

Total No. of Questions : 5]

SEAT No. :

**P2178**

**[5465]-1001**

[Total No. of Pages : 4

**M.B.A-I**

**101 : ACCOUNTING FOR BUSINESS DECISIONS**  
**(2016 Pattern) (Semester-I)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Each question has an internal option.*
- 3) *Each question carries 10 marks.*
- 4) *Figures to the right indicate full marks for question/subquestion.*
- 5) *Use of simple calculator is permitted.*

- Q1)** a) Explain different forms of business organisation? [5]  
b) Explain the accounting convention. [5]

OR

- a) Define accounting. Who are the users accounting information? [5]  
b) Explain the use of Tally in Accounting. [5]

- Q2)** From the following trial balance of Rajan, prepare trading and profit and loss Account for the year ended 31.3.2016 and the Balance Sheet on at that date after taking into account the adjustments given below: [10]

Trial Balance as on 31.3.2016

Dr			Cr
Particulars	₹	Particulars	₹
Drawings	7,600	Capital	2,90,000
Purchases	89,000	Sales	1,50,000
Sales Return	2,800	Purchases Return	4,500
Stock (1.4.2015)	12,000	Interest	3,500
Wages	8,000	Sundry creditors	12,000
Building	2,20,000	Bills payable	7,000
Freight	20,000		
Trade Expenses	2,000		
Advertisement	2,400		
Taxes & Insurance	1,300		
Sundry Debtors	65,000		
Bills Receivables	15,000		
Cash at Bank	12,000		
Cash in hand	1,900		
Salaries	8,000		
	4,67,000		4,67,000

**P.T.O.**

Adjustments:

- 1) Stock on 31.3.16 was valued at ₹15,000.
- 2) Insurance was prepaid of ₹400.
- 3) Salary outstanding ₹2000 and taxes outstanding ₹1300.
- 4) Depreciate Building at 2% p.a

OR

Following Trial Balance is prepared on 31.3.16 from Asha's book. Prepare Trading and profit and Loss Account for the year ended 31.3.16 & the Balance Sheet as on that date after taking into account the adjustment given below.[10]

Trial Balance as on 31.3.2016

Dr.			Cr.
Particulars	₹	Particulars	₹
Cash in hand	8,000	Sales	5,00,000
Cash at Bank	12,000	Creditors	40,000
Wages	20,000	Capital	3,20,000
Machinery	2,12,000	Commission	2,800
Bills Receivables	40,000		
Opening stock	84,000		
Purchases	3,30,000		
Sales Return	6,000		
Salaries	32,000		
Debtors	86,000		
Taxes	22,000		
Bad debts	6,000		
Freight	4,800		
	8,62,800		8,62,800

Adjustments :

- 1) Closing stock ₹90,000/-
- 2) Outstanding salaries ₹3,200 and wages ₹2000.
- 3) Prepaid insurance ₹900 and accrued commission ₹1200.
- 4) Charge 10% depreciation on machinery.

- Q3) a) What do you mean by cost accounting? Explain objectives of cost accounting. [5]
- b) Calculate material consumed, prime cost and works cost : Opening stock of raw material 40,000/-, closing stock of raw materials 50,000/-, purchase of raw material 4,00,000/-, Direct labour 3,00,000/-, Indirect labour 10,000/-, carriage outward 20,000/-, lubricant 10,000/-, Factory rent 60,000. [5]

OR

- a) Write short note on classification of costs. [5]
- b) Identify whether following expenses are factory/ office and administration/ selling and distribution overheads. [5]
- Show room rent.
  - Cleaning charges.
  - Storekeepers wages.
  - Labour welfare expenses.
  - Legal fees.
  - Travelling expenses.
  - General manager's salary.
  - Consumable stores.
  - Sundry expenses
  - Counting house salary.

**Q4)** The following transactions took place in respect of material A for March - 2013:

Date	Receipts Rate	Receipts Units	Issues Units
1/3/13	1	400	-
10/3/13	1.20	600	-
16/3/13	-	-	500
19/3/13	1.30	500	-
25/3/13	-	-	400

Prepare stores ledger accounts, pricing the issues at simple average method. [10]

OR

M & Co. has 3 production departments and 2 service departments. The expenses are as given below.

Consumable stores ₹15,400/- Supervision ₹22,800/-, Rent - ₹10,000/-, Insurance ₹2,000, Depreciation ₹30,000/-, Power ₹9,000/-, light & heat - ₹4000/-

The following information is available.

Bases	Production Depts.			Service Depts	
	Machine	Assembly	Finishing	Stores	Repairs
Direct material	34%	39%	13%	4%	10%
Direct wages	35%	22%	27%	10%	7%
Area (sq.ft)	5,250	3,500	4,375	1,750	2,625
Asset value (₹)	2,00,000	2,25,000	50,000	12,500	12,500
H. P × hours × LF	10,800	7,200	-	-	-

- a) Prepare the primary Distribution statement using the most appropriate basis for apportionment.
- b) The Machine shop, Assembly shop and Finishing Department have issued stores requisitions in the ratio of 9:6:5 and repairs requests in the ratio of 2:3:1 prepare the secondary Distribution statement on direct distribution basis. [10]

**Q5)** The turnover and profits during the two periods were as follows:-

	Sales (₹)	Profits (₹)
Period - I	40 Lakhs	4 Lakhs
Period - II	60 Lakhs	8 Lakhs

Assuming that the cost structure & selling prices remain the same in the two periods. Calculate:-

Profit Volume Ratio, BEP sales, the sales required to earn profit of ₹10 lakhs, margin of safety in period II. [10]

OR

In a factory, 100 workers are engaged and the average rate of wages is 50 paise per hr. Standard working hrs, per week are 40 & the standard performance is 10 units per gang hr.

During a week in March, wages paid for 50 workers were at the rate of 50 paise per hr. 10 workers at 10 paise per hr. and 40 workers at 40 paise per hr. Actual output was 380 units.

The factory did not work for five hours due to break down of machinery. Calculate Labour cost variance, Labour rate variance, Labour efficiency variance, idle time variance, Labour yield variance. [10]





Total No. of Questions : 5]

SEAT No. :

**P2179**

**[5465] - 1002**

[Total No. of Pages : 1

**M.B.A.**

**102 : ECONOMIC ANALYSIS FOR BUSINESS DECISIONS  
(2016 Pattern) (Semester - I)**

*Time : 2 ¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Discuss the circular flow of income and output in open economy. [10]

OR

b) “Is profit the only objective of a firm explain” ? [10]

**Q2) a)** What is price discrimination ? Explain with the help of suitable diagram and examples. [10]

OR

b) Discuss the features of oligopoly ? Explain price rigidity. [10]

**Q3) a)** With the help of suitable diagram and example explain cost-output relationship in short-run. [10]

OR

b) Write a note on decision tree approach. [10]

**Q4) a)** Explain the components of money market. [10]

OR

b) What are the objectives of monetary policy ? Explain the quantitative methods of Monetary policy. [10]

**Q5) a)** Who implements fiscal policy ? Explain the structure and deficits of Union Budget. [10]

OR

b) Write short note on : [10]

- i) GDP (Gross Domestic Product)
- ii) Purchasing power parity.



Total No. of Questions :5]

SEAT No. :

**P2180**

**[5465]-1003**

[Total No. of Pages : 2

**M.B.A**

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

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** a) 'A' a minor, borrows Rs. 50,000 & executes a promisory note for the amount in favour of 'B'. After attaining majority, 'A' executes another promisory note in settlement of the first promisory note. Will 'B' succeed in recovering money from 'A'? Give reasons in support of your answer.

OR

b) Define offer. Explain essentials of valid offer. Explain any two types of offer.

**Q2)** a) 'A' at the time of selling his car to 'B' tells him that it is capable of making a speed of 150 kms per hour. Subsequently, if it turns out after 'B' has purchased the car that it can keep up hardly 100 kms per hour, the breach of the representation by the seller amounts to what kind of breach of contract of sale?

But where 'B' tells 'A' that A wants to buy a car which is capable of making a speed of 150 kms per hour, but if it is subsequently found that the car does not make a speed of 150 kms per hour. Can B repudiate the contract of sale? Explain in detail.

OR

b) Define 'Goods' according to sale of Goods Act. 1930. Explain the essentials of contract of sale.

**P.T.O.**

- Q3)** a) 'A' draws a bill on 'B' payable to 'C'. The bill is duly accepted by B and returned to 'A'. 'D' obtains the bill through fraud and endorses the same to 'E', who obtains the same in good faith for value. 'E' subsequently endorses the bill to 'F' by way of gift. Discuss the right of 'F'. Mention your answer in detail.

OR

- b) State the meaning of promissory Note and Bills of exchange & distinguish between them with examples.

- Q4)** a) What is Memorandum of Association? Explain any two clauses of Memorandum of Association.

OR

- b) Write short note on below:-  
i) Prospectus of a company  
ii) Share capital & its different types.

