

Total No. of Questions : 5]

SEAT No. :

P3249

[Total No. of Pages : 2

[5276]-101

P.G.D.B.M.

101 : ORGANIZATIONAL BEHAVIOUR

(2013 Pattern) (Semester - I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *All question carry equal marks.*
- 3) *Attempt any 1 from each at the questions eg. Q1a or Q1b.*

Q1) a) Define the term organizational Behaviour. Explain the theoretical frame work in terms of social cognitive frame work.

OR

b) "Organization behaviour is becoming more important in the global economy" Comment.

Q2) a) In Vrooms motivation model, What is valence, expentency & instrumentality. How there variables relate to work motivation.

OR

b) "Matching the right personality with right company employees can achieve a better synergy" Comment.

Q3) a) Explain the difference between Group & team. "Creating effective team is a challenge".

OR

b) In the present scenario, do you think, "to be a leader" is more challenging than past days. Explain with some of the changed requirement of leadership qualities in todays context.

P.T.O.

Q4) a) What "Organizational culture? Explain the formal & informal organizational culture with examples.

OR

b) "Workplace spirituality" is gaining importance in the current business scenario". Illustrate with suitable examples.

Q5) a) "Resistance to change is normal part of the process of change". What techniques would you see in overcoming such resistance?

OR

b) Explain the Kurt - Lewin's model of organization change.



Total No. of Questions : 5]

SEAT No. :

P3250

[Total No. of Pages : 4

[5276]-102

P.G.D.B.M.

102 : ACCOUNTING FOR BUSINESS DECISION

(2013 Pattern)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Explain the relationship between financial, cost and management accounting?

OR

- b) Write short notes on :-
- i) Convention of full Disclosure.
 - ii) Going concern concept

Q2) a) Write short notes on :-

- i) Objectives of financial statements
- ii) Fixed Assets as per schedule VIth of companies Act.

OR

- b) Write the format of financial statements of sole proprietorship firm?

Q3) a) Describe the different types of costs?

OR

P.T.O.

- b) Prepare a cost sheet from the following data, for Mumbai Traders for the year ended 31-03-2014.

Cost of Direct Materials	2,00,000
Direct Wages	1,00,000
Cost of Special Patterns	40,000
Factory Rent & Insurance	5,000
Carriage Outward	2,500
Printing & Stationery	500
Selling Cost	4,000
Factory Indirect Material	1,000
General Works Overheads	2,000
Sales	4,00,000
Office Indirect Materials	5,000
Postage & Telegrams	2,000
Outstanding Chargeable Expenses	2,000
Interest on Loan	2,150
Factory Indirect Wages	3,000
Travelling Salesman's salary	4,000
Royalties	8,000
Bad Debts	1,000

- Q4) a)** Prepare a stores ledger account on the basis of FIFO method.

Date	Particulars	Quantity (units)	Rate per unit
2011 March			
1	Materials on hand	300	9.70
3	Purchases	250	9.80
11	Issues	390	-
14	Shortage	10	-
15	Purchases	300	10.05
18	Purchases	150	9.60
20	Issues	210	-
24	Purchases	110	9.90
25	Issues	300	-

OR

b) Two components A & B are used as follows :

Normal Usage = 50 per week each

Re-order Quantity = A – 300 B – 500

Maximum usage = 75 per week each

Minimum usage = 25 per week each

Re-order period = A – 4 to 6 weeks

= B – 2 to 4 weeks

Calculate for each component

- \
- i) Re-order level
 - ii) Minimum level
 - iii) Maximum level
 - iv) Average stock level

Q5) a) The turnover and profits during the two periods are as follows :

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

You are required to calculate

- i) P/V Ratio
- ii) BEP (sales)
- iii) Sales required to earn a profit of Rs 10 lakhs.
- iv) Profit when sales are Rs 50 lakhs.

OR

- b) Prepare a flexible budget for overheads on the basis of the following data at 50% and 60% capacity.

Variable overheads	At 60% capacity
	(Rs)
Indirect Material	6,000
Labour	18,000
Semi Variable overheads :	
Electricity (40% fixed & 60% variable)	30,000
Repairs (80% fixed & 20% variable)	3,000
Fixed Overheads :	
Depreciation	16,500
Insurance	4,500
Salaries	15,000



Total No. of Questions : 5]

SEAT No. :

P3251

[Total No. of Pages : 1

[5276]-103

P.G.D.B.M.

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions carry (10 marks each).*
- 2) *Attempt any five.*
- 3) *Draw graphs wherever necessary.*

- Q1)** a) Explain the concept of principle Agent problem.
b) Difference between accounting profit and economic profit.
- Q2)** a) How price discrimination is done and when it is profitable?
b) What are the various methods of demand forecasting?
- Q3)** a) Explain the concept of break even point with its importance.
b) Explain the concept of decision tree Analysis with example. What are the key steps decision tree Analysis?
- Q4)** a) Explain the regulatory functions of R.B.I. Explain the role of open market operation in detail.
b) Role and functions of capital market in India.
- Q5)** a) How W.T.O. is superior to GATT. Explain the difference between the two.
b) Explain the concept of revenue account and capital account is union budget.



Total No. of Questions : 5]

SEAT No. :

P3252

[Total No. of Pages : 2

[5276]-104

P.G.D.B.M.

BUSINESS RESEARCH METHODS

(2013 Pattern) (Semester - I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

- Q1)** a) i) Define the term business research. What are the objectives of business research? [5]
- ii) Briefly describe the steps in research process. [5]

OR

- b) Draft a research proposal for any one of the following : [10]
- i) A passenger car company wants to conduct study on distribution channel.
 - ii) A bank interested in finding out the customer satisfaction level.

- Q2)** a) Explain the following concepts : [10]
- i) Control group
 - ii) Concomitant variable
 - iii) Extraneous variable
 - iv) Dependent variable
 - v) Independent variable

OR

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

P.T.O.

Q3) a) What is primary data? Explain the advantages and disadvantages of primary data over secondary data. **[10]**

OR

b) Prepare a questionnaire for any one of the following situation : **[10]**

i) Causes of small scale industries sickness in India.

ii) Problem faced by customers for online shopping.

Q4) a) Define the following concept with example. **[10]**

i) Population

ii) Sampling

iii) Sampling Error

iv) Non Sampling Error

v) Sample size

OR

b) Describe briefly, the commonly used various sampling techniques in business research methods. **[10]**

Q5) a) What is chi-square test? Explain its significance in statistical analysis in research. **[10]**

OR

b) What is data analysis in research methods? Explain bivariate and multivariate analysis. **[10]**



Total No. of Questions :5]

SEAT No. :

P3253

[Total No. of Pages : 2

[5276] - 105

P.G.D.B.M

105: MANAGEMENT FUNDAMENTALS

(Semester - I) (2013 Pattern)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) a) Define Management. Elaborate the challenges that are faced by management.

OR

b) Describe briefly the concept of scientific management of F.W Taylor.

Q2) a) What is formal organization? State the advantages and disadvantages of formal organization.

OR

b) What are the different types of organizational structure?

Q3) a) What is planning? Discuss its importance and point out the various steps necessary in the planning process.

