

Total No. of Questions : 7]

SEAT No. :

P2094

[Total No. of Pages : 1

[5165]-11

M.B.A. (Semester - I)

**101 : ORGANISATIONAL BEHAVIOUR AND
PRINCIPLES AND PRACTICES OF MANAGEMENT
(2008 Pattern)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Elaborate the contributions put forth by F,W.Taylor towards evolution of management thoughts.

Q2) Define Planning. State the Advantages and limitation in Planning.

Q3) Define organization and need for organization. Differentiate between Formal and Informal Organisation.

Q4) Define Organisational Behavior. Explain models of OB.

Q5) Explain the meaning of Personality. What are the determinants of Personality?

Q6) Define MBO. Explain the steps involved In MBO.

Q7) Write short notes on: (Any Two)

- a) Interpersonal conflict and intrapersonal conflict
- b) Functions of management
- c) Transactional Analysis
- d) Managerial levels



Total No. of Questions : 9]

SEAT No. :

P2095

[Total No. of Pages : 4

[5165]-12

M.B. A.

102 - MANAGEMENT ACCOUNTING

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Question No 1 is Compulsory.*
- 2) Solve any Two questions from Section-I and Two questions from Section-II.*
- 3) Figures to the right indicate full marks.*

Q1) Explain the concept of Budget. Briefly explain the various types of budgets?[10]

SECTION - I

Q2) What is meant by Management Accounting? Discuss its scope, nature, advantages and disadvantages. [15]

Q3) Define standard cost. Write the advantages and disadvantages of standard costing. [15]

Q4) Explain the Material Issue Procedure. Enumerate the different methods of Pricing Issue of Materials. [15]

Q5) Write short notes on (Any three) [15]

- a) Labor Turnover
- b) Parties or users interested in accounting
- c) Capital Expenditure and revenue Expenditure
- d) Journal and ledger
- e) Idle Time.

P.T.O.

SECTION - II

Q6) From the following Trial balance, Prepare Trading and Profit and Loss accounts for the year ended 31st Mar. 2012 and a Balance Sheet as on 31st March 2012. **[15]**

Trial Balance As on 31st March 2012

Particulars	Amount	Particulars	Amount
Drawings	4,500	Capital	24,000
Purchases	20,000	Sales	30,500
Return In wards	1,500	Discount	1,900
Opening Stock	8,000	S. Creditors	10,000
Salary	4,200	Bills Payable	2,500
Wages	1,200		
Rent	350		
Bad debts	400		
Discount	700		
S. Debtors	14,000		
Cash	260		
Bank	5,940		
Insurance	400		
Trade Expenses	300		
Printing	150		
Furniture	2,000		
Machinery	5,000		
Total	68,900	Total	68,900

Adjustments:

- 1) Closing Stock was valued at Rs. 7,000/-
- 2) Insurance was prepaid to the extent of Rs.60/-
- 3) Outstanding Liabilities were:- Salary - Rs.200/-, Wages - Rs. 200/-
- 4) Make provision for doubtful debts at 5% on S. Debtors.
- 5) Interest on Capital 5% per annum.
- 6) Depreciate Machinery at 5% & Furniture at 10%.
- 7) Provide for discount on creditors at 1%.

- Q7) a)** Two competing companies ABC Ltd & XYZ Ltd, Produce & Sell the same type of product in the same market. For the year ended March 2012 their forecasted profit and loss account is as follows : **[6]**

Particulars	ABC Ltd		XYZ Ltd	
	Sales		Rs. 2.50.000	
Less:- VC	Rs. 2,00,000		Rs. 1,50,000	
Fixed cost	Rs. 25,000	Rs. 2,25,000	Rs. 75,000	Rs. 2,25,000
Forecasted Net Profit before tax		Rs. 25,000		Rs. 25,000

You are required to compute :-

- 1) P/V Ratio,
- 2) Break-Even Sales Volume. You are required to state which company is likely to earn greater profits in condition of :-
 - a) Low demand,
 - b) High demand.
- b) From the following particulars of a Manufacturing firm, prepare a Cost sheet :- **[9]**

Items	Amount
Stock of Materials on 1-1-2012	20,000
Purchase of Raw Materials in 1-1-2012	5,50,000
Stock of Finished Goods on 1-1-2012	25,000
Productive Wages	2,50,000
Finished Goods	12,00,000
Works Overhead charges	75,000
Office & General Expenses	50,000
Stock of Materials on 31-01-2012	70,000
Stock of Finished Goods on 31-01-2012	30,000

Q8) For Production of 10,000 electoral automatic irons, the following are the budgeted expenses

Items	Per Unit
Direct Materials	Rs.30
Direct Labor	Rs.15
Variable Overheads	Rs.12.5
Fixed Overheads (Rs.75,000)	Rs.7.5
Direct Variables	Rs.2.5
Administrative Expenses(Rs.25,000 fixed for all levels of production)	Rs.2.5
Selling Expenses (10% fixed)	Rs.7.5
Distribution Expenses (20% Fixed)	Rs.2.5
Total Cost Per Unit	Rs.80.00

Prepare a budget for production of 6,000 unit 7,000 unit 8,000 unit irons, showing distinctly the marginal cost and total cost. [15]

Q9) For unit of Product X, the Standard Data are given below:

Particulars	Amount
Materials 5 kg @ Rs.40 per kg	200
Labor 40 hrs @ Re. 1 .00 per hour	40
Total	240

Actual Data:

Actual Production 100 Units	Amount
Materials 490 kg @Rs.42 per kg	20,580
Labor 3960 hours @ Re. 1.10 per hour	4,356
Total	24,936

Calculate: - 1) Material Cost Variance, 2) Material Price Variance,
3) Material Usage Variance, 4) Labor Cost Variance,
5) Labor Rate Variance, 6) Labor- Efficiency Variance

[15]



Total No. of Questions : 7]

SEAT No. :

P2096

[Total No. of Pages : 1

[5165]-13
M.B.A. (Semester - I)
103 : MANAGERIAL ECONOMICS
(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Attempt any five questions*
- 2) All questions carry equal marks.*
- 3) Draw suitable diagrams as required.*

Q1) Explain managerial Economics. What is the scope and significant of it?

Q2) What is price Elasticity of demand? Explain it with example, and diagrams and graphs.

Q3) What is capital Budgeting? Explain its steps involved in project evaluation.

Q4) Write short notes (any two) :

- a) Equilibrium conditions of a firm.*
- b) Penetrating pricing and skimming pricing with example.*
- c) Opportunity cost.*
- d) Factors of Demand forecasting.*

Q5) What is Break-even analysis? Explain its importance and limitations.

Q6) "Need for Government intervention in the market", Explain it with suitable example.

Q7) Define law of variable proportion. Explain the assumption of variable proportion. Illustrate the behaviour of out put curve.



Total No. of Questions : 6]

SEAT No. :

P2097

[Total No. of Pages : 3

[5165]-14

M.B. A. (Semester - I)

**104 : STATISTICAL AND QUANTITATIVE METHODS
(2008 Pattern)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Question No. 1 and 4 are compulsory
- 2) Attempt any one question from remaining questions of each section.
- 3) Use of scientific calculator is not allowed.
- 4) Graph paper will not be provided, draw all graphs on answer paper.

SECTION - I

Q1) a) From the following data, draw less than Ogive curve [5]

Size	4.5-7.5	7.5-10.5	10.5-13.5	13.5-16.5	16.5-19.5
Frequency	14	24	38	20	4

b) Draw a Histogram from following table [5]

Class	10-19	20-29	30-39	40-49	50-59
Frequency	5	10	15	12	15

c) Find arithmetic mean from following data [5]

Number of vehicles	0	1	2	3	4	5
No of matches	3	13	18	10	5	1

d) Find median from following data [5]

Marks Below	5	10	15	20	25	30	35
No. of students	1	3	9	17	27	36	38

Q2) a) For the data about the heights of boys and girls studying in a college [8]

	Boys	Girls
Number	400	100
Avg. height	68 inches	65 inches.
Variance	9	4

P.T.O.

- i) Which group has more consistent heights?
- ii) What is combined standard deviation of the heights?

b) Find Karl Pearson's correlation coefficient [7]

X	5	8	9	11	12	15
Y	8	7	10	13	11	17

Q3) a) Find the association between literacy and unemployed? [8]

Total population of locality - 10000
 Total literates in locality - 1290
 Total unemployed in locality - 1390
 Total unemployed and literates 820

b) An insurance company insured 1500 scooter drivers, 3500 car drivers and 5000 truck drivers. The probability of an accident is 0.05, 0.02, and 0.10 respectively in case of scooter, car and truck drivers. One of the person meets an accident, what is the probability that he is a car driver? [7]

SECTION - II

Q4) a) Solve the LPP by graphical method [10]

Minimize $Z = 25x + 30y$

Subject to

$$4x + 3y \geq 60$$

$$2x + 3y \geq 36$$

$$x, y \geq 0$$

b) Find the initial basic feasible solution of following transportation problem by NWCM & VAM method. [10]

Q5) a)

	D1	D2	D3	D4	Supply
01	10	20	5	7	10
02	13	9	12	8	20
03	4	15	7	9	30
04	14	7	1	0	40
05	3	12	5	19	50
Demand	60	60	20	10	

Customer arrives at box office window, being managed by single individual according to a Poisson distribution with mean rate of 30 per hour. The time required to serve a customer has an exponential distribution with mean of 90 seconds. Find the average waiting time of customer. Also find average number of customer in the system and average queue length? [8]

b) A businessman has 3 alternative actions, that he can take. Each of these follow 4 possible events. The conditional pay offs for each action event combination are as under

Actions	EVENTS			
	A	B	C	D
I	4	0	-5	3
II	-2	6	9	1
III	7	3	2	4

Find optimal decision under [7]

- i) Maximin criterion
- ii) Regret criterion
- iii) Laplace criterion

Q6) a) Find the optimum strategies for A & B in the following game. Also obtain value of game [8]

		B's Strategy		
		B1	B2	B3
A's Strategy	A1	9	8	-7
	A2	3	-6	4
	A3	6	7	-7

b) A Manager keeps the stock of bearings in his store. Previous experience indicates the daily demand as given below.

Daily demand	0	10	20	30	40	50
Probability	0.02	0.19	0.16	0.45	0.13	0.05

Estimate average balance stock, if the manager decides to keep 30 bearings every day. Use following random number 47, 88, 15, 91, 57, 67, 11,54,60,89

[7]



Total No. of Questions : 7]

SEAT No. :

P2098

[Total No. of Pages : 2

[5165]-15

M.B. A. (Semester - I)

105 : LEGAL ASPECTS OF BUSINESS

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) What is valid contract? Explain performance and discharge of contract.