- Q5)** Write short notes on (Any two)

- a) Procedure of patent  
b) Consumer  
c) Jurisdiction & composition of District Forum  
d) Digital signature  
e) Design



Total No. of Questions : 5]

SEAT No. :

**P2181**

**[5465]-1004**

[Total No. of Pages : 2

**M.B.A.**

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

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Each question carries 10 marks.*
- 3) *Each question has an internal option.*
- 4) *Figures to the right indicate marks for that questions /sub question.*
- 5) *Yours answers support with suitable live examples.*
- 6) *Your answer should be specific and to the point.*
- 7) *Draw neat diagram & illustrations supportive to your answer.*
- 8) *Use of simple calculator is permitted.*
- 9) *No graph paper will be supplied.*

**Q1) a)** Define Research. How does business research differ from business intelligence? Why should we study business research? **[10]**

OR

- b) A ABC form want to understand the growing demand pattern for organic fruits, vegetables and processed food product in domestic Indian Market. It also wanted to analyse the gap between demand and supply of organic foods.

Your are assigned to prepare a research proposal to be submitted to the company. **[10]**

**Q2) a)** What is meant by experimental research design? Explain the concepts of treatment and control group in experiment? **[10]**

OR

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

**Q3) a)** What is scaling? Describe the various scaling techniques in Business Research? **[10]**

OR

- b) Prepare a questionnaire for any one of the following situation. **[10]**
- i) To conduct a survey on city commuters for metro service.
  - ii) To study the attitude of shoppers towards mall shopping experience.

**P.T.O.**

- Q4) a)** Explain in detail: [10]
- i) Probability sampling.
  - ii) Non-probability sampling.

OR

- b) What kind of sampling scheme you will select in each of the following situations and give reasons. [10]
- i) An all India survey to find out the profile of house holds who has more than one television set.
  - ii) A survey of food habits of working females visiting fitness centres.

- Q5) a)** The following table gives the distribution of out lay of the budget of a state under major head of development expenditure. [10]

Heads expenditure (in Rs. Cr.)

Agriculture and community development	4000
Irrigation & power	8000
Industry & mining	6000
Transport & communication	2000
Miscellaneous	10,000

Represent the information by suitable diagram

OR

- b) i) Explain the structure of Research report? [5]
- ii) Explain the characteristics of good Research report? [5]



Total No. of Questions : 5]

SEAT No. :

**P2182**

**[5465]-1005**

**[Total No. of Pages : 2**

**M.B.A.**

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

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Explain theoretical framework of organisational behaviour with suitable example. **[10]**

OR

- b) Discuss how other discipline of science contributes to the study of organisational behaviour in modern era. **[10]**

**Q2) a)** Define Attitude. Explain the importance of attitude in an organization with the components of attitude. **[10]**

OR

- b) Defend the statement that perception is key factor in managerial efficiency. **[10]**

**Q3) a)** Explain the concept of leadership with the contemporary theories of leadership. **[10]**

OR

- b) What are the different stages in team building process? Discuss the difficulties in formation of a team. **[10]**

**P.T.O.**

**Q4) a)** What is organisational culture? Explain the influential factors which contribute in creating positive organisational culture. **[10]**

OR

b) Define stress with different type of stress. Also suggest the individual and organisational stress management strategies. **[10]**

**Q5) a)** Explain seven stage model of change and Kotter's Eight step plan for implementing change. **[10]**

OR

b) Define organisational change. What are the types of organisational change? State suitable example. **[10]**



Total No. of Questions : 5]

SEAT No. :

**P2183**

**[5465]-1006**

[Total No. of Pages : 2

**M.B.A.**

**106 : BASICS OF MARKETING**

**(2016 Pattern) (Semester - I)**

*Time : 2¼ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Each question has an internal option.*
- 3) *Each question carries 10 marks.*
- 4) *Figures to the right indicates marks for that question.*

**Q1) a)** Design a marketing mix for a fast food resto. **[10]**

OR

b) Define marketing. Explain the core concepts of marketing with suitable examples. **[10]**

**Q2) a)** Enlist and analyze the steps involved in the buying decision process for the product 'i'phone'. **[10]**

OR

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

**Q3) a)** Undertake the macro environmental analysis for any one of the following: **[10]**

- i) Family holiday package.
- ii) LED smart TV.

OR

b) Explain the various elements of micro environment and how do they affect business organization with the help of suitable examples. **[10]**

**P.T.O.**



- Q4) a)** Explain the concept of differentiation and positioning in the context of today's competitive environment. **[10]**

OR

- b) Name and describe the bases for segmentation that might be used in segmenting consumer markets. Which segmenting variables do you think 'Godrej' is using for 'Hair Dyes'. **[10]**

- Q5) a)** What are the elements of product mix? Describe product mix in the context of nay FMCG product. **[10]**

OR

- b) Write short notes (any two): **[10]**
- i) Convenience Goods.
  - ii) Unsought Goods.
  - iii) Goods and services continuum.



Total No. of Questions : 5]

SEAT No. :

**P2184**

**[5465]-2001**

[Total No. of Pages : 1

**M.B.A.**

**201 : MARKETING MANAGEMENT  
(2016 Pattern) (Semester - II)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All Questions are Compulsory.*
- 2) *Each questions carries 10 marks.*

**Q1)** Discuss the new product development process on 'Micro Oven' electronics goods.

OR

What is the concept of PLC? Explain the characteristics of PLC stages on any durable goods.

**Q2)** Define 'Pricing'. Explain the factors influencing pricing decision on any consumer goods.

OR

Write short notes on (any two) (With example)

- a) Setting pricing objectives
- b) Promotional pricing
- c) Differentiated pricing

**Q3)** Explain the role of marketing channels and 'Channel levels'.

OR

Explain the importance of transportation and warehousing in distribution of Goods (FMeG).

**Q4)** Define the concept of Target Audience. Explain the characteristics of 'Effective Communication'.

OR

Explain the 'Direct Marketing' concept and the meaning of 'Integrated Marketing communications'.

**Q5)** Discuss the preparation and evaluation of a product level marketing plan with example an durable goods.

OR

Discuss the process and types of marketing controls with an example.



Total No. of Questions : 5]

SEAT No. :

**P2185**

**[5465]-2002**

[Total No. of Pages : 4

**M.B.A.**

**202 : FINANCIAL MANAGEMENT**

**(2016 Pattern) (Semester - II)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *Attempt all questions.*
- 2) *Figures to the right indicates marks.*
- 3) *Use of simple calculator is allowed.*

**Q1** 'Wealth maximisation is better than profit maximisation' Do you agree? Justify your comment. **[10]**

OR

Explain modern approaches to Financial Management. **[10]**

**Q2) a)** Calculate weighted average cost of capital from the following: **[10]**

Source of capital	Book value of capital in rupees	Specific cost %
Equity shares	25,00,000	11
Preference shares	18,00,000	13
Bank loan	13,00,000	10

b) What are the factors affecting capital structure? **[10]**

OR

a) The market price per share of equity of PQR Ltd. is Rs.250. The expected dividend is Rs.25 per share and expected growth rate is 8% p.a. Calculate cost of equity.

b) What are the different sources of finance available in present scenario?

**Q3)** Prepare Fund flow Statement from the following information. **[10]**

Liabilities	F.Y. 2015-16	F.Y. 2016-17	Assets	2015-16	2016-17
Equity shares	80,000	1,15,000	Plant	15,000	20,000
Creditors	21,200	14,000	Stock	24,200	27,200
P&L A/c	2,800	6,200	Debtors	36,200	34,000
			Cash Balance	28,600	54,000
	1,04,000	1,35,200		1,04,000	1,35,200

OR

*P.T.O.*

Comment on the following ratios of ABC Ltd.

[10]

Ratio Value	2015-16	2016-17
Gross profit	30%	24%
Net Profit	24%	26%
Debtors Turnover Ratio	6	4
Current Ratio	2.5:1	4.5:1
Quick Ratio	1:1	2:1
Inventory Turnover Ratio	7	5
Fixed Assets Turnover	5	5
EPS	6	6
Debt to Equity Ratio	4	2
Return on equity	17%	18%

**Q4)** A company is considering an investment proposal to install new milling controls at a cost of Rs.50,000. The facility has a life expectancy of 5 years and no salvage value. The tax rate is 35%. Assume the firm uses straight line depreciation and the same is allowed for tax purposes. The estimated cash flows before depreciation and tax (CFBT) from the investment proposal are as follows:

Year	CFBT - Rupees
1	10,000
2	11,000
3	15,000
4	20,000
5	25,000

Calculate Pay back period and ARR

[10]

OR

A Firm whose cost of capital is 10% and considering two mutually exclusive proposals X and Y. The details of which are as follows:

Particulars	Proposal X	Proposal Y
Initial investment	15,00,000	15,00,000
Cash inflows for 1 <sup>st</sup> year	1,50,000	6,00,000
2 <sup>nd</sup> year	2,50,000	6,50,000
3 <sup>rd</sup> year	3,50,000	5,50,000
4 <sup>th</sup> year	5,50,000	4,50,000
5 <sup>th</sup> year	4,00,000	3,50,000

Calculate NPV @10% (PV factor 0.909, 0.826, 0.751, 0.683 and 0.621 for respective 5 year)

[10]

**Q5)** A Proforma cost sheet of a company provides the following particulars:

Elements of cost	Amount per unit
Raw material	80
Direct labour	30
Overheads	60
Total cost	170
Profit	30
Selling price	200

The following further particulars are available

Raw materials are in stock for one month

Credit allowed by supplier is one month

Credit allowed to customers is two months

Lag in payment of wages 1½ weeks

Lag in payment of overheads one month

Materials are in process for an average of half month (50% to be considered for labour and other overheads)

Finished goods are in stock for an average of one month

¼ output is sold against cash

Cash in hand and at bank is expected to be Rs.25,000.