OR

b) "Management means making of decisions and execution thereof." Comment. Describe the usual steps in the process of decision-making.

P.T.O.

Q4) a) Why control is must in business organization? Explain the scope of control.

OR

b) Define Co-ordination. State the importance of co-ordination.

Q5) a) Why do employees resist change? How can resistance be overcome?

OR

b) Explain briefly Lewin's Force Field Theory of Change.



Total No. of Questions :5]

SEAT No. :

P3254

[Total No. of Pages :2

[5276] - 201

P.G.D.B.M

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

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) a) What are the functions of Marketing? What are the core concepts studied in Marketing? **[10]**

OR

b) What is the definition of market? Which are the different types of markets? **[10]**

Q2) a) Explain Organizational buying behavior with suitable examples. **[10]**

OR

b) Which are the five steps studied in buyer decision process? **[10]**

Q3) a) Explain the concept of Environment. Explain the need for analyzing the marketing environment. **[10]**

OR

b) What are the various factors studied in Macro Environment? **[10]**

P.T.O.

Q4) a) Explain Segmentation, Target Marketing and Positioning with suitable examples. **[10]**

OR

b) “Marketing as value delivery Process”. Justify your answer. **[10]**

Q5) a) Explain classification of Industrial products with suitable examples. **[10]**

OR

b) What are the Product levels studied in marketing? **[10]**



Total No. of Questions :5]

SEAT No. :

P3255

[Total No. of Pages : 4

[5276] - 202

P.G.D.B.M.

202 : FINANCIAL MANAGEMENT

(2013 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) a) Explain in detail the role of a finance manager.

OR

b) What is financial management? Explain its functions.

Q2) a) Define over capitalization? Explain causes of over capitalization.

OR

b) Explain various factors affecting dividend policy of a firm.

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

Year	Cash Inflow
1	15,000
2	20,000
3	25,000
4	20,000
5	20,000
6	15,000
7	10,000

P.T.O.

Compute the following:

- i) Pay Back period.
- ii) ARR
- iii) NPV @ 10% discount rate.
- iv) Profitability Index @ 10% discount rate.

OR

b) A company is considering the replacement of its existing machine which is obsolete. The company has two alternatives.

- i) to buy machine A similar to the existing machine or
- ii) to buy machine B more expensive but has greater capacity.

The cash flow at present levels of operations under both alternatives are as follows.

Machine/year	0	1	2	3	4	5
Machine A	-25,000	3,000	5,000	8,000	10,000	12,000
Machine B	-40,000	10,000	15,000	20,000	15,000	15,000
P/V factor @ 10%		0.909	0.826	0.751	0.685	0.621

The company's cost of capital is 10%.

Evaluate the above alternatives on the basis of

- i) Pay Back period (If PV factor is 10%)
- ii) Net present value method (If PV factor is 10%) and suggest the best alternative for the company.

Q4) a) Assume that firm has equity capital of Rs.1,00,000. The ratios of the firm are, short Term Debt to Total Debt = 0.4

Total Debt to Equity = 0.6

Fixed Assets to Equity = 0.6

Total Asset Turn over = 2 times

Inventory Turnover = 8 times.

with help of above ratios complete the following Balance sheet.

Balance Sheet

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

OR

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

- Q5) a)** Prepare an estimate of working capital requirement for XYZ Ltd. from the following information.
- i) Raw material = Rs.10 p.u.
 Wages = Rs.2 p.u.
 Overheads = Rs. 3 p.u.
 Profit = Rs. 5 p.u.
 Selling price = Rs. 20 p.u.
 - ii) Projected annual sales 1,00,000 units.
 - iii) Raw material will be in stock for 1 month
 - iv) Material will be in process for 15 days.(Material cost 100%, wages and overheads 50% each)
 - v) Finished goods will be on stock per 1 month.

- vi) Assuming 100% credit sale, average credit period allowed to customers is 2 months.
- vii) Cash balance to be maintained Rs. 10,000.
- viii) Credit period allowed by suppliers 1 month
- ix) Lag in payment of wages and overheads on an average 15 days.

OR

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

Projected Annual sale - 25,000 units. Selling price per unit Rs. 10.

Analysis of selling price shows.

Material cost - 40%

Labor cost - 30%

Overheads - 20%

Profit - 10%

Further details are as follows,

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

Consider 52 weeks in a year.



Total No. of Questions :5]

SEAT No. :

P3256

[Total No. of Pages : 2

[5276] - 203

P.G.D.B.M

203: LEGAL ASPECTS OF BUSINESS

(2013 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) Classify and explain different types of agents. explain in details duties and rights of agents. **[10]**

OR

Explain performance and discharge of contract. **[10]**

Q2) What are the essentials of contract of sale under Sale of Goods Act, 1930?**[10]**

OR

Explain rules regarding delivery of goods. **[10]**

Q3) What are the characteristics of negotiable instrument? Explain Bill of exchange under Negotiable Instruments Act, 1881. **[10]**

OR

Explain liability of parties of negotiable instrument. **[10]**

[5276] - 203

P.T.O.

Q4) What is prospectus under Companies Act, 1956. Explain the contexts of prospectus. **[10]**

OR

Explain share capital. What are the types of share capital under Companies Act, 1956. **[10]**

Q5) Explain Digital Signature under Information Technology Act. **[10]**

OR

Write a short note on any two of the following. **[10]**

- a) Patents
- b) Copy rights
- c) Trade mark



Total No. of Questions :5]

SEAT No. :

P3257

[Total No. of Pages :2

[5276] - 204

P. G . D. B. M.

204 :BUSINESS COMMUNICATION

CBCS (2013 pattern) (Semester - II)

Time : 2.30 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 principles of effective communication?

[10]

OR

There are several barriers to communication. Explain them with examples

Q2) What are the different types of business letters? Write a letter to a Key Account (Key customer) intimating him of a likely rise in the prices of your product with effect from July 1. 2017. Make necessary assumptions. **[10]**

OR

Prepare an internal communication to be circulated amongst managers preparing them of a change in the HR policy effective from July 1,2017. Managers with be expected to attend office 6 days a week as against 5days, as is the present practice you could make necessary assumptions like reducing the number of hours spent per day

Q3) What are the principles of effective presentation?

[10]

OR

What are the principles governing audio visual media in presentations?

P.T.O.

Q4) Assume that you are to face a placement interview for the position of general manager-sales for an automobile company. How would you prepare for the same? **[10]**

OR

Video conferencing and tele-meetings have become common ways of conducting interviews. Comment on this statement while explaining the pros and cons of such methods.

Q5) What are the objectives of a report? What are the different types of business reports? **[10]**

OR

It is essential to plan before preparing a formal report'. Comment on this statement while elaborating on report planning.

& & &

Total No. of Questions : 5]

SEAT No. :

P3258

[5276]-205

[Total No. of Pages : 1

P.G.D.B.M.