Q2) Define 'Agent' and principal. Explain relationship between principal and agent.

Q3) Write the rights of unpaid seller. Explain the rules of as to delivery of goods.

Q4) What is negotiable instruments? Explain 'Holder' and 'Holder in due course' according to Negotiable Instruments Act 1881.

Q5) Write short notes on (any two) :

- a) Features and types of companies.
- b) Articles of Association of a company.
- c) Prospectus of a company.
- d) Memorandum of a company.

P.T.O.

Q6) Explain the concepts of patents and copyrights with example.

Q7) Define 'goods' and 'service' according to the Consumer Protection Act.
Explain 'Unfair Trade Practices'.



Total No. of Questions : 7]

SEAT No. :

P2099

[Total No. of Pages : 2

[5165]-16

M.B. A. (Semester - I)

106 : BASICS OF MARKETING

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Attempt any five questions out of the following.*
- 2) *All questions carry equal marks.*

Q1) What is consumer Behaviour? What are the steps in buying decision process of

- a) A microwave oven
- b) Liquid Hand wash

Q2) Explain how companies identify attractive market segments and choose a target marketing strategies.

Q3) What do you understand by marketing environment? Discuss the various types of marketing environmental forces influencing marketing decisions.

Q4) Define marketing control. What are the different tools & techniques of marketing control?

Q5) Explain the term marketing mix. If you are the marketing manager of the company. Design a marketing mix for the following products.

- a) A car
- b) Bath Soap

P.T.O.

Q6) Define 'marketing organization'. Explain the different models and hierarchy of marketing organization.

Q7) Write short notes on any two :

- a) Holistic marketing
- b) Social responsibility of marketing organization
- c) Contents of marketing plan
- d) Marketing Myopia.



Total No. of Questions : 7]

SEAT No. :

P2100

[Total No. of Pages : 2

[5165]-21

M.B. A. (Semester - II)

201 : MARKETING MANAGEMENT

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Question 1 is compulsory.*
- 2) *Answer any four among the remaining questions.*
- 3) *All questions carry equal marks.*

Q1) What are the factors influencing the design of marketing channels? Design suitable channel of distribution for any one of the following product.

- a) Herbal soap
- b) Agarbatti

Q2) Explain product life cycle (PLC). State the strategies to manage product at different stages of product life cycle (PLC).

Q3) What is a 'New product'. Discuss various stages in New Product Development (NPD) with suitable examples.

Q4) Discuss the various pricing objectives set by the company. Brief on various approaches to pricing.

Q5) Discuss the objectives of sales promotion. suggest suitable sales promotion techniques for a FMCG (fast moving consumer goods) company.

P.T.O.

Q6) 'Extended P's are more relevant in marketing of services'. comment

Q7) Write short notes on (any two) :

- a) Public Relations (PR)
- b) Types of Packaging
- c) Franchising.
- d) Significance of Branding



Total No. of Questions : 9]

SEAT No. :

P2101

[Total No. of Pages : 3

[5165]-22

M.B. A. - I (Semester - II)

202 : FINANCIAL MANAGEMENT

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Question No. 1 is compulsory.*
- 2) Attempt any two questions from Section-I and two questions from Section-II.*
- 3) Figures to the right side indicate full marks.*
- 4) Use of non-programmable calculator is allowed.*

Q1) Explain the scope of Financial Management. **[10]**

SECTION - I

Q2) What is working capital? Explain the factors which affect the working capital requirement of a firm. **[15]**

Q3) Discuss in detail the various factor affecting the dividend policy of the company. **[15]**

Q4) Explain in detail the merits and limitations of raising the funds by way of the following : **[15]**

- a) Equity shares
- b) Debentures
- c) Preference shares

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

- a) Proforma of Balance sheet as per companies Act 1956.
- b) Undercapitalization.
- c) Trading on Equity
- d) Types of leverages.
- e) Proforma of funds flow statement

P.T.O.

SECTION - II

Q6) Mr. Vijay Traders is the purchase manager of orient pharma company is considering to purchase a machine for production of new life saving drug. As per the finance managers proposal the new drug will generate an annual profit of ₹15,00,000 per year for first 5 years. Material cost for production is expected to be ₹4,50,000 p.a., Labour Cost will come to ₹5,50,000 p.a., other expenses will be ₹1,50,000 p.a. Cost of machine is ₹5,00,000 with expected. Scrap value is NIL, with a life of 5 years. Company uses straight line method of depreciation. Income Tax is 50% and cost of capital is 12%. Machine will require an investment of working capital of ₹75,000 which will be recovered at the end of 5th year.

Advise the company about purchase of the machine by using NPV method.

[15]

Q7) A proforma cost sheet of a company provides the following information. **[15]**

Particulars	Amt (Cost per unit)
Raw Material	38.5
Direct Labour	11.8
Overheads (including depreciation ₹5)	32.0
Total Cost	82.3
Profit	17.7
Selling price	100.0

Additional information :

- a) Average raw material in stock four weeks.
- b) Average materials in processes (RM 100% and Direct Labour & overheads 50%) Half a Month.
- c) Average finished goods in stock four weeks.
- d) Credit allowed by suppliers one month.
- e) Credit allowed to customer eight weeks.
- f) Lag in payment of wages two weeks.
- g) Cash at bank is expected to be ₹ 1,00,000.

All sales are credit sales and add 10% contingency margin. You may assume that production is carried on evenly throughout the year and wages and overheads accrue similarly.

Q8) The present EBIT of ABC Ltd. is ₹20,00,000. The company is planning to raise ₹50,00,000/- to finance its expansion plan. The following alternatives are available [15]

- Issue of 12% debentures.
- Issue of ₹2,50,000 equity shares at par and the balance by debentures at 12% interest.
- Issue 10% preference shares of ₹25,00,000 and balance at 15% term loan.

The present capital structure of the company consists of ₹5,00,000 equity shares of ₹ 10 each.

Advise the company which one of the above alternative is profitable.

Q9) Following is the Balance sheet of xyz Ltd. [15]

Liabilities	Amt.	Assets	Amt.
Equity capital	10,00,000	Good will (at cost)	5,00,000
6% preference capital	5,00,000	Plant & machinery	6,00,000
General Reserve	1,00,000	Land & Building	7,00,000
Profit and Loss	4,00,000	Furniture	1,00,000
Provision for Taxation	1,76,000	Inventories	6,00,000
Bills payable	1,24,000	Bills Receivable	30,000
Bank over draft	20,000	Debtors	1,50,000
Creditors	80,000	Bank	2,00,000
12% Debentures	5,00,000	Short term Investment	20,000
	29,00,000		29,00,000

Calculate :

- Current ratio
- Liquid ratio
- Absolute liquid ratio
- Debt to equity ratio
- Current asset to fixed asset ratio.



Total No. of Questions : 7]

SEAT No. :

P2102

[Total No. of Pages : 2

[5165]-23

M.B. A. (Semester - II)

203 : HUMAN RESOURCE MANAGEMENT

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Distinguish between Personnel management and Human Resource Management.

*Q2) a) What are the common problems of the interview as a selection device.
b) What measures can be taken to over come them.*

Q3) Explain the difference between training and education.

Q4) Define the concept of MBO and elaborate the steps involved in implementing MBO.

Q5) What is wage administration and explain the methods of wage calculation.

Q6) Explain the concept of VRS and the provisions involved in VRS.

P.T.O.

Q7) Write short notes on (any two) :

- a) Compare & contrast between job description & job specification
- b) Kaizen
- c) Collective Bargaining
- d) Career anchors



Total No. of Questions : 7]

SEAT No. :

P2103

[Total No. of Pages : 2

[5165]-24

M.B. A. (Semester - II)

204 : MANUFACTURING & OPERATION MANAGEMENT
(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) 10 samples, each of size 50, of a pipe were inspected in pressure testing. The results of the inspection are given below.

Sample No.	No. of defectives
1	2
2	3
3	2
4	0
5	2
6	3
7	2
8	1
9	2
10	3

Draw a p-chart and state your conclusion :

[14]

Q2) a) What is mean by plant layout? How does product layout differ from process layout? [7]

b) Describe in brief steps involved in carrying out a method study? [7]

Q3) a) Explain the characteristics of Batch Production system? [7]

b) Explain function of production planning & control? [7]

P.T.O.

Q4) “Two basic aspects of the function of plant maintenance are preventive maintenance and corrective maintenance”. What are they? How do they differ from each other? **[14]**

Q5) State the scope of operation management. Explain Evolution of operation management in detail? **[14]**

Q6) a) Define the term plant location? Discuss the factors which determine the location of a plant. **[7]**

b) Describe with example how a project Network is crashed? **[7]**

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

a) Theory of constraints

b) Six sigma

c) Work sampling

d) Mass customization



Total No. of Questions : 8]

SEAT No. :

P2104

[Total No. of Pages : 2

[5165]-25

M.B. A. (Semester - II)

205 : MATERIALS AND LOGISTICS MANAGEMENT

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Explain the concept of logistics. How does efficient logistics help in increasing profitability and meets customer requirements.

Q2) a) What is EOQ Model? State the benefits and limitations of EOQ Model.

- b) Find EOQ if annual consumption is 2000 units, cost per unit is Rs 90, ordering cost is Rs 180 per order and inventory carrying cost is 20% of per unit cost.

Q3) “Materials Requirement Planning is both an inventory control and scheduling technique.” Discuss.

Q4) What is purchase management? State its objectives and functions. Also explain how purchase department is a profit centre for the organisation.

Q5) “Efficiency of a share depends on its efficiency of locating system.” Do you agree? Describe briefly the factors which effect stores location.

P.T.O.

Q6) Enlist important principles of a good material handling system and discuss any two in detail giving examples.

Q7) What do you understand from standardisation and codification of materials? Write the advantages of both the methods and also explain types of codification in brief.

Q8) Write short note on (any two) :

- a) ABC analysis
- b) Supply chain management
- c) Bull whip effects
- d) Receiving procedure of stores.



Total No. of Questions : 7]

SEAT No. :

P2239

[Total No. of Pages : 2

[5165] -26

M.B.A.