Prepare working capital needed to finance a level of activity of 1,04,000 units of product.

You may assume that production is carried on evenly throughout the year. Wages and overheads accrue similarly and a period of 4 weeks is equivalent to a month. [10]

OR

The management of Ram Industries has called a statement showing the working capital needs to finance a level of activity of 1,80,000 units of output for the year. The cost structure of a product as follows: [10]

Elements of cost	Cost per unit (Rs.)
Raw materials	20
Direct labour	5
Overheads (including depreciation of Rs.5 per unit)	15
	40
Profit	10
Selling price	50

Additional information:

Minimum desired cash balance is Rs.20,000

Raw materials are held in stock on an average for two months

Work in progress (Assume 50% completion stage in respect of labour and overheads) will approximate to half a month's production.

Finished goods remain in warehouse on an average for a month

Suppliers of materials extend a month's credit and debtors are provided two month's credit. Cash sales are 25% of total sales.

There is a time lag in payment of wages of a month and half a month in case of overheads.

Prepare statement showing working capital needs.



Total No. of Questions : 5]

SEAT No. :

**P2186**

**[5465]-2003**

**[Total No. of Pages : 1**

**M.B.A.**

**203 : HUMAN RESOURCE MANAGEMENT  
(2016 Pattern) (Semester-II)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Discuss the nature and scope of HRM.

OR

b) “HR strategy is to be closely linked with organisational strategies”. Justify.

**Q2) a)** ‘Human Resource Planning server as a link between HRM and the Business plans’. Evaluate the statement.

OR

b) Discuss the various sources of internal and external recruitment.

**Q3) a)** Critically examine the methods organisation adopts for their on-the-job and off-the-job training programs.

OR

b) Differentiate between training and development and briefly explain the methods of training evaluation.

**Q4) a)** Define performance Appraisal. Discuss the methods of performance appraisals.

OR

b) Write short note on:-

- i) Team based incentives, and
- ii) Traditional approach to compensation.

**Q5) a)** Define Industrial Relations and explain the Grievance handling procedure.

OR

b) Write short note on:-

- i) Employee survey, and
- ii) Flexible working hours.



Total No. of Questions : 5]

SEAT No. :

**P2187**

**[5465]-2004**

[Total No. of Pages : 4

**M.B.A.**

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

**Time : 2 ¼ Hours]**

**[Max. Marks : 50**

**Instructions to the candidates:**

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

**Q1)** Marketing manager has 5 salesmen & 5 sales districts considering the capabilities of the salesman & the nature of the district, the marketing manager estimates that sales & per month (in hundred Rs) for each salesman in each district would be as follows. **[10]**

Sales district

Salesman	A	B	C	D	E
1	32	38	40	28	40
2	40	24	28	21	36
3	41	27	33	30	37
4	22	38	41	36	36
5	29	33	40	35	39

What is a maximum sale that may be expected in an optimum assignment?

OR

A construction company moves material from three plants to three projects. Project X requires 50 truck loads, project Y requires 75 and project Z requires 50 truck loads. Plant A can supply 45 truck load per week plant B can supply 60 & plant C can supply 60. Using cost information given below determine optimal transportation schedules for the company. **[10]**

Transportation cost per truck load in (Rs)

To/From	X	Y	Z
A	40	80	30
B	60	70	90
C	80	20	50

Find initial solution by using VAM.

OR

**P.T.O.**



**Q2)** Use the graphical method to solve the following LPP

**[10]**

Maximize  $Z = 100x + 100y$ .

Subject to the constraints.

$$6x + 4y \geq 24$$

$$4x + 2y \leq 16$$

$$3.5x + 3y \leq 21$$

$$x, y \geq 0$$

OR

A bakery keeps stock of popular brand of cake. Daily demand based on past experience is given below:

**[10]**

Daily Demand	0	10	20	30	40	50
Probability	0.01	0.15	0.20	0.50	0.12	0.02

Using the following random numbers simulate the demand for next 10 days.

- Find stock situation (unsold cake) if the owner of the bakery decides to make 30 cakes every day.
- Also find average demand for the cakes on basis of simulated data.

Random Number : 45, 72, 56, 51, 79, 09, 61, 43, 31, and 81.

**Q3)** A manufacturing company faced with the problem of choosing from four products to manufacture. The potential demand of each product may turn out to be good, satisfactory or poor. The probabilities of each type of demand are 0.6, 0.2 and 0.2 respectively.

**[10]**

	Profit in Rs.		
Product	Good	Satisfactory	Poor
A	40,000	10,000	1,100
B	40,000	20,000	7,000
C	50,000	15,000	8,000
D	40,000	18,000	15,000

Advise the company about type of product to be manufacture using EMV criterion. Determine expected value of perfect information. Ignore probability and suggest optimum strategy using Hurwicz criteria ( $\alpha = 0.7$ ).

OR

- a) Following is the pay-off matrix in terms of increase in votes to X (loss to Y) using three different strategies available to each player for advertising. Find the optimum strategies adopted by X for the campaign.[5]

Candidate X	Candidate Y			
	Strategies	I	II	III
	I	300	200	100
	II	600	500	400
	III	600	400	600

- b) Explain the characteristics of queuing system. [5]

**Q4)** The following are the time estimates and the precedence relationships of the activities in a project network. [10]

Activity	A	B	C	D	E	F	G	H	I	J	K
Immediate Predecessor Activity	-	-	-	A	B	B	C	E	D	F,G	H,I
Duration in Weeks	4	7	3	6	4	7	6	10	3	4	2

Draw the project network diagram. Determine the critical path and the project completion time.

OR

7 jobs are processed in three machines are given below. [10]

Jobs	J1	J2	J3	J4	J5	J6	J7
Machines							
M1	3	8	7	4	9	8	7
M2	4	3	2	5	1	4	3
M3	6	7	5	11	5	6	12

Determine optimal sequence of jobs and idle time of all three machines.

- Q5)** a) Tickets numbered from 1 to 20 are mixed up and a ticket is drawn at random. What is the probability that the ticket drawn has a number which is a multiple of 3 or 7? [5]
- b) A card is drawn at random from a well shuffled pack. Find the probability that card is [5]
- i) An ace ii) Not diamond

OR

The Indian IT employees spent on an average 77 hours logged on to the Internet while at work. Assume the times are normally distributed and that of standard deviation is 20 hours. [10]

- a) What is the probability a randomly selected employee spent fewer than 50 hours logged on to the Internet?
- b) What percentage of employees spent more than 100 hours logged on to the Internet?
- c) What percentage of employee logged on to the internet between 50 to 100 hours?

Given that

Z	1.15	1.35
Area 0 to Z	0.3749	0.4115



Total No. of Questions : 5]

SEAT No. :

**P2188**

**[5465]-2005**

[Total No. of Pages : 1

**M.B.A.**

**205 : OPERATION AND SUPPLY CHAIN MANAGEMENT  
(2016 Pattern) (Semester - II)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** Define Operations Management. Explain the evolution from production to operations management.

OR

Write short notes on (any two) :

- |                   |                     |
|-------------------|---------------------|
| a) Kaizen.        | b) 5s               |
| c) Quality circle | d) LEAN Management. |

**Q2)** Write the 'Job Production' and 'Batch Production' with example.

OR

Explain the types of processes and operation system.

**Q3)** Explain the 'Scheduling' and 'Gantt charts' as production control.

OR

Define the concept of 'Forecasting'. Explain the 'Forecasting' as a planning tool.

**Q4)** Explain the inventory control Techniques :

- a) ABC Analysis and
- b) GOLF analysis.

OR

An Automobile Co. purchases 'Brake unit' at the rate of Rs.25/- per unit. The annual consumption of 'Brake-unit' is 18,000 in numbers. If the ordering cost is Rs 250 per order and carrying cost is 25 % p.a. What will be the EOQ ?

**Q5)** Explain key issues in sem - collaboration, Enterprise Extention, responsiveness and cash to cash conversion.

OR

Illustrate 'Market Accommodation Flow' and 'Information Flow' in supply chain intergrated framework.



Total No. of Questions : 10]

SEAT No. :

P3703

[Total No. of Pages : 2

[5465]-2006

M.B.A (Semester - II)

206 : MANAGEMENT INFORMATION SYSTEM

(2016 Pattern)

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) How does the Information system supports various business strategies for competitive Advantage?

OR

Q2) IT Manager of a company wants to replace the existing system of 400 computers connected in Bus Topology with a more suitable topology. Suggest the right topology & justify your suggestion.

