S.**

**205 - RABM : RURAL AND AGRIBUSINESS MANAGEMENT**

**Millennium Development Goals (Specialisation - VI)**

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

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1)** What is the applicability of Millennium Development Goals to rural economy? How is the MDG originated? How this would contribute to agricultural economy? **[10]**

OR

How eight MDGs (Millennium Development Goals) could contribute to the development of Indian agriculture? Discuss. **[10]**

**Q2)** What is the role of agriculture in meeting MDGs? What do you mean by marginalization of poverty under structural adjustment? **[10]**

OR

What do you understand by “pro-poor” growth? Is agriculture the only means to achieve this? Justify. **[10]**

**Q3)** How could agriculture contribute to nutrition security? How could the poverty be reduced through agriculture led economic growth? Discuss with appropriate examples. **[10]**

OR

What is the contribution of MDGs toward eradicating poverty and hunger? Discuss in detail. **[10]**

**P.T.O.**

**Q4)** How rural infrastructure would contribute to agricultural growth and also in achieving MDGs? How policy actions and trade policies impact on MDGs? Discuss in detail. **[10]**

OR

“Planned Agriculture Water Management (AWM) investments can lead to poverty alleviation.” Discuss. **[10]**

**Q5)** What is the role of private sector in supporting agriculture in meeting MDGs? Does private sector contribute to rural infrastructure development? Explain with relevant examples. **[10]**

OR

Bring an account of Non-farm sector in rural India. How it is significant as a sustainable employment generator? Discuss. **[10]**



Total No. of Questions :5]

SEAT No. :

[Total No. of Pages :2

**P3745**

**[5269] - 231**

**M.B.S.**

**FBM - 205 : Private Equity  
(2013 Pattern) (Semester - II)**

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1)** Explain the role of private equity and venture capital in economic development. **[10]**

OR

Discuss the issues of Private equity in Emerging Markets.

**Q2)** Discuss the approaches to inventorying base of opportunities in PE. **[10]**

OR

What is the role of Government in building of a venture capital base in emerging markets?

**Q3)** Describe the special issues in setting up a system for deal processing of private equity. **[10]**

OR

Explain the special diligence factors in emerging markets and approaches to analyze these factors.

**P.T.O.**

**Q4)** Explain the basic universal PE/VC valuation methods. **[10]**

OR

What are the special considerations short term sheet provisions in PEEM-IFC's?

**Q5)** Discuss the strategies for domestic and offshore trade sales of PE. **[10]**

OR

Explain the role and risks of local listing. List the information resources for offshore listing.





Total No. of Questions :5]

SEAT No. :

**P3746**

[Total No. of Pages :2

[5269] - 232

**M.B.S.**

**205 - TM : Managing Innovation - II  
(2013 Pattern) (Semester - II)**

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1)** a) Discuss and explain the Generic Strategies for world wide Innovation.

OR

- b) Discuss the following two methods of Globalization:-
- i) Strategic Alliances.
  - ii) Licensing.

Also elaborate on the concept of 'Globalization'.

**Q2)** a) Discuss the importance of 'Technology transfer' and 'Commercialization' with respect to implementation of innovation.

OR

- b) Elaborate on the entry strategies for innovation.

**Q3)** a) 'Do you agree that National Governments have a role to play in innovation?' If yes, elaborate on the same.

OR

- b) Explain the various Government actions which are related to innovation.

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

**Q4)** a) 'Do service organizations innovate'? - Explain. Also discuss the concept of innovation in services.

OR

b) What is the 'CI-3' Framework. Explain mentioning the benefits of the framework.

**Q5)** a) Give the differences between social innovations and organizational innovations. Quote appropriate examples.

OR

b) Give the overview of National Innovation systems in Japan and USA.