206: MANAGEMENT INFORMATION SYSTEM

(2008 Pattern)

Time : 3 Hours]

[Maximum Marks : 70

Instructions to the candidates:

- 1) *Q.1 and Q.7. Are compulsory.*
- 2) *Solve any four questions from remaining.*
- 3) *Figures to the right indicate full marks.*
- 4) *State your assumptions clearly.*

Q1) Draw an Input form and Report Layout for following and elaborate use of these reports in the process of decision making. **[15]**

- a) Input form for Student registration for admission.
- b) Student admission report.
- c) Student Exam form report.

Q2) What is Artificial Intelligence. Differentiate between conventional system and expert system. **[10]**

Q3) Explain in detail "Herbert Simon Model" in Decision making Process. **[10]**

Q4) What is SDLC? Explain waterfall model of SDLC in detail. **[10]**

Q5) What is MIS? Explain the role of MIS in the functioning of business organisation. **[10]**

Q6) Define DSS. Explain difference between MIS.DSS, EIS. **[10]**

P.T.O

Q7) Write short notes on given below (any three)

[15]

- a) Networking Topology
- b) Role of Information Technology in MIS
- c) Data Warehouse
- d) CASE Tools



Total No. of Questions : 6]

SEAT No. :

P2105

[Total No. of Pages : 3

[5165]-31

M.B. A. (Semester - III)

**301 : BUSINESS POLICY AND STRATEGIC
MANAGEMENT
(2008 Pattern)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Attempt any three questions from Section-I*
- 2) *Section-II is compulsory*
- 3) *Give relevant examples wherever necessary.*

SECTION - I

- Q1)** “Vision, Mission, Objective and Goals are the four pillars of strategic management”. Elaborate with relevant examples from Indian context. **[15]**
- Q2)** Explain the Key success factors in E-commerce. How IT enabled and E-Commerce can Create competitive advantages. **[15]**
- Q3)** What do you understand by Mergers and acquisition. Explain the different types of mergers. What are the various factors responsible in implementing Merger strategy? **[15]**
- Q4)** Describe the Strategic Management process. Explain the Corporate level, Business level and Functional level strategies with examples. **[15]**
- Q5)** Write short Notes (Any Two) **[15]**
- a) McKinsey’s 7’s Framework
 - b) Poters 5 Force model
 - c) Strategic budget
 - d) Core Competency
 - e) Low cost competitive strategies

P.T.O.

SECTION - II

Q6) Monte Carlo, the Rs 850 crore brand owned by the Ludhiana based Nahar Group, has been markedly aggressive in Indian apparel market recently. Earlier this year, the group, known mainly for its strong presence in the wollen segments, entered the Kids wear category. currently worth Rs 38,000 crore and growing at an annual growth rate of 11% according to the retail consultancy Techno Park. But winter wear still accounts for almost 75% of the companies total sales, which stood at Rs 400 Crore for the year ended March 2012. Now the company is aiming to change the ratio and take its share of the non-wollen wear to 50% in the next five years.

In focusing mole sharply on youth and Kids wear, the Monte Carlo brand has extended itself into the emerging tweens wear market in India. The brand is now present in segments as diverse as knitwear, casuals, formal, sports and tweens wear. With 30% Indians aged below 15 years and kids demonstrating a heightened sense of brand awareness. Kids segment has emerged as the new player bigwigs. Currently, the kids wear segment constitutes over 15% of the overall apparel market in the country.

Acting on its ambition cater to the market for the kids and youth in the non-winter wear category, the group decided last year to wean away the Monte Carlo brand fro Oswal Wollen Mills under which the brand had till now been housed. Hiving off the garments business of Oswal Wollen Mills into Monte Carlo Fashions has paved the way for the group to make its presence felt in the casual wears and fashion segment of the apparel industry. But the company realizes that to make its foray into the new segments successful, it will have to come up with some innovative brand extension strategy. Quite a few apparel brands like Raymond have trod the brand extension route earlier on entering new segment of the market. But when Raymond perceived as a premium masculine brand catering to men's clothing-made the brand extension into women's wear the gambit proved to be a failure. Raymond put the lessons of failure to good use when it decided to enter the kids segment in 2006. Instead of trying to make a forced brand extension by thrusting its signature Raymond brand name to a new line of kids clothing it created a new brand - Zapp. Monte Carlo has followed a similar strategy by changing its kids wear brand as 'Tween Monte Carlo' and embodying it with the core values of quality, innovation and trendiness. Not to be left behind, brands such as Benetton, Pantaloon and Reebok have roped in popular characters like Pucca, Ben 10, and Power Rangers top lure teir 4-14 age group customers. According to a recent market report by Iris Retail,

Lilliput is the largest player with an estimated market share of 14.3% followed by Gini & Jony with 11% and Catmoss with 7%. Look at recent trends in Kids wear retail shows multiple players courting initial success before heading for a downward spiral. For examples brands like Koutons. Junior, Raymond's Zapp is no longer in the business. The main reason for such reverses, analysts point out is that the retailers did not pay heed to their pricing in an extreme value driven segment. To make sure Monte Carlo's brand extension into kids wear moves forward smoothly, the company is planning to set up a separate manufacturing unit for kids clothing. The company also intends to target its customers in the metros and tier I cities where kids and youngsters are avid consumers and make their own purchasing decision. With prices easy on the pocket, Monte Carlo expects to make a good impact in market. The major competition it would face will be from retailers like Pantaloons. About 15% of Pantaloons annual turnover comes from teens and kids apparel. On its part Monte Carlo plans to unleash 360 degree promotional activities to help it gain visibility and attract its target audience. At present company runs 151 exclusive Monte Carlo outlets across the country and is looking to add 30 more such stores by the end of this financial year. [25]

Questions :

- i) Carry out an Environmental analysis (ETOP) for Monte Carlo.
- ii) Do you think that Monte Carlo can overcome the difficulties faced by its competitors. Develop a strategic plan for Monte Carlo.



Total No. of Questions : 7]

SEAT No. :

P2106

[Total No. of Pages : 2

[5165]-32

M.B. A. (Semester - III)

302 : MANAGEMENT CONTROL SYSTEMS

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *All questions carry equal marks*
- 2) *Q. 7 is compulsory*
- 3) *Attempt any Four questions from Q. 1 to Q. 6.*

Q1) What elements according to Grissinger, constitute the Cybernetic paradigm vis-a-vis the Control Process?

Q2) Explain the meaning of Goal Congruence and the problem faced by multidivisional companies at various levels related to it.

Q3) Explain the Functions of Controller in an organization.

Q4) State and discuss the various measures used to evaluate the performance of responsibility centers.

Q5) What is Management Audit? What are the steps involved in conducting a management audit?

Q6) Write Short notes on (Any TWO):

- a) ZBB
- b) Balance Score Card
- c) EVA Vs ROI
- d) Business Unit Level strategy and Corporate Level strategy

P.T.O.

Q7) Pujan Company Ltd. has two divisions. Relay Division (RD) and Motor Division (MD). Other information given is:

RD - It can manufacture 50,000 Relays (a kind of switch) per year at a variable cost of ₹ 12 per unit and selling price is ₹ 20 per unit. Each relay requires one labour hour to complete.

MD - It has developed a new model of motor for which a new model of Relay is required. There are two options to produce this new model of Relay:

- a) To buy from an external supplier @ ₹ 15 per unit (Annual requirement 50,000 units)
- b) To be manufactured by RD which has to give up its entire present business. The variable cost of manufacturing a new model is ₹ 10 per unit.

The MD also has to incur ₹ 25 as variable cost and the selling price per unit is ₹60.

Advise whether RD should give up its existence business to manufacture a new model of relay for MD OR the latter should procure the new model from the market?



Total No. of Questions : 7]

SEAT No. :

P2107

[Total No. of Pages : 2

[5165]-33

M.B. A. (Semester - III)

MARKETING MANAGEMENT SPECIALISATION - I

303 A : Marketing Research

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Q. No. 7 is compulsory.*
- 2) *Attempt any four questions out of remaining.*
- 3) *Use of electronic calculator is allowed.*
- 4) *Figures in bold on right indicate full marks.*

Q1) Describe principle of projection. Discuss four different types of projective techniques with at least one example of each. **[14]**

Q2) What do you mean by causal research? Describe at least three situations in which causal research is used. Why are control groups used in a causal research design based on experimental research? **[14]**

Q3) Design a questionnaire for studying buying behaviour of upper & middle class customers with respect to purchase decision of a four wheeler. **[14]**

Q4) What do you mean by attitude measurement? Describe procedure of construction & application of Likert scale & semantic Differential scale. **[14]**

Q5) Describe principles, procedure & applications of conjoint Analysis. **[14]**

P.T.O.

Q6) A test marketing by a soft drink manufacturer was carried out in two cities for two new varieties of soft drink code named as 'A' & 'B'. 68% respondents liked the soft drink where flavour 'A' was tested in a city with a sample size of 200 respondents. In another city where respondents tasted flavour 'B', 57% liked the soft drink. In this city too the sample size was 200. The marketing manager would like to know if the difference in liking is a result of two different flavours.

- a) State null & alternate hypotheses. **[4]**
- b) Carry out hypothesis testing, if given value of $Z = 1.96$ for 95% confidence level. **[6]**
- c) Interpret results. **[4]**

Q7) A leading brand of mobile handset manufacturer is worried about loss of market share to a new entrant in the market. The company believes that young population is getting attracted to new brands while older ones are sticking to old brands.

- a) Draft a research proposal for leading brand which is losing market share. **[10]**
- b) What will be appropriate sample size for this research? How will you select the sample? **[4]**



Total No. of Questions : 8]

SEAT No. :

P2108

[Total No. of Pages : 4

[5165]-34

M.B. A.

**303 - B : ADVANCED FINANCIAL MANAGEMENT
(2008 Pattern)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Q. No. 1 is compulsory.*
- 2) Solve any two questions from Section I and two questions from Section II.*
- 3) Figures to the right side indicate full marks.*
- 4) Use of non programmable calculator allowed.*

Q1) Write short notes (any TWO) :

[10]

- a) EVA
- b) Cash Budget
- c) International Accounting Standard
- d) Internal Rate of Return
- e) Ratio analysis

SECTION - I

Q2) Explain in detail the Walter Model and Gordon's Model of Dividends Policy. **[15]**

Q3) What is Working Capital Management? Explain in detail the determinants of Working Capital requirements. **[15]**

Q4) Enumerate the main recommendations of Chore Committee as accepted by RBI. **[15]**

P.T.O.