Q3) Explain in detail, the major stages of the SDLC.

OR

Q4) "DBMS has strengthen the foundation of MIS". Justify this statement.

Q5) A company wants to store the data about its 50,000 customers. This data is going to be used by different departments like sales, finance etc. As an IT consultant what kind of data storage method would you suggest & why?

OR

Q6) "Artificial Intelligence will change the face of business in next decade". Comment on the statement with various examples.

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

P.T.O.

OR

**Q8)** "In e-business 'small businesses' can act as big". How these e-businesses are beneficial to organizations?

**Q9)** Z-mart is a shopping mall of a capacity of 30,000 sq.ft. They wanted to develop MIS for their critical function relating to their inventory control. Identify and add other relevant functions for the same. Suggest what would be the functional requirements from an information system.

OR

**Q10)** How MIS is applied in financial management? Discuss in detail its application, including accounting, query, decision analysis etc.

▽▽▽▽

Total No. of Questions : 5]

SEAT No. :

**P2189**

**[5465]-3001**

[Total No. of Pages : 3

**M.B.A. - II**

**301 : STRATEGIC MANAGEMENT  
(2016 Pattern) (Semester-III)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Each question carries 10 Marks.*
- 3) *Each question has an internal option.*
- 4) *Support your answer with suitable examples.*

**Q1) a)** Case Study:

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

The key challenge for BPSMS was to ensure that it converts itself from lean, flexible and agile Govt. Organization to an organization constantly evolving IT and administrative reform strategies. It required innovation in the areas of training, organizational development and work organization. The scale and scope of the challenge became apparent when the tasks of data collection from blocks were taken by the Bihar Prashasanik Sudhar Mission Society. One of the major hurdles in achieving success for BPSM was the proper monitoring of the daily works and achieves the different Govt. Funded schemes and projects. Scheme such a MNREGS, Scholarship Distributions, Indira Awas Yojna and distribution of dress/ bicycle are needed to be closely monitored as they are directly concerned with the upliftment of poor and mostly excluded citizens.

**P.T.O.**

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

The block level officers of the different schemes viz. NREGS, Pension, Dress/ Bicycle distribution, Scholarship distribution, ICDS, Health, Food, Indira Awas Yojana, Mutation, and rainfall status, send their daily progress report through a simple text SMS. Every Scheme is given a particular code, such as NREGS- BL1, BL denotes Block Level report and 1 is the scheme code for NREGS; similarly Pension - BL2, Dress/Bicycle - BL3 and so on. A particular reporting format was also designed for each monitored schemes. In NREGS, the daily progress of total expenses in block, no. of presently running schemes and count of today's beneficiary labors were required for the block. The following two character code format was designed for NREGS (BL1), EX - Expense (in Lacs), SC - No. of Schemes and NL - No. of Labors working today. A simple text message of BL1, EX2.24, SC10, NL123 from Program Officer of NREGS was sufficient for acquiring his per day work progress. The SMSs are sent to a centralized SMS server where it is decoded and on the basis of receiving data, different types of reports as well as Graphs are generated. The server keeps tracks of all the received SMSs. Reports are generated on the basis of the Report submitted by the Block Officer, therefore wrong information signed by them result in generation of wrong report.



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

Questions:

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

OR

- b) Who are the stakeholders of an organization ? Explain their roles in strategic management.

**Q2)** a) “Benchmarking is a tool for comparative analysis”. Justify.

OR

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

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

OR

- b) Under what conditions can a joint venture strategy prove to be useful.

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

OR

- b) Explain concept of six sigma and its usefulness for strategy implementation of the organization.

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

OR

- b) Explain the integrating social and environmental sustainability issues in strategic management.



Total No. of Questions : 5]

SEAT No. :

**P2190**

**[5465] - 3002**

[Total No. of Pages : 2

**M.B.A.**

**302 : ENTERPRISE PERFORMANCE MANAGEMENT  
(2016 Pattern) (Semester - III)**

*Time : 2 ¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** What do you understand by the term balance score card ? Enumerate advantages & key performance Measures. **[10]**

OR

b) ABC company has practice of fixing inter-department transfer price for its product on the basis as cost plus return on investment in the division. The budget for division 'A' for the year is as follows : **[10]**

Annual Budgeted output : 6,00,000 units

Variable cost : Rs. 10 per unit

Fixed cost for Div 'A' : Rs. 20 Lakhs

Total Investment in the

division : Rs. 20 Lakhs

Expected Return on investment at 24% Calculate Transfer price for Division 'A'

**Q2) a)** Explain the tools & techniques of capital expenditure control in details. **[10]**

OR

b) Explain in brief. **[10]**

i) Performance Measurement

ii) Post Completion Audit

**Q3) a)** What are the performance Evaluation parameters for Banks. Explain any 4 methods in Details. **[10]**

OR

**P.T.O.**

- b) Describe How ABC Analysis can be used as evaluation parameter for Retail sector. [10]

**Q4)** a) What are the various parameters for performance evaluation of project ? Discuss [10]

OR

- b) What do understand by the term strategic planning. Discuss the importance of 'strategic planning for non front Organization in India. [10]

**Q5)** a) Explain in detail how audit function act as a performance measurement tool. Describe in Details. [10]

OR

b) Short Notes (Any 2) [10]

- a) Financial Audit
- b) Principles of Audit
- c) Elements of Audit
- d) Social Audit



Total No. of Questions :5]

SEAT No. :

**P2191**

**[5465]-3003**

[Total No. of Pages : 2

**M.B.A-II**

**303:STARTUP AND NEW VENTURE MANAGEMENT  
(2016 Pattern) (Semester-III)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

**Instructions:**

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

**Q1) a)** Explain the concept of entrepreneur, entrepreneurship and enterprise with the help of suitable examples. **[10]**

OR

b) Entrepreneurial activity leads to economic growth and development-comment.

**Q2) a)** What is an entrepreneurial opportunity? Explain the process of opportunity identification. **[10]**

OR

b) What are feasibility studies? Explain the concept of market feasibility with example.

**Q3) a)** How are small scale industries defined in India? Explain the process of registration of SSI. **[10]**

OR

b) What is a project? Explain the concept of PERT and CPM in project management.

**PTO.**

**Q4) a)** Explain the role of various Government Institutions in promoting & supporting small business. **[10]**

OR

b) Explain the provisions of shops and Establishment Act related to small business.

**Q5) a)** Technological obsolescence is one of the major factor leading to failure of small business - Explain the statement with an example of business failure due to technological obsolescence. **[10]**

OR

b) Discuss the case of any successful entrepreneur from your area. What factors made him/ her successful.



Total No. of Questions : 5]

SEAT No. :

**P2192**

**[5465]-3004**

**[Total No. of Pages : 3**

**M.B.A.**

**(305 - BIM) : BANKING CONCEPTS AND OPERATIONS  
(2016 Pattern) (Semester - III)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** a) Describe the role of Banking in India in post 1991 reforms.

OR

b) Explain wholesale banking and retail banking in brief.

**Q2)** a) Explain any five provisions of the Banking Regulation Act applicable to Nationalised banks.

OR

b) What is a Non-performing Assets? Explain its effect on banks profitability.

**Q3)** a) Explain the following terms in brief.

- i) RTGS
- ii) NEFT
- iii) ATM
- iv) Mobile banking
- v) On-line banking

OR

b) Draw a specimen format of Bank Reconciliation Statement when balance as per cash book (current account) and reconciling it with balance as per pass book.

**P.T.O.**

- Q4) a)** From the following information prepare Profit and Loss Account of Z Bank Ltd. for the year ended 31<sup>st</sup> March 2017.

(Rs. in Lacs)	
Particulars	Amount (Rs.)
Interest & Discount earned	44.00
Interest expended	13.60
Other Income	0.25
Operating expenses	13.31
Income on Investment	0.05
Interest on balance with RBI	0.25

**Additional Information**

- Ignore income tax provision.
- Figures can be rounded off to 2 decimals.
- Rebate on bills discounted to be provided for Rs. 15,000.
- Classification of advances (all in general category).

(Rs. in Lacs)	
Particulars	Amount
Standard assets	25.00
Sub-standard assets	5.60
Doubtful assets not covered by security	2.55
Doubtful assets covered by security	
For 1 year	0.25
For 2 year	0.50
For 3 year	1.00
For 4 year	0.75
Loss Assets	1.00

**OR**

- b)** How will you disclose the following ledger balances in the final accounts of CD Bank as on 31<sup>st</sup> March 2017. (Draw only relevant schedules of the balance sheet).

(Rs. in Lacs)	
Particulars	Amount (Rs.)
Current accounts	700
Saving accounts	500
Fixed deposits	700
Cash credits	600
Term loans	500
Bills discounted & purchased	800
Total	3,800

Additional Information :

- Included in the current accounts ledger are accounts overdrawn to the extent of Rs. 250 lacs.
- One of the cash credit accounts of Rs. 10 lacs (including interest 1 lac) is doubtful.
- 60 % of the term loans are secured by Government guarantees, 20% of cash credits are unsecured and other portion is secured by tangible assets.