**205 : BUSINESS, GOVERNMENT & SOCIETY
(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.*

- Q1)** a) Discuss the role of Business towards the society? [10]
OR
b) What is the role of Foreign Direct Investment toward a Business and Government? [10]
- Q2)** a) How will population and development of people help in eradicating poverty and inequality from the society? [10]
OR
b) How will Privatization and Industrial Development help in improving the economic growth of the nation? [10]
- Q3)** a) Discuss the issues in regulation that come up during privatization. [10]
OR
b) Discuss the various kinds of Public Private Partnerships. [10]
- Q4)** a) Define Globalization. What is MNC and TNC under Globalization? [10]
OR
b) Globalization is a blend of people, technology and Ethical behavior. Comment. [10]
- Q5)** a) Laws under Industrial Relation play a major role for globalization. Comment. [10]
OR
b) Is influence of technology and gender issues one of the reasons for companies going global? [10]

Total No. of Questions : 5]

SEAT No. :

P3259

[5276]-301

[Total No. of Pages : 1

P.G.D.B.M.

**301 : HUMAN RESOURCE MANAGEMENT
(2013 Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Define the term HRM. Explain the roles and responsibility of HR Manager.

OR

b) Differentiate between HRM and SHRM.

Q2) a) Define Manpower Planning. Explain various steps involved in Manpower planning.

OR

b) Define Job Analysis with the specimen of job description and job specification.

Q3) a) Explain the methods of training in detail.

OR

b) What is training evaluation? Explain the techniques of training evaluation.

Q4) a) Explain the various methods of Performance appraisal in detail.

OR

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

Q5) a) Define employee survey. Explain advantages and disadvantages of employee survey.

OR

b) What is meant by downsizing? Explain the reasons of downsizing.



Total No. of Questions : 5]

SEAT No. :

P3260

[5276]-302

[Total No. of Pages : 3

P.G.D.B.M.

**302 : DECISION SCIENCE
(2013 Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Neat diagrams must be draw wherever necessary.*
- 3) *All questions carry equal marks.*
- 4) *Use of simple calculators is allowed.*

- Q1) a)** A company has factories at A, B and C which supply at warehouses D, E, F and G. Monthly capacities are 160, 150 and 190 units respectively. Monthly warehouses requirements are 80, 90, 110 and 160 units.

From	To			
	D	E	F	G
A	12	18	8	7
B	10	19	22	21
C	3	8	10	13

What is the optimal shipping cost schedule?

[10]

OR

- b) A project work consists of four major jobs for which an equal number of contractors have submitted tenders. The tender amount quoted (in lakhs of Rupees) is given in the matrix.

Contractor	Job			
	A	B	C	D
1	10	24	30	15
2	16	22	28	12
3	12	20	32	10
4	9	26	34	16

Find the assignment which minimizes the total cost of the project. **[10]**

P.T.O.

Q2) a) A tailor specializes in ladies dresses. The number of customers approaching the tailor appear to be Poisson with a mean of 6 customers per hour. The tailor attends the customer on first come first serve basis and customer wait if the need be. The tailor can attend the customers at an average rate of 10 customers per hour with the service time exponentially distributed. Calculate. [10]

- i) Utilization parameter.
- ii) Probability that queue - system is idle.
- iii) Average time tailor is free on a 10 hour working day
- iv) Expected number of customers in the shop.
- v) Average waiting time of customer in queue before service.

OR

b) At a bus terminal every bus should leave with driver. At the terminus they keep 2 drivers as reserved if anyone on scheduled duty is sick and could not come. Following is the probability distribution that driver becomes sick.

Number of sick drivers	0	1	2	3	4	5
Probability	0.30	0.20	0.15	0.10	0.13	0.12

Simulate for 10 days and find utilization of reserved drivers. Also find how many days and how many buses cannot run because of non-availability of drivers. Use the following random numbers : 30, 54, 34, 72, 20, 02, 76, 48, 22. [10]

Q3) a) In the toy manufacturing company, suppose the product acceptance probability are not known, but the following data is known.

Product	Anticipated 1 st year Profit (Rs. 000)		
	Acceptance		
	Full	Partial	Minimal
Good	8	70	50
Fair	50	45	40
Poor	-25	-10	0

Determine the optimal decision under each of the following criteria:

- i) Maximax
- ii) Maximin
- iii) Minimax Regret

[10]

OR

b) Solve the game with pay – off matrix as below :

	Player B		
Player A	B ₁	B ₂	B ₃
A ₁	1	7	2
A ₂	6	2	7
A ₃	5	1	6

[10]

- Q4)** a) i) Explain the role of network techniques in project management. [5]
 ii) Explain with example EST, LST, EFT, LFT. [5]

OR

b)

Activity	Optimistic time	Most likely time	Pessimistic time
1–2	1	2	3
1–3	2	2	8
2–4	6	7	8
2–5	1	2	3
3–4	1	4	7
4–6	1	5	9
4–5	1	2	3
5–7	1	2	3
6–7	1	2	9

- i) Draw network diagram and calculate expected time
 ii) Calculate critical path and project duration.

[10]

- Q5)** a) In dairy the milk is filled in sachets of 500 gms by machines A, B and C respectively, 25%, 35% and 40% of the total output. It is also found that 5, 4 and 2 percent of the sachets respectively by machine A, B and C have either over filling or under filling of milk. A government inspector made a random check and found that the sachet was under filled and booked a case against the dairy. What are the probabilities that it was filled by A, B, C? [10]

OR

- b) i) If on an average 8 ships out of 10, arrive safely at a port. Find the mean and standard deviation of the number of ships arriving safely out of a total of 1200 ships. [5]
 ii) Write short note on (Any one). [5]
 1) Binomial distribution.
 2) Poisson distribute.
 3) Normal distribution



Total No. of Questions : 5]

SEAT No. :

P3261

[5276]-303

[Total No. of Pages : 2

P.G.D.B.M.

**303 :OPERATIONS AND SUPPLY CHAIN MANAGEMENT
(2013 Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question has an internal option.*
- 3) *Each question carries 10 marks.*
- 4) *Figures to the right indicate marks for that question / sub question.*
- 5) *Draw neat diagrams and illustrations supportive to your answer.*
- 6) *Use calculator is permitted (as applicable)*

Q1) a) Discuss in brief importance of Production Planning & Control in an Manufacturing Organisation. **[10]**

OR

- b) Write note on. **[5]**
- i) Loading.
 - ii) Master Production Schedule. **[5]**

Q2) a) Prakash engineering buys a special pulley worth Rs. 28,800/-each year. It has now entered into a contact with its manufacturer to supply it in staggered lots against the purchase order to be raised by Prakash Engineering covering annual requirements. Cost of replenishing the stock per lot is Rs. 48/-& inventory carrying cost as percentage of average inventory investment is 12%. How many lots of those pulleys should be received by Prakash Engineering & what should be the value of each consignment? **[10]**

OR

- b) Write note on.
- i) Need for Inventory. **[5]**
 - ii) Ordering Cost. **[5]**

P.T.O.