SECTION - II

Q5) Bharath Ltd has under construction two mutually exclusive projects X and Y. You are required to advise him about the acceptability of the projects based on NPV and comment on sensitivity analysis.

Particulars	Project (X) (Rs.)	Project (Y) (Rs.)
Initial Investment	4,00,000	4,00,000
Cash inflow estimates		
Worst	6,00,000	—
Most Likely	80,000	80,000
Optimistic	1,00,000	1,60,000
Required rate of Return (10%)	0.10	0.10
Life of the project	15 years	15 years

The present value interest factor for 15 years at 10% discount is 7.606.[15]

Q6) The management of Royal Industries has called for a statement showing the working capital needs to finance a level of activity of Rs. 1, 80,000 units of output for the year. The cost structure for the company's product for the above mentioned activity level is detailed below.

Particulars	Cost per unit (Rs.)
Raw Materials	20
Direct Labour	5
Overheads (including depreciation of Rs.5 per unit)	15
Total Cost	40
Profit	10
Selling Price	50

Additional Information:

- a. Cash balance is Rs. 20,000
- b. Raw materials are held in stock, on an average for two months

- c. Work in progress (assume 50% completion stage) will approximate to half a month's production.
- d. Finished goods remain in ware house on an average for a month.
- e. Suppliers allow one month's credit and debtors are provided two months credit, cash sales are 25% of total sales.
- f. There is a time lag in payment of wages of a month and half a month in case of overheads.

You are required to prepare a statement showing working capital needs. [15]

Q7) From the following information, prepare a summarized Balance sheet at 31st March 2002 :

- a) Working capital Rs. 2,40,000
- b) Bank Overdraft Rs.40,000
- c) Fixed Assets to proprietary ratio 0.75
- d) Reserves and Surplus Rs. 1,60,000
- e) Current Ratio Rs. 2.5
- f) Liquid Ratio 1.5

You are required to prepare the balance sheet contents. [15]

Liabilities	Amount in Rs.	Assets	Amount in Rs.
Share Capital		Fixed Assets	
Reserves		Stock	
Current Liabilities		Other current Assets	
Total		Total	

Q8) Following Balance sheets have been extracted from the records of Zenith Ltd

Balance Sheet of Zenith Ltd.

	Amount in Rs.			Amount in Rs.	
Liabilities	31.3.07	31.3.08	Assets	31.3.07	31.3.08
Share Capital	1,00,000	1,10,000	Building	40,000	38,000
General Reserve	14,000	18,000	Plant & Machinery	37,000	36,000
Profit & Loss A/c	16,000	13,000	Investments	10,000	21,000

Creditors	8,000	5,400	Stocks	30,000	23,400
			Bills Receivables	2,000	3,200
Bills Payable	1,200	800	Debtors	18,000	19,000
Income Tax Provision	16,000	18,000	Bank Balance	6,600	15,200
Provision For Doubtful debts	400	600	Preliminary Expenses	12,000	10,000
Total	19,50,000	19,94,000	Total	19,50,000	19,94,000

Additional Information :

- Depreciation charged on Plant Rs. 4,000
- Provision for taxation made Rs. 19,000 during 2007-08
- Interim dividend Rs. 8,000 was paid during 2007-08
- A piece of machinery was sold for Rs. 8,000 during 2007-08. It had cost Rs.12,000. Depreciation of Rs.7,000 was provided on that.

Prepare a fund flow statement.

[15]



Total No. of Questions : 7]

SEAT No. :

P2109

[Total No. of Pages : 2

[5165]-35

M.B. A. (Semester - III)

Computer Management Specialization - I

303 - C : SOFTWARE ENGINEERING

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Question Number 1 & 7 is compulsory.*
- 2) *Attempt any four from the remaining.*
- 3) *Write down the assumptions clearly (if any)*

Q1) Maharashtra sports and recreation department has decided to hold a national level sport competition in pune. It has decided to computerize all the activities that are going to take place in the competition. **[20]**

The requirements are as follows,

- To maintain data of the participants, representing different states and taking part in different types of sports competitions. There is a team of at the most seven players representing every state.
- To maintain the records of performance of the participants in the league rounds.
- To maintain the result of the sport events such as the winners of Gold, Silver and Bronze Medal.
- To maintain the umpires data and their specialization in various events.
- To maintain complaints received by the participants.

Ready information base of world records is also to be made available for comparison purpose.

- a) Draw ER Diagram.
- b) Draw Context level and First level Data Flow Diagrams.

P.T.O.

Q2) Explain the various Fact Finding techniques in detail. **[10]**

Q3) Explain Spiral Model in detail. **[10]**

Q4) Explain “Computer aided Software Engineering” in detail. **[10]**

Q5) Global computer institute admit the students by following the procedure given below. **[10]**

- a) Student having more than or equal to 60% marks in graduation is accepted for special batches.
- b) Students having marks between 45% to 60% are accepted for regular batches and remaining students are rejected.
- c) 20% additional fees are taken from students who opt for prime time batches.
- d) 5% discount is given to the students if fees are paid on or before 28th Aug.

Draw Decision Tree and Decision Table for the above case.

Q6) Explain the stages of SDLC in detail. **[10]**

Q7) Write short notes on (Any Two) **[10]**

- a) Object oriented Modeling
- b) Types of system
- c) Feasibility Study



Total No. of Questions : 7]

SEAT No. :

P2110

[Total No. of Pages : 2

[5165]-36

M.B. A. (Semester - III)

**303 - D : INVENTORY MANAGEMENT & MATERIALS
REQUIREMENT PLANNING**

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Solve any five questions.*
- 2) All Questions carry equal marks.*
- 3) SMS language is not allowed.*

Q1) Explain the concept of Inventory. Elaborate need and importance of Inventory management.

Q2) Explain in detail the Inventory Classification Methods.

Q3) What do you mean by Fixed Order Quantity and Fixed Order Interval systems. Explain.

Q4) What do you mean by BOM? Why do organizations need BOM? Explain with suitable example.

Q5) Explain various factors influencing “Make or Buy” decision.

Q6) What do you mean by performance evaluation of Material function? Discuss the criteria & Methodology of evaluation of the materials function.

P.T.O.

Q7) Write short note on any two :

- a) Zero Inventory Concept
- b) Vendor Managed Inventory
- c) Inventory Turns
- d) WIP Inventory



Total No. of Questions : 7]

SEAT No. :

P2111

[Total No. of Pages : 2

[5165] - 37

M.B.A (Semester - III)

HRM SPECIALIZATION

303 - E : Labour Law - I

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Elucidate Health and Safety provisions under shops and establishments act, 1948. **[14]**

Q2) Explain in detail registration of establishments and licensing of contractors under The Contract Labour regulation and abolition act,1970. **[14]**

Q3) Explain Safety and Welfare provisions under the Factories act, 1948. **[14]**

Q4) Explain in detail provisions of Gratuity act. Discuss eligibility and forfeiture under Gratuity Act. **[14]**

Q5) Explain fixing of minimum wages. Procedure for revising minimum wages under the Minimum wages act, 1948. **[14]**

Q6) Describe registration process for Commercial establishment, and comment on Theatres and places of public amusement under the Bombay shops and establishments act, 1948. **[14]**

P.T.O.

Q7) Write short notes on any two :

[14]

- a) Health and Welfare of contract labour.
- b) Leave provisions under shop act.
- c) Disqualification from bonus.
- d) Forfeiture of gratuity.
- e) Registers and records under Contract labour act 1970.



Total No. of Questions : 7]

SEAT No. :

P2112

[Total No. of Pages : 2

[5165] - 38

M.B.A. - II (Semester - III)

IB SPECIALIZATION - I

303 - F : International Marketing

(2008 Pattern)

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

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

Q1) Compare and contrast 'International Marketing' with 'Domestic Marketing' with suitable examples. [14]

Q2) "Effective international marketing research is crucial to prevent marketing failures." Justify the statements with suitable examples. [14]

Q3) Discuss the merits and demerits of different foreign market entry strategies with the help of suitable examples. [14]

Q4) Explain the political, economic and legal environment challenges of international Marketing. [14]

Q5) Discuss various factors affecting 'International Pricing'. [14]

Q6) Explain the importance of 'Planning Process' while entering international market. [14]

P.T.O.

Q7) Write explanatory notes of ANY TWO :

[14]

- a) Balance of payment.
- b) SEZ (Special Economic Zone).
- c) Global Marketing Mix.
- d) Types of 'Letter of Credit'.



Total No. of Questions : 7]

SEAT No. :

P2113

[Total No. of Pages : 2

[5165] - 39

M.B.A (Semester - III)

304 - A : Integrated Marketing Communication

(2008 Pattern)

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

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

Q1) Explain the concept of IMC. Give the objectives of IMC.

Q2) Define Advertising. Explain types of advertising with relevant examples.

Q3) What is sales promotion. Discuss the type of tools used for consumer promotion?

Q4) What are the different departments in an advertising agency? Enlist the functions of each department.

Q5) What is Direct Marketing? Discuss the various forms of direct marketing.

Q6) What is advertising copy? Design a copy for a company, who wish to advertise their 'health drink' for children aged between 5-12 years. (make necessary assumptions).

P.T.O.

Q7) Write short notes on (any two) :

- a) Advertising appropriation
- b) Online marketing
- c) PR and publicity
- d) Ethics in IMC



Total No. of Questions : 8]

SEAT No. :

P2114

[Total No. of Pages : 3

[5165] - 40

M.B.A. (Semester - III)

FINANCIAL MANAGEMENT SPECIALISATION - II

304 - B : Direct Taxation

(2008 Pattern)

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

- 1) *Q.No. 1 is compulsory.*
- 2) *Attempt any four questions from the remaining.*
- 3) *Figures to the right indicate full marks.*
- 4) *Use of simple calculator is allowed.*

Q1) What do mean by residential status of an individual? Explain the term ordinarily resident and non ordinarily resident. **[10]**

Q2) Mr. Aarya is Asstt. Manager of a Chemical company of Delhi, since 1989. He has submitted the following particulars of his income for the financial year 2015-2016: **[15]**

- a) Basic Salary Rs. 25,000 per month
- b) Dearness Allowance Rs. 5,000 per month. (Rs. 2,000 p.m. enters into retirement benefits.)
- c) Education Allowance for two children at Rs. 200 p.m. per child.
- d) Commission on sales 1% of turnover of Rs. 12,00,000
- e) Entertainment allowance Rs. 700 p.m
- f) Traveling allowance for his official tours Rs. 35,000. The entire amount is spent on the official tour.
- g) He resides in the flat of the company. Its market rent is Rs. 10,000 p.m
- h) He has been provided with a motor car of 1.8 ltr. Engine capacity for his official as well as personal use. The running and maintenance costs are borne by the Company.