**Q5) a)** Following extract of pass book is given in respect of a loan account.

Date	Particulars	Debit	Credit	Balance
1/9/2017	Opening Balance			10,00,000 Dr.
5/9/2017	Repayment		2,00,000	8,00,000 Dr.
25/9/2017	Charges	10,000		8,10,000 Dr.
28/9/2017	Repayment		1,00,000	7,10,000 Dr.
30/9/2017	Interest			

At the rate of 12% p.a., calculate interest using daily products of the balances.

OR

- b) Loan of Rs. 1,00,000 is to be repaid over a period of 5 years at 12% interest p.a. in equal annual installments at the end of the year. The equated installments comes to Rs. 27,741.

You are required to draw 5 years schedule showing-

- Opening balance of the loan.
- Interest for the year.
- Equated installments to be paid.
- Principal to be adjusted from the equated installment, and.
- Closing balance.





**SEAT No. :**

**[Total No. of Pages : 1**

**[5465]-3005**

## 305 (DFM) : EVOLUTION OF STRATEGIC THOUGHT OF DEFENCE

**(2016 Pattern) (Semester - III)**

**[Max. Marks : 50]**

- 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.*

OR

b) Elaborate on Personal Managerial and Organizational Time Wasters. [10]

OR

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

OR

b) What do you mean space & info power? Elaborate on geo-economics & geo-strategy. [10]

OR

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

- i) BMC Analysis
ii) PESTL Analysis

OR

b) Discuss the techniques of carrying out Net Assessment. [10]



Total No. of Questions : 5]

SEAT No. :

**P2194**

**[5465]-3006**

**[Total No. of Pages : 1**

**M.B.A.**

**305(ED) : CHANGE, CREATIVITY, INNOVATION AND  
ENTREPRENEURSHIP**

**(2016 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) Explain in detail different types of Innovation. [10]**

**OR**

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

**Q2) a) Differentiate between groups and teams. [10]**

**OR**

**b) Explain in detail Personality Traits. [10]**

**Q3) a) Explain Fiedler model & Hersey Blanchard situational theory. [10]**

**OR**

**b) What kind of challenges do leaders in creative or innovative companies have to address in order to be efficient in their roles? Discuss. [10]**

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

**OR**

**b) Discuss in detail Traditional and contemporary organizational forms. [10]**

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

**OR**

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



Total No. of Questions : 5]

SEAT No. :

**P2195**

**[5465]-3007**

**[Total No. of Pages : 1**

**M.B.A.**

**305(FBM) : ESSENTIALS OF FAMILY BUSINESS MANAGEMENT -I  
(2016 Pattern) (Semester - III)**

**Time : 2½ Hours]**

**[Max. Marks : 50**

**Instructions to the candidates:**

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

**Q1) a) Discuss the Dilemas and challenges faced by the family owned business. [10]**

**OR**

**b) Shed light on the special strengths which are possessed by family business. [10]**

**Q2) a) How can the family business bring about effective utilization of outside help? [10]**

**OR**

**b) Comment upon introducing the ownership dimension. [10]**

**Q3) a) How to bring about a balance approach in running a family business successfully? [10]**

**OR**

**b) The next generation is in a dilemma “to join or not to join” - discuss. [10]**

**Q4) a) Comment on how overlapping systems give rise to human resource management issues in family business. [10]**

**OR**

**b) What is the role of outside experience in the family business? [10]**

**Q5) Short Notes (any two) :- [10]**

- a) Women in family business**
- b) Non-family managers**
- c) Successful sectors of family business**
- d) Family council**



Total No. of Questions : 5]

SEAT No. :

**P2196**

**[5465]-3008**

**[Total No. of Pages : 5**

**M.B.A.**

**305(FIN) : DIRECT TAXATION**  
**(Finance Specialization)**  
**(2016 Pattern) (Semester - III)**

**Time : 2¼ Hours]**

**[Max. Marks : 50**

**Instructions to the candidates:**

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

**Q1) a)** “A financial year has a dual role of play, it is both previous year as well as an assessment year”. Do you agree? **[5]**

**b)** Explain the concept of person under section 2(31) of the Income Tax Act, 1961. **[5]**

**OR**

“The incidence of income tax depends upon the residential status of an assessee”. Discuss. **[10]**

**Q2) a)** Ms. Guru an employee of Moontech Ltd. provided following information for the P.Y. 2017-18. Compute the income from salary for the A.Y. 2018-19.

- Basic pay Rs. 16,500/- P.M.
- D.A. 40% of basic salary.
- commission at 5% of sale Rs. 30,000/-
- Employer's contribution to RPF Rs. 47,200/-
- Education allowance for her own education Rs. 5000/- p.m.(Actual expenses Rs. 2,500 p.m.)
- Entertainment allowance Rs. 400/- p.m.
- She has been provided with a car 1800cc for personal use along with a driver. The cost of the car is Rs. 5,00,000/-. The salary of driver is Rs. 3,000/- p.m. paid by the employer. The maintenance expenses are paid by her Rs. 2,000 p.m.

**P.T.O.**

The employer provided a house at Mumbai for which rent paid by employee Rs. 3,800/- p.m. The cost of furniture provided to her is Rs. 1,30,000/-. The employer deducts Rs. 1,200/- p.m. from her salary as a rent of house provided to her and Rs. 2,500/- p.a. as Professional Tax. [10]

OR

- b) Following are the details of Mr. Ram working as a branch manager in a company at Solapur, for the financial year 2017-18. Compute his income from salary for the Assessment year 2018-19. [10]

- Basic pay Rs. 55,000/- p.m.
- D.A. 40% of salary (60% of which is considered for retirement benefit)
- Bonus Rs. 35,000/- p.a.
- City compensatory allowance Rs. 1,200/- p.m.
- Children education allowance Rs. 800/- p.m. (He is having 2 sons & 1 daughter)
- Entertainment allowance Rs. 1,000/- p.m.
- Transport allowance Rs. 1,000/- p.m.
- HRA Rs. 4,000/- p.m. rent paid by Mr. Ram Rs. 10,000/- p.m.
- Contribution to RPF Rs. 6,000/- p.m. by the employee and equal amount is contributed by the employer.
- He received Rs. 25,000/- by way of reimbursement of hospital bill in respect of his wife.
- Interest credited to RPF @ 12% is Rs. 72,000/-

- Q3) a)** Write short notes on :- [5]

- i) Short term capital gain
- ii) Long term capital gain

- b) From the following information compute the income from let out house property for the A.Y. 2018-19. [5]

- Municipal valuation Rs. 3,60,000/-
- Fair Rent Rs. 3,70,000/-
- Standard Rent Rs. 2,50,000/-
- Annual Rent Rs. 4,80,000/-
- Municipal Taxes Rs. 36,000/-
- Amount spent on repairs Rs. 36,000/-
- Period of vacancy 1 month
- Interest on borrowed capital Rs. 1,80,000/-

OR

- a) Enumerate at least five items of incomes which can be included under the head income from other sources. [5]
- b) From the following information, compute the taxable income from let out house property, for the A.Y. 2018-19. [5]
- Municipal valuation Rs. 1,10,000/-
  - Fair Rent Rs. 1,20,000/-
  - Standard Rent Rs. 1,26,000/-
  - Actual Rent Received Rs. 1,32,000/-
  - Municipal Taxes (due) Rs. 18,000/-
  - Repairs Rs. 6,000/-
  - Insurance Rs. 3,000/-

- Q4) a)** Mr. Sham is an advocate and has prepared the following income and expenditure account for the year ending 31<sup>st</sup> March 2018. [10]

Income	Amt.	Expenditure	Amt.
Fees received	7,05,000	Office expenses	1,00,000
Gift from father		Employees salary	50,000
in Law	50,500	Magazines	6,000
Dividend	80,000	Personal Expenses	1,70,000
Profit on sale		Donations to National	
of Investment	64,500	Defence Fund	5,000
Law consultancy fees	5,00,000	Interest	7,000
		Income Tax	1,33,000
		Car expenses	20,000
		Net surplus	9,09,000
	14,00,000		14,00,000

Additional information :-

- i) The car is equally used for official and personal purpose.
- ii) Rs. 10,000/- of domestic servants salary is included in employee's salary.

Compute his professional income for the A.Y. 2018-19.

OR

- b) Following is the Profit & Loss A/c of Mr. Pradeep for the year ended 31<sup>st</sup> March 2018. [10]

Profit & Loss A/c.

Dr. For the year ended 31-3-2018. Cr.