Q3) a) Define Supply Chain Management. Explain the significance of Operations & Supply Chain Management. [10]

OR

b) Explain the following terms :

i) TQM. [5]

ii) Lean Management. [5]

Q4) a) What is Supply Chain Management? State the objectives of Supply Chain Management. [10]

OR

b) Explain the various enablers of Supply Chain Management. [10]

Q5) a) What is Continuous Flow Production? State its Advantages. [10]

OR

b) What is Batch Production? Explain its Characteristics. [10]

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Total No. of Questions :5]

SEAT No. :

P3262

[Total No. of Pages : 2

[5276] - 304

P.G.D.B.M.

304-MKT : CONTEMPORARY MARKETING RESEARCH

(2013 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) a) Explain in detail the meaning and Role of contemporary Marketing Research.

OR

b) What type of research techniques are used in exploratory research to formulate Hypothesis.

Q2) a) Design a questionnaire to study consumer behaviour of Airline company.

OR

b) What is validity Testing? Discuss Face validity and content validity.

Q3) a) Discuss in detail Randomized Block Design and Latin square design in detail.

OR

b) Explain the different non-probability sampling methods.

Q4) a) One company manufacturing Trucks conducted sales survey of two districts. Following results has been yield.

	Nasik	Pune
No.of sales	20	22
Average sales (Rs.)	800	780
Standard deviation (Rs.)	70	60

P.T.O.

Is there any significant difference between the average sales of two districts?

OR

- b) Discuss in detail chi-square Test with its uses.

Q5) a) Write short notes on

- i) Cluster analysis
- ii) Conjoint analysis

OR

- b) What do you mean by multi-dimensional scaling with suitable example.



Total No. of Questions : 5]

SEAT No. :

P3263

[5276]-305

[Total No. of Pages : 2

P.G.D.B.M

304 - FIN : Financial Regulatory Framework

(2013 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) What are the various issues regarding the financial regulatory framework in India? **[10]**

OR

Explain the role of financial regulators in promoting economic growth.

Q2) Explain the role and functions of the following: **[10]**

- a) Board of Financial Supervision.
- b) Competition Commission of India.

OR

Describe the functions of RBI and SEBI.

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

OR

Define Memorandum of Association (MOA). Explain the various clauses of MOA.

P.T.O.

Q4) Describe Foreign Direct Investments (FDI) regulation. Explain the types of FII investments. **[10]**

OR

Explain the regulation of commodity derivatives markets. Discuss the functions of derivative brokers.

Q5) What is Indian trust Act, 1882? Explain the formation of a trust and types of Registration associated with a Private Trust. **[10]**

OR

What are the various Institutional issues with MFI's in India?



Total No. of Questions : 5]

SEAT No. :

P3264

[5276]-306

[Total No. of Pages : 2

P.G.D.B.M.

304 IT : SOFTWARE ENGINEERING

(2013 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Design a GUI Form for Employee enrollement in the Company.

OR

b) Explain Software development process in detail.

Q2) a) Explain JAD for software development.

OR

b) Explain Waterfall Model.

Q3) a) Explain requirement specification for Sales Analysis system.

OR

b) Explain requirement anticipation for Sales Analysis system.

Q4) a) Draw a use case diagram for maintaining Sales System.

OR

b) Draw a use case diagram for update the present Salesmen accounts for calculation of their incentives.

P.T.O.

Q5) a) Draw activity diagram for National Mini Marathon Competition with following key processes:

- i) Registration of participants.
- ii) Brief information uploading.
- iii) Display list of selected participants.
- iv) Schedule for the National Mini Marathon Competition.

OR

b) Draw activity diagram for Registration process of National Mini Marathon Competition.



Total No. of Questions : 5]

SEAT No. :

P3265

[5276]-307

[Total No. of Pages : 2

P.G.D.B.M.

304 (OPE) : INVENTORY MANAGEMENT

(CBCS-2013 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Explain the role of Inventory in operations in detail. **[10]**

OR

b) State the impact of pressure for high Inventory & pressure for 'Low Inventory'. **[10]**

Q2) a) What is Inventory Control System? Explain the role of 'Continuous Review System'. **[10]**

OR

b) Discuss the issues in P & Q system of Inventory Control. **[10]**

Q3) a) Explain briefly various 'Economic Order Quantity' models. **[10]**

OR

b) Explain following terms – Re-Order Point, Safety Stocks, Service Levels. **[10]**

P.T.O.

Q4) a) What are the principles of 'Just in Time'. Also explain core logic of JIT. **[10]**

OR

b) What is 'Vendor Managed Inventory' system. **[10]**

Q5) a) Discuss various factors influencing 'Make or Buy' Decisions. **[10]**

OR

b) Explain the following concepts: FSN, HML with suitable examples. **[10]**



Total No. of Questions : 5]

SEAT No. :

P3266

[5276]-308

[Total No. of Pages : 2

P.G.D.B.M.

304 HR : PERFORMANCE MANAGEMENT

(2013 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Define Performance Management. Explain the concerns and scope of Performance Management.

OR

b) Differentiate between Performance Management Vs. Human Resource Management.

Q2) a) What are the Performance Planning Setting objectives. Explain briefly organizational and individual performance plan.

OR

b) Write Short Notes on: (any two).

- i) Process of Performance Managing.
- ii) Types of Performance Appraisal.
- iii) Principles of Monitoring.

Q3) a) Explain various strategies involved in the effective implementation of Performance Management System.

OR

b) Elaborate on factors affecting effective use of Performance Management.

P.T.O.

Q4) a) Define 'Reward'. Explain the linkage between Performance Management and Reward.

OR

b) Give proper guideline for good performance appraisal system for manufacturing industry. Elaborate on limitation of Performance Appraisal.

Q5) a) Explain objectives and significance of Ethics in Performance Management.

OR

b) Explain briefly Ethical issues and dilemmas in Performance Management.



Total No. of Questions : 5]

SEAT No. :

P3267

[5276]-309

[Total No. of Pages : 2

P.G.D.B.M.

304 IB : INDIAN ECONOMY & TRADE DEPENDENCIES

(2013 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) What are the trends in National Income of India? [10]

OR

b) Discuss the Disinvestment policies undertaken in public sector with examples. [10]

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

OR

b) What is Human Capital formation process? Also explain Human capital formation in Indian context. [10]

Q3) a) Elaborate on Industrial growth under 11th Five Year Plan. [10]

OR

b) Discuss the small sector Industrial Policy in brief. [10]

P.T.O.

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

OR

b) Why the Foreign Capital Investment are needed to boost the Foreign Trade? **[10]**

Q5) a) Briefly comment on India's Foreign Exchange Reserve. **[10]**

OR

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



Total No. of Questions : 5]

SEAT No. :

P3268

[5276]-310

[Total No. of Pages : 2

P.G.D.B.M.

**304 - SCM : ESSENTIALS OF SUPPLY CHAIN MANAGEMENT
(2013 Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) How 21st century supply chain different than traditional supply chain?[10]

OR

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

Q2) a) Draw a typical structure of supply chain for four wheeler company to covering Indian market. [10]

OR

b) What is Push based Supply chain? Draw a typical structure of push based supply chain with example. [10]

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

OR

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

P.T.O.

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

OR

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

Q5) a) What are “value added services”? Give suitable examples. **[10]**

OR

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



Total No. of Questions : 5]

SEAT No. :

P3269

[5276]-311

[Total No. of Pages : 2

P.G.D.B.M.