Compute income from salaries for the assessment year 2016-17. Assume the population of Delhi is more than 25 lakhs.

P.T.O.

Q3) a) Mr. X own a house property in Delhi. From the particulars given below compute the income from house property for the assessment year 2016-17 **[10]**

Municipal Value	2,20,000
Fair Rent	2,58,000
Standard Rent	2,45,000
Actual Rent per month	24,000
Municipal taxes paid during the year	25% of municipal value
Municipal taxes paid during the year	40% of tax levied
Expenses on repairs	20,000
Insurance premium	5,000

Mr. X borrowed a sum of Rs. 12,00,000 @ 10% on 1.7.2010 and the construction of the property was completed on 28.02.2012.

b) When income from house property is not charged to tax. **[5]**

Q4) Write short note on (any three) **[15]**

- a) Income from other sources
- b) Self Assessment tax.
- c) Residential status of company.
- d) Incidence of tax.
- e) Expenses expressly allowed as deduction under profits and gains of business or profession.

Q5) Mr. Bhupen acquired a residential house on 1.10.1979 for Rs. 1,50,000. Fair market value of the house as on 1.4.1981 is Rs. 3,25,000. He spent an amount of Rs. 60,000 on 15.12.1986 on improvement of the house. Mr. Bhupen gifted the said property to his son Viraj on 25.10.1995. Pr. Viraj also spent Rs. 45,000 on improvement of the house On 25.08.1997. Mr. Viraj sold the above house on 31.12.2012 for a sum of Rs. 40,00,000. Expenses on transfer were 1.5% of the sale consideration. Compute the capital gain for the assessment year 2016-17. (CII for 1981-82 = 100, 2012-13 = 852, 1986-87=140,1997-98=331) **[15]**

- Q6)** a) Write a note on Deduction under Sec 80. [8]
b) Write a note on Appeal under the Income Tax Act, 1961. [7]
- Q7)** Discuss the provisions of Tax Deductible at Source (TDS) under the Income Tax Act 1961. [15]
- Q8)** What are various expenses deductible under the head income from other sources? [15]



Total No. of Questions : 8]

SEAT No. :

P2116

[Total No. of Pages : 2

[5165] - 42

M.B.A. (Semester - III)

**PRODUCTION AND MATERIALS MANAGEMENT
SPECIALIZATION**

**(304 - D) Modeling Techniques and It For Operations Management
(2008 Pattern)**

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

- 1) *Attempt any five questions.*
- 2) *Marks are indicated against each question.*

Q1) a) Explain meaning and significance of model in decision making. [4]
b) “The best quantitative analysis models are the ones that are more elaborate and complex mathematically.” Discuss the statement in context of decision making in operations. [10]

Q2) In a cattle breeding farm, two types of fodder F1 and F2 are available. They cost Rs. 5 and Rs. 3 per unit. Each fodder contains two types of Nutrients: N1 and N2 in different quantities. Each unit of F1 contains 2 units of N1 and 4 units of N2. Each unit of F2 contains 3 units of N1 and 4 unit of N2. The minimum daily requirement of N1 and N2 of an animal is 6 units and 8 units respectively. It is required to determine how many units of F1 and F2 should be fed daily to an animal to meet the minimum requirement of N1 and N2 at minimum cost. Formulate this problem as a LPP and solve by Simplex method upto first iteration. [14]

Q3) a) Explain the meaning of Goal Programming. How it is different than Linear Programming? Describe. [6]
b) Explain the concept and application of Sensitivity analysis. [8]

P.T.O.

Q4) Explain any five priority sequencing rules and their significance with examples. **[14]**

Q5) Using Jackson's method, find the sequence that minimizes the total elapsed time required to complete the following tasks. Each job is processed in the order of ABC. **[14]**

JOB	I	II	III	IV	V
Machine A	5	7	6	9	5
Machine B	2	1	4	5	3
Machine C	3	7	5	6	7

Q6) Describe the concept and use in operations management decision of the following: **[14]**

- a) Design of Experiments.
- b) Dynamic Programming.

Q7) Explain the salient features of ERP in context of Operations Management processes. **[14]**

Q8) Write short notes on any two of the following: **[14]**

- a) Steps in model building.
- b) IT as competitive advantage.
- c) Softwares for Project management.



Total No. of Questions : 7]

SEAT No. :

P2117

[Total No. of Pages : 2

[5165] - 43

M.B.A (Semester - III)

HR SPECIALISATION

304 E : Industrial Relations

(2008 Pattern)

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

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

Q1) What is Industrial Relations? Explain origin, objectives and scope of Industrial relations.

Q2) Define Trade Union. Explain the impact of globalisation on the Trade Union movement in India.

Q3) What is Industrial Dispute? What are the machineries to solve Industrial Dispute under industrial Dispute Act 1947.

Q4) Explain the role of Judiciary and its impact on industrial relations.

Q5) Define collective Bargaining. Explain the process of collective bargaining and causes of failure of collective bargaining.

Q6) What is worker's participation in management? Explain levels of participation in detail.

P.T.O.

Q7) Write short note (any two) :

- a) Types and structure of Trade Union.
- b) Causes of Industrial Disputes.
- c) Role of Human Resource Manager in Industrial Relations.
- d) Adjudication.
- e) Problems of Trade Union.



Total No. of Questions : 8]

SEAT No. :

P2118

[Total No. of Pages : 2

[5165] - 44

M.B.A. (Semester - III)

**304 F : International Logistics and Supply Chain Management
(2008 Pattern)**

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

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

Q1) a) State the characteristics of Global supply chains.

- b) "Role of Government on global supply chain & logistics operations is marginal" comment.*

Q2) How does efficient supply chain itself can be a competitive advantage to global organizations? Explain with examples.

Q3) Discuss the factors influencing mode and carrier selection decision in global transport.

Q4) Describe the meaning of 3PL and 4PL service providers. Discuss their role in making global logistic efficient.

Q5) a) Explain the meaning of service driven logistics system.

- b) Outline an approach for customer service stragea.*

Q6) Describe impact of trade blocks/FTZ on managing global supply chain.

P.T.O.

- Q7)** a) Briefly describe factors affecting network design decision.
b) State the systems of poor inventory management.

Q8) Write notes on any two of the following :

- a) Trends in international supply chain management.
b) IT solutions for supply chain management.
c) Bullwhip effect.
d) Bench marking supply chain.



Total No. of Questions : 8]

SEAT No. :

P2119

[Total No. of Pages : 2

[5165] - 45

M.B.A (Semester - III)

MARKETING MANAGEMENT SPECIALIZATION

305 A : Distribution & Retail Management

(2008 Pattern)

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

- 1) *Attempt two questions from section - I & three questions from section - II*
- 2) *All questions carry equal marks.*

SECTION - I

Q1) What are the different distribution strategies?

Discuss intensive, selective and exclusive distribution strategies with the help of suitable examples.

Q2) “Marketing channels are necessary for any business” Comment. Describe the types of channel required for services with special reference to mutual funds.

Q3) “Whole salers perform so many important functions that it is not possible to eliminate them from the channels of distribution.” Explain the statement considering the functions performed by them.

SECTION - II

Q4) Bring out clearly the nature and importance of ‘Retailing.’ What are the various types of retailing.

P.T.O.

Q5) “Information Technology has revolutionized the modern Retailing.”
Comment.

Q6) Explain the concept of store layout with reference to any supermarket of your choice.

Q7) What is the reason behind rise in franchising as a business? Explain with suitable examples.

Q8) Write a short Note (any two)

- a) Private Label Brands.
- b) Floor space Management.
- c) Retail communication Mix.



Total No. of Questions :8]

SEAT No. :

P2120

[Total No. of Pages : 2

[5165] - 46

M.B.A (Semester - III)

FINANCE SPECIALIZATION

305 - B : Advanced Financial Services

(2008 Pattern)

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

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

Q1) Trace the steps taken in phase 11 of the Indian Financial System i.e. 1951 to Mid Eighties. What are your comments?

Q2) What is Merchant banking and the services rendered by it?

Q3) Explain the meaning of Stock Exchange. Discuss the functions and Services of Stock exchange.

Q4) What is the difference between acquisition and takeover? What are the different forms of Merger?

Q5) Define certificate of deposit and highlight the different schemes introduced by RBI to develop certificate of deposits market in India?

Q6) What is the concept and mechanism of Factoring? What are Recourse and Non-recourse Factoring?

P.T.O.

Q7) Define the following terms used in connection with SEBI (Substantial Acquisition of Shares and Take Overs) Regulations,1997:

- i) Acquirer,
- ii) Control,
- iii) Persons acting in concert,
- iv) Offer period,
- v) Promoter,
- vi) Target company.

Q8) Write short notes on: (Any three)

- i) Buyback of shares
- ii) E Trading
- iii) Securitization of Debts
- iv) Stock Holding Corporation of India



Total No. of Questions : 6]

SEAT No. :

P2121

[Total No. of Pages : 2

[5165] - 47

M.B.A. (Semester - III)

305 - C : VISUAL BASIC AND ORACLE

(2008 Pattern)

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

- 1) All questions are compulsory.*
- 2) State your assumptions wherever necessary.*
- 3) Figures to right indicate marks.*

Q1) Write a VB code to sort and display values of an integer array in descending order. **[10]**

OR

Write a VB code to accept a string using INPUT Box. Display number of characters, no. of words and number of lines of accepted string.

Q2) Write short notes on the following (Any 3) **[15]**

- a) Dynamic and Control Array
- b) Date Functions in VB
- c) Differentiate between ListBox and ComboBox with their features and important properties
- d) Cursor types of ADO
- e) Common Dialog Box in VB

Q3) Write a code in VB using ADO to generate the bill of a customer for the food ordered in a restaurant.(Assume suitable file design). **[10]**

P.T.O.

Q4) Write a detail note on JOINS using SQL with example. **[10]**

Q5) Solve the following queries with SQL based on default EMP and DEPT table in ORACLE. (Any 5) **[10]**

- a) Display all the employees whose name ends with 'e' from department number 50.
- b) Display the details of clerk who had been appointed first.
- c) Display department wise highest salary drawn.
- d) Display all the employees whose department location is 'EAST'.
- e) Display designation wise number of employees.
- f) Display details of employees in the format "Emp No. - Name of Employee - Hiredate"
- g) Display all the employees whose salary is more than average salary from his / her department.