Particulars	Amt.	Particulars	Amt.
To Salary	78,000	By Gross profit	2,23,000
To General expenses	12,500	By Sundry Receipts	8,400
To Advertisement	8,000	By Gift from father	25,000
To Fire Insurance	3,500	By Interest on	
To Office expenses	4,500	Bank Deposit	6,000
To Depreciation	15,800	By Bad Debts	
To Bonus	12,800	recovered(not allowed	
To Income Tax	8,600	as deduction earlier)	5,400
To Sales Tax	4,500		
To Interest on Bank			
loan	5,600		
To Donations to			
educational institute	10,500		
To Interest on			
Income Tax	3,500		
To Net Profit	1,00,000		
	2,67,800		2,67,800

Additional information :-

- i) Salary includes Rs. 4,200/- paid to Mr. Pradeep.
- ii) Advertisement includes Rs. 550 as expenditure incurred for selling household furniture.
- iii) Allowable depreciation as per income tax rules is Rs. 14,000/-
- iv) Sales tax includes Rs. 500 as a penalty for not filling returns on time.
- v) General expenses include Rs. 5,850/- as a gift given to a friend on his marriage.

Compute taxable income from business for the A.Y. 2018-19 of Mr. Pradeep.

**Q5) a)** Mr. Mohan has given the following particulars of his income and savings for the financial year ending 31<sup>st</sup> March, 2018. **[10]**

- i) Gross salary Rs. 2,02,000/- p.a.
- ii) Profit from business Rs. 1,00,000/- p.a.
- iii) Interest on Govt. securities Rs. 2,000/-
- iv) Dividend received from an Indian company Rs. 5,600/-
- v) Income from House property Rs. 12,000/- p.a.
- vi) He paid Rs. 6,000/- for life insurance premium, deposited in PDF A/c Rs. 20,000/-, invested Rs. 4,000/- in NSC and made term deposit for 5 years in SBI Rs. 50,000/-.
- vii) He paid Rs. 2,500/- as professional tax.

Compute the tax liability of Mr. Mohan for the A.Y. 2018-19.

OR

**b)** From the following information of Mr. Keshav compute his taxable income and the liability for A.Y. 2018-19. **[10]**

- i) He is in service in a company and his monthly salary is Rs. 50,000/-. He also received bonus of Rs. 82,000/- and paid professional tax Rs. 2,500/-
- ii) He has his own business and the net income of that business is Rs. 1,17,500/-.
- iii) His investments are as follows
  - Rs. 50,000/- in 10% debentures
  - Bank FD. Rs. 2,00,000 @ 12% rate of interest
- iv) During previous year he made investments as follows :
  - Contribution to RPF Rs. 13,200/-
  - LIC premium of his child policy Rs. 5,100/-
  - Contribution to ULIP Rs. 2000/-
  - NSC Rs. 4,200/-





Total No. of Questions : 5]

SEAT No. :

**P2197**

**[5465]-3009**

[Total No. of Pages : 2

**M.B.A.**

**305(HM) : INTRODUCTION TO HEALTHCARE MANAGEMENT  
(2016 Pattern) (Semester - III) (Theory)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** What are the causes of Resistance to change in an Organisation with reference to a Hospital?

OR

b) Explain the Theory of Organizational Development.

**Q2) a)** Explain the role of a Hospital Administration in a multi-speciality Hospital.

OR

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

**Q3) a)** What are the Different Support Services Departments in managing a Hospital?

OR

b) Detail out the functions of various Clinical Services Departments in a Hospital.

**P.T.O.**

**Q4)** a) What are the impact of Maslow's Theory of Motivation in Hospital Management.

OR

b) Explain the classical and contemporary models of Managerial Behaviour.

**Q5)** a) Explain in detail the Merits and Demerits of Centralized Management in a Hospital.

OR

b) Classify hospitals and explain the role of Hospital Administrator in each category.



Total No. of Questions : 5]

SEAT No. :

**P2198**

**[5465]-3010**

**[Total No. of Pages : 2**

**M.B.A.**

**305(HR) : LABOUR & SOCIAL SECURITY LAWS  
(2016 Pattern) (Semester - III)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Elaborate the concept of Labour Laws in detail. Explain ILO and its role.

OR

- b) Explain Indian Constitution with respect to Labour legislation in detail. Also discuss the specific objectives, scope and challenger of Labour Laws.

**Q2) a)** Define 'Factory' as per section 2(m) and explain the safety provisions under the Factory Act, 1948.

OR

- b) Social Welfare Legislation has been strongly addressed in Factory Act, 1948. Comment with special reference to welfare provisions.

**Q3) a)** 'The Payment of Wages Act, 1936 provides that the wages are to be paid in a particular form, at a regular interval, and without any unauthorized deductions'. Explain this statement in detail. Also state what are the authorized deductions which may be made from the wages of the employed person?

OR

- b) Elaborate the concept of set-on and set-off under the Payment of Bonus Act. State under what grounds an employee is qualified and disqualified to get Bonus under the Payment of Bonus Act, 1965.

**P.T.O.**

- Q4)** a) What are the circumstances in which gratuity becomes payable to an employee under the payment of Gratuity Act, 1972? Also state the conditions under which Gratuity is forfeited.

OR

- b) Explain in detail the main features of the Workmen's Compensation Act, 1923 along with the concept of "Arising out of and in the course of employment" accidents under section 3.

**Q5)** Short Notes (Attempt any 2)

- a) Sickness and funeral benefits under ESI Act, 1948.
- b) Latest Amendments under Maternity Benefits Act, 1961.
- c) Family Pension Fund scheme under EPF Act, 1952.
- d) Latest Amendments under EPF and Miscellaneous Provisions Act, 1952.



Total No. of Questions : 5]

SEAT No. :

**P2199**

**[5465]-3011**

**[Total No. of Pages : 1**

**M.B.A.**

**305(IB) : INTERNATIONAL BUSINESS ECONOMICS  
(2016 Pattern) (Semester - III)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Explain the importance of International Business & drivers of globalization. **[10]**

OR

**b)** Explain the concept of “Foreign Trade Multiplier”. **[10]**

**Q2) a)** What are the implications of International Trade Theories? **[10]**

OR

**b)** Explain the Law of Comparative Advantage in international trade with suitable example. **[10]**

**Q3) a)** What is tariff and non tariff barriers in International Trade? **[10]**

OR

**b)** What are the factors that determine the exchange rate? **[10]**

**Q4) a)** What is foreign exchange market and what are the functions of the foreign exchange market? **[10]**

OR

**b)** What are the consequences of economic globalization? **[10]**

**Q5) a)** Explain the Nature, Demand & Supply of International Reserve. **[10]**

OR

**b)** Discuss the problem of International debt and its causes. **[10]**



Total No. of Questions : 5]

SEAT No. :

**P2200**

**[5465]-3012**

**[Total No. of Pages : 2**

**M.B.A.**

**305(IT) : IT MANAGEMENT AND CYBER LAWS**

**IT - Specialization**

**(2016 Pattern) (Semester - III)**

***Time : 2¼ Hours]***

***[Max. Marks : 50***

***Instructions to the candidates:***

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

***Q1)*** a) Explain IT and its components hardware, software and Networking for a passport department Govt. of India. **[10]**

**OR**

b) Explain the importance of IT components and Infrastructure for an organisation like education department to have on-line common entrance test. **[10]**

***Q2)*** a) What do you mean by managerial considerations like Aquisition, maintenance, controlling and replacment of hardware with reference to any reputed Bank. **[10]**

**OR**

b) How do you differentiate the role of system software and application software with reference to any business organisation. **[10]**

***Q3)*** a) Write a short note on any two of the following : **[10]**

- i) Phishing attacks
- ii) Data security
- iii) Cyber Law
- iv) System control & Audit

**OR**

b) Explain in detail sytem control and Audit for an organisation for information security purpose. **[10]**

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

**Q4) a)** Explain the use of legal recognition of electronic records in Government department like revenue and property registration in detail. **[10]**

OR

b) Explain IT Act 2000 in brief and write it's use in E-Governance with example. **[10]**

**Q5) a)** Explain the powers of certifying authority to maintain the control of security for an organisation in detail. **[10]**

OR

b) Define cyber crime and explain detection of cyber crimes in police department with example. **[10]**



Total No. of Questions : 5]

SEAT No. :

**P2201**

**[5465]-3013**

**[Total No. of Pages : 1**

**M.B.A.**

**305 - MC : INTEGRATED MARKETING COMMUNICATION  
(2016 Pattern) (Semester - III)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** Elaborate Role of advertising agencies in IMC(Integrated Marketing Communication). **[10]**

OR

What is Integrated Marketing Communication? Elaborate the role of advertising and promotion in IMC. **[10]**

**Q2)** Discuss in detail Consumer Sales Promotion for **[10]**

- a) HD Television
- b) Antidandruff Shampoo

OR

Define “Advertising”. Explain various types of Advertising with supporting examples. **[10]**

**Q3)** What is Event Marketing? Explain different opportunities and challenges in event marketing. **[10]**

OR

Describe the role of Direct Marketing in IMC(Integrated Marketing Communication). **[10]**

**Q4)** Discuss in detail Brand attitude creative tactics. **[10]**

OR

Design a print advertisement copy for upcoming airlines. **[10]**

**Q5)** Explain in detail IMC planning process. **[10]**

OR

Develop a Media plan for (Any one from the following) **[10]**

- a) Sports Bike
- b) Water Purifier





Total No. of Questions : 5]

SEAT No. :

**P2202**

**[5465]-3014**

**[Total No. of Pages : 2**

**M.B.A.**

**305(MKT) : CONTEMPORARY MARKETING RESEARCH  
(2016 Pattern) (Semester - III)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Briefly describe steps involved in Marketing Research.