304 RABM : AGRICULTURE AND INDIAN ECONOMY

(2013 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) What is Five Year Plans? Explain the major plans adapted for agriculture in 12th Five Year Plan. **[10]**

OR

Explain the crop pattern in India since 1991. **[10]**

Q2) Explain the concept of Food Security with its salient features & implications. **[10]**

OR

What is the concept of Poverty and Poverty Level explain with public distribution. **[10]**

Q3) What is the concept of irrigation for Agriculture? Explain the importance of private sector participation in irrigation? **[10]**

OR

Write Short Notes on (any 2): **[10]**

- a) Fertilizers & Manures for Agriculture.
- b) Soil Conservation & Reclamation.
- c) Mechanization for Agriculture.

P.T.O.

Q4) Explain the concept of Land Reforms with its need and scope of land reforms. **[10]**

OR

What are the problems of sub division and fragmentation of holdings in farming. **[10]**

Q5) What is the concept of Rural Labour? Explain the Recommendation of National Commission on Rural Labour. **[10]**

OR

What are the provisions for agricultural Labour as per minimum wages and abolition of Bonded Labour in India. **[10]**



Total No. of Questions :5]

SEAT No. :

P3270

[Total No. of Pages : 2

[5276] - 312

P.G.D.B.M.

**304 FBM: ESSENTIALS OF FAMILY BUSINESS MANAGEMENT-I
(2013 Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) What constitutes a family business? Explain special strengths of family business?
[10]

OR

Define Family Business and explain the succession and continuity associated with it.

Q2) Explain the conflict and cultural change faced by business due to generation change.
[10]

OR

Discuss people involved in family business and what is family business Life cycle.

Q3) What is the difference between creative conflicts and destructive conflicts?**[10]**

OR

Explain the statement “Families add value in Business.”

Q4) “Outside Experience is very important for running a familybussiness”. Do you agree with statement. Elaborate your answer.
[10]

OR

Discuss the Human Resource Management issues faced in family business management.

P.T.O.

Q5) Explain the perspective of non-family managers and career opportunities for no-family managers. **[10]**

OR

Discuss the issues of a non-family manager as a bridging president or CEO of Family Business.



Total No. of Questions :5]

SEAT No. :

P3271

[Total No. of Pages : 2

[5276] - 313

PGDBM

TECHNOLOGY MANAGEMENT

**304 T M: Technology Competition and Strategy
(2013 Pattern) (Specilization - I) (Semester - III)**

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) Explain the term ‘technology strategy’ and ‘technological leadership’ in detail with example. **[10]**

OR

Explain the influence of environmental trends on competition. **[10]**

Q2) What do you understand mapping the technology environment? Explain steps in mapping and mapping at macro level and industry level environment. **[10]**

OR

Which are the major trends in the technology environment shaping the competitive domain? And how? **[10]**

Q3) Explain strategy analysis and decision making using production evaluation matrix and market-growth-market-share analysis matrix. **[10]**

OR

What are the different types of Technology Strategy? Explain the types with appropriate examples. **[10]**

P.T.O.

Q4) Explain frame work for formulating technology strategy. **[10]**

OR

What are the key principles underlying the formulation of Technology Strategy?
[10]

Q5) What is a collaborative arrangement? What are the different advantages of Inter-Firm collaboration for small and large firms? **[10]**

OR

What are strategic and operational reasons of collaborative activity? **[10]**



Total No. of Questions :5]

SEAT No. :

P3272

[Total No. of Pages : 1

[5276] - 314

P.G.D.B.M.

305 : MARKETING MANAGEMENT

(2013 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) a) Discuss product life cycle & concepts with examples.

OR

b) What is packaging & Labeling. Explain its meaning and role of packaging.

Q2) a) How are the prices are set. Give examples.

OR

b) What is price change. Explain its importance in Initiating.

Q3) a) Discuss the role of marketing channels.

OR

b) Write a note on order processing, warehouse Inventory and Transportation.

Q4) a) Discuss the role of marketing communication in marketing effort.

OR

b) What are the factors in setting marketing communication mix.

Q5) a) What is marketing planning & control.

OR

b) What is a marketing plan. Give relevant example to justify it.



Total No. of Questions :5]

SEAT No. :

P3273

[Total No. of Pages : 2

[5276] - 401

P.G.D.B.M.

**401 : GEOPOLITICS AND THE WORLD ECONOMIC SYSTEM
(2013 Pattern) (Semester - IV)**

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) Discuss Global Political Economy in present scenario.

OR

Explain the politics of International regimes.

Q2) Explain 'Social market' capitalism.

OR

Discuss the 'Market Oriented' capitalism.

Q3) Explain the 'Free trade' and 'Trade Blocks' with example.

OR

Write the short notes on - (any two)

- i) GATT and its role.
- ii) WTO and its functions.
- iii) OPM Trading system.

Q4) Explain the reforms of International monetary affairs.

OR

Discuss the regulation of International finance.

P.T.O.

Q5) Discuss the role of MNC for worldwide economic development.

OR

Illustrate the impact of 'Globalisation' and FDI for economic development.



Total No. of Questions :10]

SEAT No. :

P3274

[Total No. of Pages : 2

[5276] - 402

P.G.D.B.M.

402 : MANAGEMENT INFORMATION SYSTEMS

(2013 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

- 1) All questions are compulsory.*
- 2) Each question carries 20 marks.*
- 3) Draw neat and suitable diagram, if necessary.*

Q1) Why do big companies still fail in their use of 'Information' effectively? Why should they be doing differently?

OR

Q2) Suggest the right topology for an IT Service organization which wants to develop a network of 300 plus computers. Justify your answer.

Q3) Explain the concept of Rapid Development Tools and CASE Tools.

OR

Q4) Elaborate the concept of SDLC with any one practical application.

Q5) Explain the role of database manager in managing data as a business resources.

OR

Q6) What are various most important applications of Artificial Intelligence in business?

Q7) Explain the intellectual property rights as related to IT services,, with suitable example.

OR

Q8) How mobile computing is gaining popularity in 21st century?

P.T.O.

Q9) A renowned HR consultancy company that assists the recruitment process of various IT organizations. They are facing numerous problems like sorting candidates' data, scheduling interviews etc. How MIS will help to solve this problem?

OR

Q10) 'Sarah' is a newly launched Three Star Hotel is interested to develop MIS for smooth functioning. Discuss in detail its application including booking, billing, room, service, cancellation and decision analysis etc.



Total No. of Questions :5]

SEAT No. :

P3275

[Total No. of Pages : 2

[5276] - 403

P.G.D.B.M.

**403 (MKT) : INTEGRATED MARKETING COMMUNICATION
(2013 Pattern) (Semester - IV)**

Time : 2.30 Hours]

[Max. Marks :50

Instructions to the candidates:

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

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

OR

b) Explain Concept of Integrated Marketing Communication. Explain different elements of IMC with suitable examples. **[10]**

Q2) a) Suppose you are advertising manager of firm marketing high end smart phone. Decide target Audience. Design message theme. **[10]**

OR

b) Write short notes on.