Q6) Write short notes on the following: (Any 3) **[15]**

- a) Views
- b) Subquery
- c) String functions in SQL
- d) Set Operators
- e) Key constraints



Total No. of Questions : 8]

SEAT No. :

P2122

[Total No. of Pages : 2

[5165] - 48

M.B.A (Semester - III)

PRODUCTION AND MATERIALS SPECIALIZATION

305 - D : Supply Chain and Logistics Management

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Attempt any five question.*
- 2) All questions carry equal marks i.e 14 each.*

Q1) Discuss supply chain revolution and its implications on managing business.

Q2) Explain the advantages and disadvantages of various modes of transportation of goods in India.

*Q3) a) Describe the elements of Inventory.
b) Management policies and practices for supply chain efficiency.*

Q4) What is the purpose of Network design? How the efficient design does makes both the customer and the supplier comfortable ?

Q5) What are different types of material handling? What is the basis in selection of material handling facility?

Q6) Explain the four economic benefits of warehousing Illustrate your answer by proper sketches.

P.T.O.

Q7) Describe the issues involved in development and management of supply chain relationship.

Q8) Write notes on any two

- a) E-commerce.
- b) International sourcing.
- c) Customer Logistics strategy Accommodation.
- d) ERP system.



Total No. of Questions : 7]

SEAT No. :

P2123

[Total No. of Pages : 2

[5165] - 49

M.B.A (Semester - III)

HUMAN RESOURCE MANAGEMENT SPECIALISATION

305 E : Personnel Administration - Application & Procedures

(2008 Pattern)

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

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

Q1) Define Personnel Administration with its objectives and principles of PA? [14]

Q2) Explain the importance of personal file in PA & contents of Personal file? [14]

Q3) Explain meaning of absenteeism, causes and methods to improve the attendance? [14]

Q4) Draft a letter of Transfer Order for the employee? [14]

Q5) Calculate a gratuity for an employee who has resigned from his job. His joining date was 13.09.2003 and date of leaving 20.08.2011. His last drawn salary was [14]

BASIC	-	6000/-
DA	-	3500/-
HRA	-	4000/-
ALLOW	-	3500/-

P.T.O.

Q6) Explain and discuss the challenges of modern personnel manager? **[14]**

Q7) Write Short Notes on (Any 2) **[14]**

- a) Personal File
- b) Discipline in Company
- c) ESI Returns
- d) Notice & Circular



Total No. of Questions : 7]

SEAT No. :

P2124

[Total No. of Pages : 2

[5165] - 50

M.B.A

IBM SPECIALIZATION

(305 - F) Environmental and Global Competitiveness

(2008 Pattern)

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

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

Q1) Explain Competitive Advantage Theory proposed by Michel Porter in detail.

Q2) Define 'Commercial Geography'. How geographical aspects influences international business?

Q3) Explain in detail Absolute Cost Advantage theory of International Business

Q4) What is the concept of 'Borderless World'? Explain the significance and importance of Borderless World' in global business.

Q5) Write a detail note on:

- a) G 33
- b) O.E.C.D.

Q6) How does Social, Cultural and Economical factors affects International Business Environment? Give suitable examples.

P.T.O.

Q7) Write Short Notes on:

- a) Factor Endowment
- b) World Competitiveness
- c) G8



Total No. of Questions : 7]

SEAT No. :

P2125

[Total No. of Pages : 2

[5165] - 51

M.B.A (Semester - IV)

**401 : Entrepreneurship Development & Project Management
(2008 Pattern)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Q.No. 1 is compulsory.*
- 2) *Solve any 4 out of remaining.*
- 3) *Figures to right indicate full marks.*

Q1) a) Define the term entrepreneur & intrapreneur, explain the attributes of a successful entrepreneur. [7]

b) Explain the role played by an entrepreneur in indian economy. [7]

Q2) What do you mean by business planning process? Explain its steps. [14]

Q3) Explain the role of state Government in providing incentive, subsidies & tax concession to the entrepreneurs. [14]

Q4) Explain the prospects of women entrepreneur in India. [14]

Q5) Explain the significant role played by DIC & SISI. [14]

Q6) Discuss the fundamental of good feasibility plan & explain the major components of a feasibility plan. [14]

P.T.O.

Q7) Write short notes (any 3) :

[14]

- a) ICICI
- b) SIDBI
- c) IDBI
- d) Project planning



Total No. of Questions : 6]

SEAT No. :

P2126

[Total No. of Pages : 4

[5165] - 52

M.B.A. (Semester - IV)

402 : INTERNATIONAL BUSINESS MANAGEMENT

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

SECTION - I

- Q1)* Explain the Ricardo's theory of comparative cost advantage with examples. What are the assumptions made in the theory of comparative cost advantage.
- Q2)* Define the concept of international marketing. Discuss the barriers and challenges the firm face in international marketing.
- Q3)* Explain in detail advantages and disadvantages of various methods of entry in overseas markets.
- Q4)* Explain the term globalization. Elaborate different organizational models used in international business.
- Q5)* Write short notes (any three) :
- a) Dumping
 - b) TRIMS, TRIPs, GATs
 - c) ASEAN
 - d) Balance of Trade
 - e) Contractual mode of entry

P.T.O.

SECTION - II

Q6) Case Study.

Kaline

Kaline is a joint venture undertaken by a Swedish firm and a large U.S. company, each owning 50 percent. Both parent firms are known for their high technological standards, although they specialize in somewhat different product lines.

Kaline was formed in 1970. The president of the U.S. firm wanted to start a company with a new product line and sought out the Swedish partner because of its reputation. When the joint venture was formed, a detailed contract was signed by the partners. Products to be produced and marketed were specified, as were the conditions for technical support and other services, dividend policy, and profit distribution. Both parties clearly stated how they saw the new venture as a major part of their mission. Half of the board of directors was to be elected by each party, the chairman was to be elected from the U.S. board members, and the chairman of the shareholders meeting was to be elected by the Swedish partner. All major decisions specified in the agreement required a qualified majority (two-thirds) of the board members.

The agreement also contained a divorce clause, which specified that “either party can take the initiative to sell its shares at a price named in the notice. Such offer may be accepted by the noninitiating party or the noninitiating party may treat the offer as binding the initiating party to buy the noninitiating party’s shares at the same price. Conversely, the initiating party may offer to buy the other party’s shares at a price named in a notice. Such offer may be accepted by the noninitiating party or the noninitiating party may treat the offer as binding the initiating party to sell its shares at the same price, In any event, offers and acceptances must be for all the shares of the party.”

In the initial year of formation, the Swedish partners were enthusiastic about the formation of Kaline. Prior to the joint venture, sales of Kaline’s product line were flat. Because of new production technology brought to the table by the U.S. partner, however, Kaline was able to produce in the United States about 30 percent cheaper than in Sweden, including shipping

costs and duties. The U.S. partner also had a ready and functioning sales organization. The joint venture therefore pursued a policy of entering the market and gaining market share and volume through price cutting.

Two years after the signing of the joint venture contract, Kaline had several hundred employees. Sales were high but financial results were disastrous. Both parents were unwilling to invest new equity. The president of the U.S. firm took over also as president of Kaline. The initiator of the joint venture, he also had an excellent personal relationship with the president of the Swedish partner. He made several visits to Sweden to clear the air and succeeded in obtaining more updated technological knowledge and production rights.

Kaline's lack of profits during these years had severe effects on the quality of its personnel. Kaline as well as the U.S. partner had bonus pay plans that were based on the profitability of the firm. Because no bonuses were paid at Kaline, an exodus of managers from Kaline back to the profitable parent firm resulted. Kaline became known as the dump ground for managers.

In the fourth year of the joint venture, a young engineer in the U.S. parent company who had taken evening classes in marketing met with the president of Kaline. He had found that in some segments Kaline's product was one of the three market leaders. He suggested that the only possible cure for Kaline was to segment the market, emphasize the unique features of the product, differentiate it slightly, and raise prices. This suggestion was quite contrary to the previous high-volume philosophy. Only through personal intervention by the president of the U.S. partner directly with the president of the Swedish firm was the necessary technology transferred and the new policy cleared.

This process was by no means easy. Because of their culture, the Swedish engineers were totally against the idea. Sharing know-how and sharing it with a company that did not understand that volume was the oxygen of business was an alien thought.

One year later, the young engineer was president of Kaline, the company was a price-leader, its volume had gone up in the midst of a recession, and the company was making money. This success gave independence. The following exchange of communications regarding reporting routines illustrates the point.

The headquarters of the Swedish parent had sent a memo on corporate reporting to Kaline. Kaline's president responded by Letter. "Your memo strikes us wrong. In essence it dictates a rigid policy of outside and inside auditing. Perhaps you do not recognize that Kaline is somewhat unique in your organization. The shares are not owned in a majority by you. We do realize that as a separate matter you do own 2 percent shares of our U.S. parent. This, however, does not give you control of us. The above is a statement of the relationship as we see it. I do propose that Kaline continue to be cooperative."

On the day the letter was received, the controller of the Swedish parent sent the following telex to Kaline: "The memo was sent to you by mistake. We are well aware of the uniqueness of Kaline. It is my intention to visit your company to discuss these questions. I think such a discussion will further improve our already good cooperation."

Two weeks later Kaline's president wrote the Swedish parent: "Thank you for your telex, which clears the air completely. We would very much welcome your visit to Kaline in the near future."

This letter was filed at the Swedish headquarters together with a memo from the controller: "We should not demand more information from Kaline than they are prepared to give us. If we want the same information that is required from other subsidiaries, the matter must probably be dealt with by the presidents of the two parents. I have talked to the president of Kaline. He has nothing against giving information on Kaline to us. But he does not want to change his reporting routines."

Questions for Discussion

1. How would you have changed the initial joint venture agreement?
2. Would you characterize the relationship between Kaline and its parent companies as formal or informal?
3. How can a firm retain the profit incentive while making allowance for start-up costs?
4. Discuss the current interaction between Kaline and its parent companies. How can the goal of corporate synergy accommodate the need for individualism?



Total No. of Questions : 7]

SEAT No. :

P2127

[Total No. of Pages : 2

[5165] - 53

M.B.A (Semester - IV)

CTM 403 : Current Trends in Management

(2008 Pattern)

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

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

Q1) “Classification, Dissemination and categorisation of information in knowledge management.” Explain and support your answer with suitable examples.