OR

- b) What is Research Design? Explain types of Research Design with applications in marketing.

**Q2) a)** Design a Questionnaire to study attitude of consumers towards online shopping.

OR

- b) Explain the term scaling? Elaborate applications of likert and semantic differential scales.

**Q3) a)** Discuss probability sampling methods in detail, giving suitable examples.

OR

- b) What Sampling Design you would select for a study to find out the household expenditure of FMCG products by various income groups. Give details of sampling method with proper justification.

**P.T.O.**

- Q4) a)** Suppose we want to examine the relationship between consumption and income and the frequency data obtained is summarised in table below:

Distribution of Income by Consumption

Income	Consumption		
	Low	High	Total
Low	30	12	42
High	10	28	48
	40	40	80

Calculate expected frequencies and test whether there is a relationship between consumption & income. Given chisquare value at 5% level of significance for 1 degree of freedom is 3.841.

OR

- b) What is Factor analysis? Discuss the applications of factor analysis.

- Q5) a)** What is Multi-dimensional scaling? Discuss its use in Marketing Research.

OR

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



Total No. of Questions : 5]

SEAT No. :

**P2203**

**[5465]-3015**

**[Total No. of Pages : 2**

**M.B.A.**

**305(OPE) : PLANNING AND CONTROL OF OPERATIONS**

**Specialization : Operations Management**

**(2016 Pattern) (Semester - III)**

**Time : 2¼ Hours]**

**[Max. Marks : 50**

**Instructions to the candidates:**

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

**Q1) a)** What is Production Planning and Control. Explain the Relations with other department. **[10]**

OR

b) Explain the Routing-Process layout indicating flow chart of material from machine to machine. Discuss. **[10]**

**Q2) a) i)** Write note on Extrapolative methods using time series. **[5]**

ii) Write note on Developing the logic of Forecasting. **[5]**

OR

b) State and Explain Sources of data. Explain Forecasting as a Planning tool with suitable example. **[10]**

**Q3) a)** Explain the Aggregate Production Planning methods? Discuss need for Aggregate Production Planning with suitable example. **[10]**

OR

b) Explain in the details about Basic strategies for Aggregate Production Planning. Discuss MPS. **[10]**

**P.T.O.**

**Q4) a)** Explain in detail Enterprise Resources Planning. Discuss Resource Planning in Services. **[10]**

OR

b) Explain the Bill of Material? Discuss time phasing of the requirements with suitable example. **[10]**

**Q5) a)** Explain in detail Operational Control issues in Master Production Systems. Discuss. **[10]**

OR

b) i) Write note on Need for scheduling. **[5]**

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



Total No. of Questions : 5]

SEAT No. :

**P2204**

**[5465]-3016**

**[Total No. of Pages : 1**

**M.B.A.**

**305(RABM) : AGRICULTURE AND INDIAN ECONOMY  
(2016 Pattern) (CBCS) (Semester - III) (Paper - VI)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *All questions carry equal marks(10).*
- 3) *Each questions has an internal option.*

**Q1) a)** Discuss the role of agriculture sector in economic development.

OR

- b) What is cropping pattern? Explain various factors that determine the cropping pattern in India.

**Q2) a)** Discuss the implications of Food Security.

OR

- b) What steps have helped India to become self-sufficient in food grains production?

**Q3) a)** Describe the development of Dairy Industry in India.

OR

- b) Explain the benefits of multi-purpose river valley projects in India.

**Q4) a)** Discuss the important objectives and progress of land reforms policy since Independence.

OR

- b) Discuss the reasons leading to low farm productivity.

**Q5) a)** What measures do you suggest to Improve the conditions of farm Labour?

OR

- b) Explain the causes of low efficiency of Agriculture Labour in India.



Total No. of Questions : 5]

SEAT No. :

**P2205**

**[5465]-3017**

**[Total No. of Pages : 2**

**M.B.A.**

**305 - RM : INTRODUCTION TO RETAILING  
(2016 Pattern) (Semester - III)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** “A Retailer is a key component of the supply chains”. Explain the statement giving role & functions of retailer. **[10]**

OR

Define Retailing. Discuss scope of Retail Management in India. **[10]**

**Q2)** For FMCG sector, advise whether the companies should focus on rural, urban or both the markets. Justify your answer. **[10]**

OR

Discuss the challenges in the growth of online retailing in India. **[10]**

OR

Discuss various techniques to prevent retail loss. Can these techniques be equally applicable to stores in Rural India.

**Q3)** Describe various types of franchising. Explain different aspects of Franchiser-Franchisee Relationship. **[10]**

OR

Explain different formats of Store Retailing. Differentiate between store & non-store retailing. **[10]**

**P.T.O.**

**Q4)** ‘Mom’s Exclusive’, a MNC Retail Company dealing in kids’ items in planning to enter India. How should the company go about in designing merchandise planning? [10]

OR

“The key to success is location, location & location only” said the CEO of leading retail business in India. Does this statement undervalue the other elements of Marketing Mix? Justify your answer. [10]

**Q5)** Write short notes on any two. [10]

- a) Retail Logistics
- b) Floor space management
- c) Bar coding
- d) Retail communication mix



Total No. of Questions : 5]

SEAT No. :

**P2206**

**[5465]-3018**

**[Total No. of Pages : 2**

**M.B.A.**

**305 (SCM) : ESSENTIALS OF SUPPLY CHAIN MANAGEMENT  
(2016 Pattern) (Semester-III)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** What is supply chain revolution? Discuss the factors responsible for the revolution and explain the challenges to supply chain management of 21st century. **[10]**

OR

**b)** Explain Physical distribution and Logistics to SCM, Physical Goods and Services Perspectives. **[10]**

**Q2) a)** i) Write short note on Pull based & Push based Supply Chains. **[5]**  
ii) Write Short note on Commodity & cost centric Supply Chains. **[5]**

OR

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

**Q3) a)** Explain the concept of total supply chain. Describe the driving forces of supply chain. **[10]**

OR

**b)** What is the role of ecommerce in providing service. Discuss with suitable example. **[10]**

**P.T.O.**



**Q4) a)** Discuss some of the inventory management practices organization adopt for efficient supply chain with suitable examples. **[10]**

OR

b) i) Write Short Note on Resources and capacity management. **[5]**

ii) Write Short Note on Distribution Management. **[5]**

**Q5) a)** Explain the customer focused marketing and supply chain service outputs. Discuss in details. **[10]**

OR

b) Explain the keys to operational performance. Discuss importance of customer value. **[10]**



Total No. of Questions : 5]

SEAT No. :

P4202

[Total No. of Pages : 1

[5465]-3019

M.B.A (Semester - III)

SERVICES BUSINESS MANAGEMENT

(2016 Pattern)

Time : 2.15 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

**Q1)** What is Service Location? Explain any one Basic location model.

OR

Explain the concept of Service Encounter and moment of Truth with suitable example.

**Q2)** Define promotion. Suggest a promotion mix for Health insurance product.

OR

"In Today's competitive market physical Evidence got invaluable importance". Explain the statement with Hospitality industry.

**Q3)** What is internal marketing. Differentiate between External and internal marketing.

OR

What is positioning target customer? Explain it with any one example of Banking industry.

**Q4)** Explain Buyer Decision making process for Life insurance policy.

OR

Explain the concept of Life time value of customer and customer retention.

**Q5)** Explain the role and importance of Research in services industry.

OR

Explain New Economic policy in details with its impact on services sector.

▽▽▽▽

Total No. of Questions : 5]

SEAT No. :

**P2207**

**[5465]-3020**

**[Total No. of Pages : 1**

**M.B.A.**

**305 (THM) : FUNDAMENTALS OF HOSPITALITY MANAGEMENT  
(2016 Pattern) (Semester-III)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Cite relevant examples wherever necessary.*
- 3) *Figures to the right indicate full marks.*

**Q1) a) What is Tourism? Discuss the role of different industries in Tourism.[10]**

**OR**

- b) Tourism is a growing industry. Comment on the employment opportunities in Hospitality. **[10]**

**Q2) a) Enlist the dimensions of Tourism. Elaborate on the Psychological dimension i.e. Motivators for Tourism. [10]**

**OR**

- b) Define Tourists. Explain the types of tourists. **[10]**

**Q3) a) What are Hotels. Discuss the different ownership structures of Hotels.[10]**

**OR**

- b) Explain the role of various departments to ensure smooth operations.[10]

**Q4) a) What is a Travel Agency, explain its linkages and arrangements with hotels. [10]**

**OR**

- b) Discuss the impact of Science and Technology on travel and transport.[10]

**Q5) a) Explain the growing importance of e-commerce in Hospitality sector.[10]**

**OR**

- b) Write a note on the Government regulations and support related to travel, tourism & hotels. **[10]**



Total No. of Questions : 5]

SEAT No. :

**P2208**

**[5465]-3021**

**[Total No. of Pages : 1**

**M.B.A.**

**TECHNOLOGY MANAGEMENT SPECIALIZATION**

**305-TM : Fundamentals of Technology Management**

**(2016 Pattern) (Semester-III)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** a) Using the classification of technology, explain type of technology with examples, scale, scope and integration.