- i) Advertising media selection. **[5]**
- ii) Choosing advertising agency. **[5]**

Q3) a) Being IMC Manager of P&G, Design sales promotion for newly launched series of high end Detergent powder. **[10]**

OR

b) What do you mean by trade oriented promotion? Discuss various tools of trade oriented sales promotion with appropriate example. **[10]**

P.T.O.

Q4) a) Elaborate role of internet in Public Relations with suitable examples. **[10]**

OR

b) Write short Notes on

i) Image building activities **[5]**

ii) Sponsorships **[5]**

Q5) a) Discuss pros and cons of measuring the effectiveness of promotion programs. **[10]**

OR

b) What do you mean by Marketing Communication Evaluation? Explain different Methods of Advertising Evaluation. **[10]**



Total No. of Questions :5]

SEAT No. :

P3276

[Total No. of Pages : 2

[5276] - 404

P.G.D.B.M.

403 : CORPORATE FINANCE

(2013 Pattern) (Finance Specialisation - II) (Semester - IV)

Time : 2.30 Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) Write down the goals of the corporations. [10]

OR

Briefly explain corporate investment decisions and financial decisions. [10]

Q2) From the following income statement calculate Economic value Added (EVA) [10]

Particular	Amount
Sales	3,00,000
(-)operating cost	1,60,000
(-)Interest cost	12,000
<hr/>	
Earnings Before Tax	1,28,000
(-)Tax @ 40%	51,200
<hr/>	
Earnings After Tax	76,800

The firm is having equity shares of Rs.2,00,000 at 15% cost and the debt of Rs.1,00,000 at 12% cost.

OR

The Intalex Corporation has net operating profit After Tax (NOPAT) Rs.2,40,000. The companies existing capital consist of equity shares

P.T.O.

Rs. 3,00,000 having 20% cost and company is having debt Rs. 2,00,000 at 12% cost.

The company is paying tax at 30% Tax Rate, you are required to calculate Economic value Added (EVA) of the company. [10]

Q3) Explain the concept of “Corporate Governance”. Discuss criteria for good corporate Governance. [10]

OR

Explain the concept and features of value Base Management. [10]

Q4) A firm has given the following information. Calculate share price by using Gordon’s model.

Given :- Capital Rate 14%

Earnings per share Rs. 100

Retention Ratio 40%

Internal Rate of Return 15% [10]

OR

ABC limited provided following details:- Dividend per share Rs. 100, Over all cost of capital 10%, Earning per share Rs. 120 and internal Rate of Return is 15%. You are required to determine market price of shares by using walters model. [10]

Q5) Write down the concept of corporate Restructuring. Elaborate on reasons for corporate Restructuring. [10]

OR

Explain in detail the techniques you corporate Restructuring. [10]



Total No. of Questions :5]

SEAT No. :

P3277

[Total No. of Pages : 2

[5276] - 405

P.G.D.B.M.

403 - (IT) : IT MANAGEMENT

(2013 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) Describe the managerial consideration in acquisition of computers?

OR

Explain any five output devices.

Q2) Explain different types application software like ERP, E-Commerce and CRM in brief.

OR

Explain system software.

Q3) Explain different networking trends.

OR

Describe the managerial consideration in selection and replacement of software.

Q4) What do you understand by data recovery practices and technologies.

OR

Explain data warehouse and data mining.

P.T.O.

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

OR

Explain IT employee retention.



Total No. of Questions : 5]

SEAT No. :

P3278

[Total No. of Pages :2

[5276] - 406

P.G.D.B.M.

403 - OPE : PLANNING AND CONTROL OF OPERATIONS

(Semester - IV) (2013 Pattern)

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 scheduling in PCO.

[10]

OR

How is planning and control of operations related to other departments of organization?

Q2) Explain various sources of data used for demand forecasting.

[10]

OR

Differentiate between short term, medium term, and long term forecasting horizons with suitable examples of each.

Q3) Role of APP is limited as compared to MPS in manufacturing Industry. Give comments.

[10]

OR

State importance and need of aggregate production planning for,

- a) Automobile Company.
- b) FMCG Company

P.T.O.

Q4) Briefly explain the terms BOM, MRP, MRP-II & CRP [10]

OR

What is Bill of Material (BOM)? Explain the process of explosion of Bill of Material.

Q5) What do you mean by loading of Machines? What do you achieve by performing loading function? [10]

OR

“Scheduling of processes is more crucial in intermittent manufacturing system as compare to continuous manufacturing process.” Discuss.



Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages :2

P3279

[5276] - 407

P.G.D.B.M.

403 - HR : LABOUR LAWS

(Semester - IV) (2013 Pattern)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) a) Explain the need for change in Labour Laws?

OR

b) Explain the problems & challenges in Labour laws.

Q2) a) State the object and background of the payment of wages Act - 1936.

OR

b) Explain the meaning & kinds of Bouns under payment of Bouns act - 1965.

Q3) a) Discuss the provisions relating to hazardous process under the factories act-1948?

OR

b) Write a note on:

- i) General Duties of occupier.
- ii) Any Five provisions relating to health.

P.T.O.

Q4) a) Discuss the objectives and scope of EPF & MP Act-1952?

OR

b) Discuss provisions of payment of Gratuity Act 1972 in relation to qualification & disqualification for getting gratuity payment?

Q5) a) Explain the constitution of ESI corporation & discuss its power & duties?

OR

b) Explain in detail the term “Arising out of & in the course of employment”.



Total No. of Questions : 5]

SEAT No. :

P3280

[Total No. of Pages :2

[5276] - 408

P.G.D.B.M.

403 - (IB) : INTERNATIONAL BUSINESS ECONOMICS

(2013 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) Enumerate the main elements and their significance in international business economics?

OR

What are the economic factors leading to disequilibrium in Balance of Payments?

Q2) Explain the concept of factor abundance in Hecksher Ohlin theory

OR

Compare between Ricardo and Hecksher Ohlin theory.

Q3) Justify the protection on the basis of non economic and fallacious arguments.

OR

Discuss the various types of foreign exchange transactions.

P.T.O.

Q4) Discuss the major reasons why multinational corporations may be riskier than companies that operate on the domestic market only. Explain briefly.

OR

Explain the various consequences of economic globalization.

Q5) Discuss briefly the problem of international debt.

OR

Discuss briefly the demand and supply of international reserves.



Total No. of Questions : 5]

SEAT No. :

P3281

[Total No. of Pages :2

[5276] - 409

P.G.D.B.M.

403 (SCM) : INVENTORY MANAGEMENT

(Semester - IV) (2013 Pattern)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) a) What is Aggregate Production Plan? Describe Chase Production Strategy. **[10]**

OR

- b) Write short notes:
- i) MRP and MRP II
 - ii) Dependant and Independent Demand

Q2) a) Define Inventory. What are the Different types of cost that require to be considered in Inventory Decision? **[10]**

OR

- b) Inventory Investment -Asset or Liabilities? Discuss.

Q3) a) Explain Inventory of Multiple Location for delivering perfect customers orders. **[10]**

OR

- b) Write short notes:
- i) Automated Inventory tracking system
 - ii) Demand Pull approach to manage Inventory

P.T.O.