Q2) Define six sigma, state the methodology and philosophy of six sigma.

Q3) “Organisations gain strategic advantages through mergers and acquisitions.” Illustrate the statement with suitable examples.

Q4) “ITES improves efficiency and effectiveness of business”. Discuss with suitable examples.

Q5) “Implementation of JIT improves productivity of an organisation”. Explain with suitable examples.

Q6) Explain recommendations of Birla committee on corporate Governance.

P.T.O.

Q7) Write short notes (any two) :

- a) BPO & KPO sector
- b) Advantages of e-learning
- c) Theory of constraints



Total No. of Questions : 7]

SEAT No. :

P2128

[Total No. of Pages : 2

[5165] - 54

M.B.A. (Semester - IV)

MARKETING MANAGEMENT SPECIALISATION - IV

404 - A : Services Marketing

(2008 Pattern)

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

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

Q1) Critically examine the prospects & challenges before services marketing in India, in light of phenomenal pace of growth in Services.

Q2) Discuss the various characteristics of services. Explain the various types of service.

Q3) What are the factors involved in pricing a service products?

Q4) How customers evaluate service performances explain with the help of example.

Q5) Describe how market segmentation can be used in services marketing.

Q6) What are the various challenges in distribution of services? What types of strategies companies use to overcome it.

P.T.O.

Q7) Write Short Notes on: (Any 3) :

- a) E Services.
- b) Services Blueprint.
- c) SERVQUAL model.
- d) Service Encounter.



Total No. of Questions : 7]

SEAT No. :

P2129

[Total No. of Pages : 2

[5165] - 55

M.B.A

FINANCE SPECIALIZATION

404 - B : Indirect Taxation

(2008 Pattern) (Elective - VI)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Define following under

- a) Goods,
- b) Manufacture,
- c) Excisable goods.

Q2) Valuation on the Tariff Value Section 3(3) Excise Duty Act.

Q3) Explain the Registration & Payment procedure under Service Tax Act.

Q4) Explain any five Valuation of Taxable Services under Service Tax Act.

Q5) Define following term under

- a) Capital asset
- b) Dealer

P.T.O.

Q6) Explain the procedure for Registration under VAT & also explain procedure for cancellation of Registration under VAT.

Q7) Write short notes on:

- a) VAT Audit
- b) Rate of tax on goods specified in schedule.



Total No. of Questions : 6]

SEAT No. :

P2130

[Total No. of Pages : 2

[5165] - 56

M.B.A. (Semester - IV)

COMPUTER MANAGEMENT SPECIALIZATION

404 - C : Emerging Trends in IT

(2008 Pattern)

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

- 1) *Q.No. 6 is compulsory.*
- 2) *Solve any four from Q.No. 1 to Q.No. 5.*
- 3) *Figures to the right indicate full marks.*

Q1) Government of Maharashtra has decided to provide online birth and death certificate services to all the citizens. As a head of committee suggest suitable E-Governance Models and strategies and tactics for implementation of E-Governance. [15]

Q2) What is synchronous and asynchronous e-learning? Elaborate LMS and LCMS in detail. [15]

Q3) Explain and compare E-Commerce and E-Business. [15]

Q4) Explain Knowledge Management and Knowledge Management tools. [15]

Q5) Explain E-banking. What are the services provided by E-Banking? [15]

P.T.O.

Q6) Write short note on (Any two):

[10]

- a) GIS
- b) Intranet
- c) Call Center
- d) Firewall



Total No. of Questions : 7]

SEAT No. :

P2131

[Total No. of Pages : 2

[5165] - 57

M.B.A (Semester - IV)

OPERATIONS & MATERIALS SPECIALISATION

404 - D : Operations Strategy

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) What are the major priorities associated with operations strategy? How has their interrelationship changed over the years?

Q2) What is meant by a process? List its important components. What does a product-process matrix tell us? Where would you place a fast food joint on that matrix?

Q3) What are Porter's generic strategies? How do they affect operations decisions?

Q4) What capabilities can be achieved by combining process and product oriented layouts in a cellular layout?

Q5) Explain the relation between investments and Product life Cycle.

Q6) Explain in detail PQDCSM.

P.T.O.

Q7) Explain in brief: (Any Two)

- a) Focussed manufacturing
- b) Make or Buy - merits / demerits
- c) Just in time



Total No. of Questions : 7]

SEAT No. :

P2132

[Total No. of Pages : 2

[5165] - 58

M.B.A (Semester - IV)

HRM SPECIALIZATION

404 - E : Labour Welfare

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Question no. 1 is compulsory.*
- 2) *Attempt any three from the remaining.*

Q1) a) Distinguish between welfare and productivity. What is the interrelationship between them. [15]

b) Discuss the problem of rising urbanization in developing countries due to rapid industrialization and its impact on Social Health. [10]

Q2) State and explain the objectives, workers participation in management. What are the difficulties in implementation of workers participation in India. [15]

Q3) Describe in detail about corporate social responsibility. Explain role of Indian Industries for its effective implementation. [15]

Q4) Explain the role of Government and Union in Labour Welfare. [15]

Q5) Describe the welfare, safety and health provisions under the Plantation Labour Act, 1951 and Factories Act 1948. [15]

Q6) Explain the conditions of employment of Labour welfare officer under Maharashtra Welfare officer rules 1966. [15]

P.T.O.

Q7) Write short notes on (Any three) :

[15]

- a) Industrial social work
- b) Workers' education
- c) Social health
- d) ILO
- e) Social Security



Total No. of Questions : 7]

SEAT No. :

P2133

[Total No. of Pages : 2

[5165] - 59

M.B.A.

404F : International Business Operations

(2008 Pattern)

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

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

Q1) Explain the role of outsourcing in International Business Operations. [14]

Q2) Write a note on strategic importance of business location in international business operations. [14]

Q3) Explain the strategic role of foreign factories in the international business operations. [14]

Q4) How the benchmarking international operations helps in development of business internationally. [14]

Q5) Write pros-cons of technology transfer in International business. [14]

Q6) Discuss the interface of international Business operations with R & D functions. [14]

P.T.O.

Q7) Write a short note (any two) :

[14]

- a) The Toyota way
- b) Factory Act
- c) International sourcing
- d) Joint ventures



Total No. of Questions : 7]

SEAT No. :

P2134

[Total No. of Pages : 2

[5165] - 60

M.B.A. (Semester - IV)

405A : Marketing Strategy and Relationship Marketing
(2008 Pattern)

Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

- 1) Attempt any three questions from section - I and any two questions from section - II.*
- 2) All questions carry equal marks.*

SECTION - I

Q1) Explain in detail different types of offensive and defensive strategies a company need to design in different circumstances.

Q2) Why new product development is necessary for the sustaining in the market? What will happen if new product development is ignored.

Q3) “STP-Segmentation Targeting & Positioning are imperative to design marketing strategis” comment.

Q4) Write short notes : (any two)

- a) Sustaining competitive advantage.
- b) Harvesting strategies.
- c) Three ‘S’ of customer services.

P.T.O.

SECTION - II

Q5) What do you mean by paradigm shift? Discuss in detail the shift from transactional marketing to customer relationship marketing with appropriate examples.

Q6) “Information Technology has been highly instrumental in making CRM effective”. Discuss with examples.

Q7) Write short notes (any two) :

- a) Lifetime customer value
- b) Customer retention vs customer acquisition
- c) Competitive advantage through relationship marketing.



Total No. of Questions : 7]

SEAT No. :

P2135

[Total No. of Pages : 2

[5165] - 61

M.B.A (Semester - IV)

FINANCE SPECIALIZATION

405 - B : International Finance

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Question no. 1 is compulsory.*
- 2) *Attempt any four questions from remaining.*
- 3) *Figures to the right indicate full marks.*

Q1) a) Find the Inverse quotes of the Following [5]

i) USD/CHF:1.4955/1.4962

ii) GBP/USD:1.5645/1.5655

b) Following quotes are given by two different banks [5]

Bank A: FFr/\$ Spot :4.6570/78

Bank B: FFr/\$ Spot : 4.6580/90

Is there an arbitrage opportunity? How it would be implemented?

c) An Indian Banker gives the following quotes for USD as INR 50.1125/50.4560. Calculate Percentage Spread. [4]

Q2) What are the important international Finance issues faced by finance team of any Multinational Company? [14]

Q3) Discuss the role played by various participants in Foreign Exchange Market. [14]

Q4) Explain the concept of foreign exchange risk. Discuss the different types of foreign exchange risk. [14]

Q5) Explain the difference between FERA and FEMA. [14]

P.T.O.

Q6) Briefly explain various International Financial Institutions and their role in International Finance. **[14]**

Q7) Write Short Notes (Any Two) : **[14]**

- a) Convertibility of Indian Rupee.
- b) Loan Syndication.
- c) Special Economic Zones (SEZ).



Total No. of Questions : 7]

SEAT No. :

P2136

[Total No. of Pages : 1

[5165] - 62

M.B.A. (Semester - IV)

**405 (C) SOFTWARE PROJECT MANAGEMENT & IT Mgmt.
(2008 Pattern)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates :

- 1) Q. 1 & Q. 7 are compulsory.
- 2) Solve any four from remaining.

Q1) Explain Project life cycle in detail. **[15]**

Q2) Explain procedure of recruiting IT professional in a IT company. **[10]**

Q3) Explain various team structures applied in IT industry. **[10]**

Q4) Explain various risk occurring in IT industry How they are managed? **[10]**

Q5) How changes are managed in software? Explain change procedure. **[10]**

Q6) How cost estimation of software in done in IT industry. **[10]**

Q7) Write short notes on any three. **[15]**

- a) Formal Technical Review
- b) Bench marking
- c) Project charter
- d) Network diagram



Total No. of Questions : 7]

SEAT No. :

P2137

[Total No. of Pages : 2

[5165] - 63
M.B.A. (Semester - IV)
405 D : TECHNOLOGY MANAGEMENT
Production & Materials Management
(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates :

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

Q1) Explain the issues involved in effective management of technology in an organization.

Q2) What are the typical issues of failure of hi-tech products? What measures should the organization take to avoid such failures?

Q3) What is technology transfer? What are its types? Explain project management in adoption and implementation of new technologies.

Q4) Explain the concept of technology strategy and state its, key principles. How is technology strategy formulated?

Q5) Discuss following with reference to technology forecasting.

- a) Growth curves
- b) Morphological Analysis

P.T.O.