Q4) a) What is Hazardous waste? Describe storage and Disposal methods. **[10]**

OR

b) Explain Hygiene Precautions in case of Chemical and Pharmacy Food storage materials

Q5) a) What is Kan- Ban? Explain Kan-Ban in Creating the Lean Supply chain. **[10]**

OR

b) Write short notes:

i) JIT Purchasing

ii) JIT Production



Total No. of Questions : 5]

SEAT No. :

P3282

[Total No. of Pages : 2

[5276] - 410

P.G.D.B.M.

403 (R.A.B.M.) : RURAL MARKETING - I

(Semester - IV) (2013 Pattern)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) a) How will you classify the Rural Market? [5]

b) What factors would you consider most while becoming a Rural Marketer? [5]

OR

How does rural market differ from urban market. Give examples wherever possible. [10]

Q2) What role 'Chambal's Uttam Bandhan' initiative is played in terms of community welfare in rural India? [10]

OR

'Project Shakti' has proved its worth in uplifting rural economy - Elaborate the concept with suitable examples. [10]

Q3) "Rural consumers are playing key role in development of Indian economy". Explain in details with reference to the present rural consumer growth. [10]

OR

How does buying behaviour pattern of rural consumer differ from urban consumer? [10]

P.T.O.

- Q4)** a) What are different sources of information applied in rural marketing research? [5]
- b) How does buying decision process take place? [5]

OR

“Rural consumer has been undergoing numerous transformation in 21st century”. Explain the statement in view of changing habits of rural consumers. [10]

- Q5)** “Marketers interested in rural areas have to select the appropriate segment to be successful.” Explain market segmentation process with reference to limitation in rural parts. [10]

OR

“Women and youths in rural parts of our country are highly potential elements of rural economy”. Elaborate the importance of women & youths’ participation in national stream. [10]



Total No. of Questions : 5]

SEAT No. :

P3283

[Total No. of Pages :2

[5276] - 411

P.G.D.B.M.

**403 - (FBM) : MANAGING INNOVATION - I
(Semester - IV) (2013 Pattern)**

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) What is Innovation in Management? What is the difference between Innovation and creativity?

OR

Explain 'Innovative for Growth' and 'Innovation for Survival'?

Q2) Explain 'Incremental' versus 'Radial Innovation'?

OR

What is the concept of 'Static Model'? Discuss 'CLARK Model' in Innovative Management.

Q3) Write short notes on (Any two) (in Innovative Mgt.)

- a) Value chain
- b) Competencies
- c) Assets & Knowledge
- d) Coreness & Imitability

OR

Explain the relationship between competencies and Assets?

P.T.O.

Q4) What is the concept of 'Innovative Portfolio'? Discuss 'Innovative Feelings'?

OR

What is to innovate? What is 'Innovative Experienced'?

Q5) Explain Functional Sources of Innovation.

OR

Discuss circumstantial sources of Innovation.



Total No. of Questions : 8]

SEAT No. :

P3284

[Total No. of Pages :2

[5276] - 412

P.G.D.B.M.

403 (T.M.) : FUNDAMENTALS OF TECHNOLOGY MANAGEMENT

(Semester - IV) (2013 Pattern)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) What is Technology Management? Explain the relationship between knowledge & technology with different levels of technology development.

OR

What is Management of Technology (MOT)? Elaborate the need of Management of Technology (MOT) in the present global context.

Q2) What is Long Wave Cycle? Explain the evolution of Production Technology & product Technology.

OR

How the technology does helps in creating wealth for business organization? Justify your answer with example.

Q3) What is Creativity, Invention & Innovation? How innovation acts as a link between science and technology?

OR

How does the organization bring innovation to market? Give suitable example.

P.T.O.

Q4) What is Project planning & Management? Explain MOT guiding principles for managing Enterprise?

OR

Explain the changes in business environment due to technology management with reference to Collaborations & Integration.

Q5) Explain the concept of competitiveness with different indicators at macro level.

OR

Compare the competitiveness of India with China with reference to investment, productivity, trade, standard of living.



Total No. of Questions : 5]

SEAT No. :

P3285

[Total No. of Pages :2

[5276] - 413

P.G.D.B.M.

404 (MKT) : CONSUMER BEHAVIOUR

(Semester - IV) (2013 Pattern)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *All questions carry equal marks.*
- 3) *Internal options are provided.*

Q1) How do the different stages of family life cycle affect the consumption of products. Give relevant examples.

OR

Define consumer behaviour & its importance. Describe the different roles played by consumers.

Q2) Explain the importance of personality on purchase decisions.

OR

Explain inherent, emotional & psychological buying motives. Discuss the principle elements of learning.

Q3) Discuss in detail the steps in the consumer buying process for : A family buying a car for the first time.

OR

What types of information do consumers seek & what are the possible sources of information.

P.T.O.

Q4) Discuss the Engel-Blackwell & Miniard Model with graphical representation.

OR

Explain the Howard Sheth model with graphical representation.

Q5) Discuss the characteristics of Indian consumers.

OR

Explain the characteristics of Bottom of pyramid consumers.



Total No. of Questions : 5]

SEAT No. :

P3286

[Total No. of Pages : 2

[5276] - 414

P.G. D.B.M.

**404 - FIN : MERCHANT BANKING & FINANCIAL SERVICES
(2013 Pattern) (Semester - IV) (Specialization - III) (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.*

Q1) a) As a promoter of Corporate Enterprise how will you select the Merchant Banker for Capital Issue?

OR

b) Elaborate the structure of money market. Discuss in detail the players in the Indian Money Market.

Q2) a) Define underwriting. Explain the types and benefits of underwriting.

OR

- b) Write short notes on (any two) :
- i) Functions of Public Issue Management.
 - ii) Syndicate underwriting.
 - iii) Shelf prospectus.

Q3) a) Are you agree with the statement - 'Mergers and Acquisition can generate cost efficiency through economies of scale and enhance the revenue through gain in market share'. Elucidate.

OR

b) What is 'Portfolio Management Services'? Explain general responsibilities of a portfolio manager in detail.

P.T.O.

Q4) a) What do you mean by Factoring? Explain the advantages and disadvantages of Factoring.

OR

b) What do you understand by Hire Purchase? Explain the scope and state the difference between hire purchase and leasing.

Q5) a) How the consumer finance helps the ultimate consumer and at the same time gives boost to development of economy?

OR

b) Do you think Mutual Fund Industry is growing tremendously in India? Justify your answer with current scenario.



Total No. of Questions : 6]

SEAT No. :

P3287

[Total No. of Pages : 1

[5276] - 415

P.G. D.B.M. - II

404 - IT : E-BUSINESS

(2013 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

- 1) *All questions carry equal marks.*
- 2) *Q.No. 6 is compulsory solve any four from remaining.*

Q1) Explain e-business enabling technology. **[10]**

Q2) Design e-business architecture for an organization engaged in online shopping of apparels and electronic items. **[10]**

Q3) Illustrate types of e-business models. Explain e-CRM in detail. **[10]**

Q4) Explain the possible threats and security measures involved in e-payment. **[10]**

Q5) What are different legal aspects to be taken into consideration for e-business? **[10]**

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

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



Total No. of Questions : 5]

SEAT No. :

P3288

[Total No. of Pages : 2

[5276] - 416

P.G. D.B.M.

404 - OPE : MRP-I & MRP-II

(2013 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) If you are appointed as Production head in an FMCG company, explain all the functions of MPS you need to perform.

OR

Explain the factors to be considered for MPS in various time horizons of demand with example.

Q2) Explain BOM concept in brief with example.

OR

- a) Explain importance of BOM in MRP-I.
- b) Explain the process of MRP-I in brief.

Q3) Explain CRP process for a Restaurant.

OR

Explain the different CRP strategies with examples.

Q4) Explain role of MRP-II for implementation in manufacturing industry.

OR

Explain the MRP-II process with example.

P.T.O.

Q5) Explain the importance of MRP-I in the successful implementation of MRP-II.

OR

Compare MRP-I & MRP-II on their roles, functions, benefits and limitations.



Total No. of Questions : 5]

SEAT No. :

P3289

[Total No. of Pages : 1

[5276] - 417

P.G. D.B.M.

404 - HR : INDUSTRIAL RELATIONS

(2013 Pattern) (Semester - IV)

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) Discuss the theoretical Foundation and legal frame work of IR in India. **[10]**

OR

Explain the importance of Industrial Relations and its role and impact on Employer, Trade Union.

Q2) Which are the authorities created under I.D. Act, 1947 for resolving Industrial Dispute? Explain the role of each one in brief. **[10]**

OR

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

Q3) Define trade Union. Explain the provisions for illegal strikes and lockouts under trade union Act. **[10]**

OR

Define Trade Union. Explain the objectives and functions of Trade Union.

Q4) Explain the procedure for certification & submission of draft under Industrial Employment (Standing Order) Act 1946. **[10]**

OR

Explain the provisions for Welfare & Health of contract labour Act 1970.

Q5) Define collective bargaining. State the various alternatives to Collective bargaining. **[10]**

OR

State the Pre-requisites and Benefits of Workers Participation in Management.



Total No. of Questions : 5]

SEAT No. :

P3290

[Total No. of Pages : 1

[5276] - 418

P.G. D.B.M.

404 - IB : EXPORT & IMPORT PROCEDURES

(2013 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) What is International Trade? Explain the documentary procedure & their significance.

OR

Write short note on (any two) :

- a) Aligned Documentation System.
- b) Role of WTO in International Trade.
- c) Role of ICC.

Q2) Explain in details Export Document Procedure with example.

OR

How Cargo Insurance works explain its claim procedure?

Q3) Explain the Role of EXIM Bank and ECGC in International Trade.

OR

Explain UCPDC Guidelines regarding in International Trade?

Q4) Explain the export promotion schemes in India and their applicability on Indian economy.

OR

What is the impact of export Promotion Institutions on the Growth of India's Export?

Q5) Explain the concept of foreign exchange? Discuss the provisions of foreign exchange management Act - 2000.

OR

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



Total No. of Questions : 5]

SEAT No. :

P3291

[Total No. of Pages : 1

[5276] - 419

P.G. D.B.M.

404 (SCM) : LOGISTICS MANAGEMENT

(Supply Chain Management)

(2013 Pattern) (Semester - IV)

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) Define the term logistics. Explain various activities of logistics management.

OR

b) Explain the importance of logistics in economy. How effective logistics management contribute to the validity of the economy.

Q2) a) Explain in detail various elements of logistic costs.

OR

b) Discuss 'Logistics add value on macro and micro level'.

Q3) a) Explain 'Logistic channel and cost perspective'.

OR

b) Explain 'Short run or Static Analysis'.

Q4) a) Discuss various types of Logistic Relationships.

OR

b) Discuss logistic outsourcing activities.

Q5) Write short notes (any two) :

- a) Service Delivery Systems.
- b) Service Location and Layout.
- c) Distribution channel and service quality.



Total No. of Questions : 5]

SEAT No. :

P3292

[Total No. of Pages : 1

[5276] - 420

P.G. D.B.M.

404 (RABM) : RURAL CREDIT AND FINANCE

(2013 Pattern)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) a) Discuss the role of Agriculture in the economic development of our country.

OR

b) Give the characteristics of Indian agriculture.

Q2) a) Explain the role of credit in agriculture.

OR

b) Discuss the functions, structure and performance of financial intermediaries in agriculture.

Q3) a) Give the structure of co-operative credit system in India. Also explain its special features.

OR

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

Q4) a) Discuss the risk and uncertainty theory of agricultural finance. Also explain the 3C's of credit.

OR

b) Explain the principle of supervised credit and principle of Crop Loan. Also give the 3R's of credit.

Q5) a) Explain the concept of Rural Finance. Discuss the delivery channels and actors involved.

OR

b) Discuss the role of BDS in Rural Finance.



Total No. of Questions : 5]

SEAT No. :

P3293

[Total No. of Pages : 1

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P.G. D.B.M.

**404 (FBM) : ESSENTIALS OF FAMILY BUSINESS
MANAGEMENT - II**

(2013 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) a) How governance of the shareholder in Family business said to effective?

OR

- b) Write short notes on
- i) The rubber stamp board.
 - ii) Two tier boards.

Q2) a) Which are the different policies that can be used to respond growing complexity in F.B.?

OR

- b) Discuss the Family governance process setting?

Q3) a) What do you mean by "Managing succession" in Family Business. Explain how different factors like Founder, Family & Employee resists.

OR

- b) Explain the concept of "leading the transition" in detail.

Q4) a) Write the short notes on :

- i) CEO Exit style.
- ii) The transfer of power.

OR

- b) Discuss the CEO spouse roles for succession and the transfer of power.

Q5) a) Discuss the Raw materials of a new culture towards the Family business.

OR

- b) How Family Business can check its agility in the face of change, competition and value creation?



Total No. of Questions : 5]

SEAT No. :

P3294

[Total No. of Pages : 2

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P.G. D.B.M.

TECHNOLOGY MANAGEMENT

404 (TM) : Technology Forecasting

(2013 Pattern) (Semester - IV) (Specialization) (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) *Draw neat diagrams and illustrations supportive to your answer.*

Q1) a) Explain Trend Analysis with suitable example. Discuss Trend Extrapolation. **[10]**

OR

b) What is technology forecasting method? Explain the Participatory Techniques. **[10]**

Q2) a) i) Write short note on Science Fiction Analysis. **[5]**

ii) Write short note on Nominal Group Process. **[5]**

OR

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

Q3) a) What are statistical methods? Discuss agent modeling with suitable example. **[10]**

OR

b) Explain Economic base modeling. Discuss various applications of simulations in Technology forecasting. **[10]**

P.T.O.

Q4) a) Discuss in details Valuing and Decision methods with suitable example. **[10]**

OR

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

Q5) a) Explain in detail Descriptive and Matrices methods? Discuss Analogies method. **[10]**

OR

b) i) Write short note on Needs and Requirements analysis. **[5]**

ii) Write short note on Innovation System Modeling. **[5]**