Q6) Explain the human aspects in technology management. How does organization structure impacts management of technology?

Q7) Write short notes on (Any Two):

- a) Trends in R & D
- b) Disruptive Technologies
- c) Environmental Impact Analysis
- d) Technology sourcing



Total No. of Questions : 7]

SEAT No. :

P2138

[Total No. of Pages : 2

[5165] - 64

M.B.A. - II (Semester - IV)

405 (E) : LABOUR LAWS

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates :

- 1) *Q. 1 is compulsory.*
- 2) *Attempt any three of the remaining.*
- 3) *Figures to the right indicate full marks.*

Q1) a) Explain the provisions of Industrial Disputes Act, 1947 related to illegal strikes & lockouts. **[15]**

b) Elaborate the industrial dispute settling machinery set up under Industrial Disputes Act, 1947. **[10]**

Q2) What do understand by unfair labour practices? Explain various unfair labour practices of the employer. **[15]**

Q3) What are the principles of Natural justice? Give suitable examples. **[15]**

Q4) Explain various provisions related to withdrawal from provident fund. What are the circumstances under which such withdrawals are allowed? **[15]**

Q5) What are the objectives behind the Employees' State Insurance Act, 1948?**[15]**

Q6) Explain the circumstances under which workmen compensation Act, 1923's compensation can be claimed? **[15]**

P.T.O.

Q7) Write short notes (any three) :

[15]

- a) Closure & layoff.
- b) Contribution & Benefit period.
- c) Objectives of Employees' P.F. Act, 1952.
- d) Maternity Benefit under E.S.I. Act.
- e) Recognition of Trade Union. (MRTU Pulp).



Total No. of Questions : 7]

SEAT No. :

P2139

[Total No. of Pages : 2

[5165] - 65

M.B.A.

**405 F : FOREIGN EXCHANGE MANAGEMENT
(2008 Pattern) (Semester - IV)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates :

- 1) *Question No. 1 is compulsory.*
- 2) *Attempt any four questions from remaining.*
- 3) *Figures to right indicate full marks..*

Q1) What is a 'Foreign Exchange Market'? Explain the characteristics of foreign exchange market. **[10]**

Q2) Explain how international monetary developments took place through Gold standards and Bretton wood system. **[15]**

Q3) State what do you mean by export financing? Elucidate the Pre-ship and post ship financing required as part of export financing. **[15]**

Q4) Discuss various methods of trade settlements in International Trade. **[15]**

Q5) Explain the following contract terms for carriage in International Trade. **[15]**

- a) C.I.F.
- b) C.I.P.

P.T.O.

Q6) Explain in details the following exchange rate mechanisms. **[15]**

- a) Spot-forward rate
- b) Exchange Arithmetic

Q7) Write Short notes (any three) : **[15]**

- a) Country Risk Monitoring model
- b) Letter of Credit
- c) Documentary Collection
- d) Flexible Exchange Rate
- e) Bid Bond



Total No. of Questions : 7]

SEAT No. :

P2140

[Total No. of Pages : 2

[5165] - 66

M.B.A.

MARKETING MANAGEMENT SPECIALISATION-VI

(406 A) : Product & Brand Management

(2008 Pattern) (Semester - IV)

Time : 3 Hour]

[Max. Marks : 70

Instructions to the candidates :

- 1) *Attempt any five questions.*
- 2) *All questions carry equal marks.*
- 3) *Suitable examples and models will be appreciated.*

Q1) While developing product strategy as a marketing manager, how you will do customer analysis and competitor analysis? Elaborate.

Q2) What are similarities and differences between product focused organisation and market focused organisation?

Q3) "People have more faith in brands rather than products". Critically analyse the statement with role and importance of branding.

Q4) "Most of the international brands introduced in India have failed", briefly discuss possible reasons.

Q5) Explain in brief:

- a) Methods of estimating market & sales potential.
- b) Sales forecasting planning for involvement in international market.

P.T.O.

Q6) What are the factors that affect product management decisions?

Q7) Write short Note on (Any two) :

- a) Brand Equity
- b) Celebrity endorsement
- c) New product development
- d) Brand revitalisation



Total No. of Questions : 7]

SEAT No. :

P2141

[Total No. of Pages : 2

[5165] - 67

M.B.A.

**406 (B) STRATEGIC FINANCIAL MANAGEMENT
(2008 Pattern) (Semester - IV)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates :

- 1) *Solve any five questions out of given seven.*
- 2) *All questions carry equal marks.*
- 3) *Figures to the right indicate full marks.*

Q1) 'Inventory cost is one of the major cost in the manufacturing organisation'
Justify the statement from the perspective of 'Strategic Inventory control'
Also state the various techniques of 'Strategic Inventory Control'.

Q2) Explain the Meaning and significance of 'Strategic financial Management'.
Elaborate the Nine 'S' model of strategic financial Management.

Q3) Discuss ethical aspects of strategic financial Management in the light present
Corporate Senario in India.

Q4) Enumerate the reasons for the valuation of the business. Discuss the various
approaches to 'enterprise valuation'.

Q5) Write short Notes on (Any two) :

- a) Design & implementation of VRS.
- b) Major recommendations of Narayan Murthi Committee.
- c) Corporate Restructuring.
- d) Tunk Bonds.

P.T.O.

Q6) Following is the total capital employed by Sahkar food Limited as on 31.12.2002.

Item of capital	Amount (Rs. in Lakhs)
Share capital	100
Reserves	200
10 % public Bonds	120
9% Institutional loan	130
	<u>550</u>

Company made an operating profit of Rs. 130 lakhs during 2003. for OVA computation disposable income take at 50% over cost capital. Share holders raise their funds at 11%. Moderate rate of growth of the economy is 2% company pays tax at 30%. It was also reported that the fixed assets market price appreciated by 5 Lakhs during the year. Compute the OVA or owners value added.

Q7) Mr. Jagan narmaly gets the following wages Basic pay ₹ 10 per hour. Dearness Allowance ₹ 5 per hour overtime wage ₹ 20 per hour. Productivity Bonus ₹ 2 per extra unit produced. Weekly bonus ₹ 20.

He is entitled to one weekly holiday with payment (Basic + D.A). He should work 8 hours perday and six days per week. He is expected to give 1 unit of product in 2 hours, as per the normal productivity norm. In actual fact he worked for 56 hours and gave an output of 30 units during the last week.

Calculate :

- Normal wage.
- Overtime wage.
- Productivity Bonus.



Total No. of Questions : 7]

SEAT No. :

P2142

[Total No. of Pages : 2

[5165] - 68

M.B.A.

COMPUTER SPECIALIZATION

406 - C : Business Applications

(2008 Pattern) (Semester - IV)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates :

- 1) Q. No. 1 and Q. No. 6 are compulsory.*
- 2) Attempt any three from remaining.*
- 3) State your assumptions clearly.*

Q1) Explain Hotel Management System with the help of :

[20]

- a) Context level diagram
- b) Entity relationship diagram
- c) Table layout
- d) Bill format

Q2) Discuss the various services provided by Hospital.

[10]

Q3) Discuss importance and method of 'Stock accounting and control'.

[10]

Q4) What is accounts receivables and accounts payables? Discuss its importance in Financial accounting.

[10]

P.T.O.

Q5) Explain report layouts of mandatory deductions in Payroll system. **[10]**

Q6) Write notes on ANY FOUR : **[20]**

- a) Customer order processing
- b) Production planning
- c) Internet Banking
- d) Employee appraisal
- e) Bill of material (BOM)

▽▽▽▽

Total No. of Questions : 8]

SEAT No. :

P2143

[Total No. of Pages : 2

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M.B.A.

406 D : QUALITY MANAGEMENT

(Production and Materials Management Specialization)

(2008 Pattern) (Semester - IV)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates :

- 1) *Attempt any five questions.*
- 2) *All questions carry equal marks i.e. 14 each.*

Q1) Explain salient features of Deming's approach to Quality and discuss in details its relevance.

Q2) Describe Taguchi's Quality Loss Function and explain its significance in managing quality.

Q3) What is the difference between product and process quality? Explain the concept of quality control with this perspective.

Q4) What is sampling? What are the sampling techniques used in controlling quality?

Q5) Explain customer Driven Quality cycle with an example.

Q6) Explain the meaning of internal and external failure cost of quality. How can these costs be controlled?

P.T.O.

Q7) Explain different types of control charts with their benefit and control.

Q8) Write short note on any two :

- a) Customer driven Quality Circle.
- b) Change management.
- c) House of quality.
- d) Pareto Analysis.

▽▽▽▽

Total No. of Questions : 7]

SEAT No. :

P2144

[Total No. of Pages : 1

[5165] - 70

M.B.A. (Semester - IV)

**406 - E : STRATEGIC HUMAN RESOURCE MANAGEMENT
(2008 Pattern)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates :

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

- Q1)** Define strategic Management. Discuss how to integrate HR strategies with business strategies.
- Q2)** Explain the terms, work life balance, Executive education and out sourcing in detail.
- Q3)** Discuss in detail the objectives of "Compensation Strategies". Elaborate on the different components of Executive compensation.
- Q4)** Discuss the strategic importance of Personal values and Business Ethics.
- Q5)** "Voluntary Retirement Scheme" -A boon or a curse to employees. Discuss.
- Q6)** Discuss in detail the concept and importance of issues related to mergers & acquisitions.
- Q7)** Write notes on (any Two)
- a) Employee morale
 - b) Key Result Areas
 - c) Variable pay
 - d) Right-Sizing
 - e) Flexi timing

▽▽▽▽

Total No. of Questions : 7]

SEAT No. :

P2145

[Total No. of Pages : 1

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M.B.A. (Semester - IV)

**406 - F : INTERNATIONAL FINANCIAL MANAGEMENT
(2008 Pattern)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates :

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

Q1) What are the important international finance issues faced by finance team of any multinational company?

Q2) What is forward exchange market? Explain the features of forward exchange market.

Q3) Discuss the interest rate parity theory of foreign exchange.

Q4) Explain the impact and influence of euro exchange on the foreign exchange market.

Q5) Write note on (any two)

- a) Euro bonds
- b) Efficiency of foreign exchange market
- c) Foreign bonds
- d) Credit swaps

Q6) What is FDI? Discuss the current issues in FDI.

Q7) Write Short Notes on (any Two)

- a) Capital budgeting for foreign direct investment
- b) Difficulties in evaluating foreign project
- c) Translation exposure