OR

b) Explain firm as a value chain & discuss industries as competitive domain, value creation and competitive advantages of Technology?

**Q2)** a) Discuss Important technological innovation with respect to production & product technology.

OR

b) Explain role of technology in wealth creation.

**Q3)** a) Explain MOT principles for Managing Enterprises.

OR

b) What are the types of innovation. Discuss creativity & innovation.

**Q4)** a) Discuss competition at different phases of the Technology life cycle.

OR

b) Explain.

- i) Diffusion of Technology.
- ii) The Diffusion - Communication - Channel Relationship.

**Q5)** a) Discuss & compare features & competitiveness strategies of China, India & Japan.

OR

b) Write Short Notes on

- i) Technology Business incubators
- ii) Indicators of competitiveness.



Total No. of Questions : 5]

SEAT No. :

**P2209**

**[5465]-3022**

**[Total No. of Pages : 1**

**M.B.A.**

**306 - BIM : PRINCIPLES AND PRACTICES OF INSURANCE**

**Banking & Insurance Management Spl.**

**(2016 Pattern) (Semester - III)**

***Time : 2¼ Hours]***

***[Max. Marks : 50***

***Instructions to the candidates:***

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

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

**OR**

b) What are the risk management techniques in insurance?

***Q2)*** a) Explain common insurance terms used in both life and non-life insurance.

**OR**

b) Compare Life insurance and General insurance.

***Q3)*** a) Write the various essentials of Insurance Contract.

**OR**

b) Explain principles of Insurance with suitable examples.

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

**OR**

b) Write short notes on (any two)

- i) Role of IRDA
- ii) Reinsurance
- iii) Underwriting

***Q5)*** a) Explain the role of insurance in economic development in India.

**OR**

b) What are the key challenges faced by the Indian Insurance Industry?



Total No. of Questions : 5]

SEAT No. :

**P2210**

**[5465]-3023**

**[Total No. of Pages : 2**

**M.B.A.**

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

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Explain strategic stretch? How concept of strategic stretch help in strategic defense management.

OR

- b) What is strategic intent? Explain its importance in strategic defense management.

**Q2) a)** Perception of leader plays crucial role in managing team. Comment.

OR

- b) Explain in detail ego defense methods available for individual. Why ego defense mechanism is required.

**Q3) a)** What is emotional intelligence. How it could be used strategically be leader.

OR

- b) Do you think empathetic leadership could be a sound base for formation of strategies in organization? Comment.

**P.T.O.**

**Q4) a)** Explain EVR congruence model and its importance in strategic management.

OR

b) What is Job enlargement? How it is different from job enrichment?

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

OR

b) Identify different scenarios related to Indo-Chinese relation and suggest suitable strategies accordingly.



Total No. of Questions : 5]

SEAT No. :

**P2211**

**[5465]-3024**

**[Total No. of Pages : 2**

**M.B.A.**

**306 ED : FINANCE FOR ENTREPRENEURS**

**Entrepreneurship Development Specialisation**

**(2016 Pattern) (Semester - III)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Explain in detail the various concepts and Conventions of financial accounting. **[10]**

OR

**b)** Define cost accounting. Explain in detail the classification of costs. **[10]**

**Q2) a)** Define Capital budgeting. Write a note on Certainty equivalent approach and Internal rate of return. **[10]**

OR

**b) i)** A project cost Rs 1,00,000 and yields an annual cash inflow of Rs 20,000 for 8 years. Calculate its payback period. **[5]**

**ii)** Explain Net Present Value with appropriate example. **[5]**

**Q3) a)** Explain the concept of working capital management. Briefly explain the various factors that affects the working capital management decision. **[10]**

OR

**P.T.O.**



b) Please help your client in estimating working capital requirement based on the information given below : **[10]**

- i) Expected level of production 4,80,000 units.
- ii) Raw materials to remain in stock, average 2 months.
- iii) Processing period for each unit of product 1 month.
- iv) Credits allowed to the customers from the date of dispatch 3 months.
- v) Finished goods remain in stocks average 2 months.
- vi) Expected ratios of cost to selling Price.
  - 1) Raw material 50%
  - 2) Direct Wages 15%
  - 3) Overhead 20%
- vii) Selling Price per unit Rs 25.

**Q4)** a) Why is Insurance important? Highlight the benefits of insurance related to a specific business operation. **[10]**

OR

b) Write a short note on (Any Two) **[10]**

- i) Insuring against risks
- ii) Managing risk to intangible property
- iii) Managing risk to computer and data

**Q5)** a) What are the taxation factors a firm should take into consideration while setting up of a new unit. **[10]**

OR

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

- i) Tax planning for Professionals
- ii) Tax planning for managerial decisions
- iii) Importance of Tax planning



Total No. of Questions : 5]

SEAT No. :

**P2212**

**[5465]-3025**

[Total No. of Pages : 1

**S. Y. M.B.A.**

**306(FBM) : MANAGING INNOVATION - I  
(2016 Pattern) (Semester - III)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** a) “We need to constantly Innovate to stay in this world of changing business scenario”. Explain this statement with illustrations. **[10]**

OR

b) Differentiate between Innovation and Creativity. **[10]**

**Q2)** a) Explain Foster’s S curve with examples. **[10]**

OR

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

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

OR

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

**Q4)** a) Explain the concept of Innovation Portfolio in detail. **[10]**

OR

b) How do firms search for Innovation Opportunities? **[10]**

**Q5)** a) Explain the functional sources of Innovation with examples. **[10]**

OR

b) Write a detailed note on Creative Destruction. **[10]**



Total No. of Questions : 5]

SEAT No. :

**P2213**

**[5465]-3026**

**[Total No. of Pages : 1**

**M.B.A.**

**306(FIN) : FINANCIAL SYSTEMS OF INDIA, MARKETS & SERVICES  
(2016 Pattern) (Semester - III)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) Elucidate the structure and components of Financial system in India. [10]**

**OR**

Describe Financial Markets. Explain the difference between Money Market and Capital Market. **[10]**

**Q2) Explain the Role & Functions of RBI in detail. [10]**

**OR**

Elucidate the structure & components of PFRDA. **[10]**

**Q3) Explain the following with features.**

- a) Commercial Bills **[5]**
- b) Commercial papers **[5]**

**OR**

“Stock Exchanges serve as an Economic barometer of a country”. Elucidate. **[10]**

**Q4) What do you mean by Factoring? Explain the advantages & disadvantages of Factoring. [10]**

**OR**

Define Financial Services. Explain the importance, scope & evolution of Financial Services. **[10]**

**Q5) Define state finance corporations. Explain its role & functions. [10]**

**OR**

Write short notes on

- a) CRISIL **[5]**
- b) ICRA **[5]**



Total No. of Questions : 5]

SEAT No. :

**P2214**

**[5465]-3027**

**[Total No. of Pages : 2**

**M.B.A.**

**306(HM) : INFORMATION TECHNOLOGY IN HEALTHCARE IT  
(2016 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 / Solve any one from each question.*
- 3) All question carry equal marks / Each question carries 10 marks.*

**Q1)** What is a Hospital Information System / Hospital Management Information System? Elaborate. **[10]**

OR

What Hardware components are needed for implementing a Hospital Information System? **[10]**

**Q2)** Explain in detail the ways in which Data & Information can be used to help in providing inputs for a Decision Support System(DSS). **[10]**

OR

What is the difference between Management Information System(MIS) and Decision Support System(DSS) in a healthcare setup? **[10]**

**Q3)** In a Hospital environment, when & where would one need LAN & WAN? Explain the different usage of both. **[10]**

OR

What data is Patient Information System made up of with regard to Demographics, Past Medical History and Allergies? **[10]**

**P.T.O.**

**Q4)** Explain in detail on how the Hospital Information System will be useful for Hospital Management? [10]

OR

What are the different Data Elements collected during an Emergency and In Patient admission in a Hospital? [10]

**Q5)** Health IT can help in building an effective and efficient Data Management System - elaborate. [10]

OR

How does the Hospital Information System helps in creating a MRD folder (MRD = Medical Record Department)? [10]



Total No. of Questions : 5]

SEAT No. :

**P2215**

**[5465]-3028**

**[Total No. of Pages : 1**

**M.B.A.**

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

***Time : 2¼ Hours]***

***[Max. Marks : 50***

***Instructions to the candidates:***

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

***Q1)*** a) Explain HR accounting and state its objectives and developments. **[10]**

**OR**

- b) Explain Human Capital? What do you understand by the term “Investment in Human Resource”. **[10]**

***Q2)*** a) Explain the concept of HR value with reference to Recruitment and training cost. **[10]**

**OR**

- b) Discuss the term Human Capital Investment in the context of expenditure vs productivity. **[10]**

***Q3)*** a) What is meant by HR Audit? Explain the objectives of HR Audit. **[10]**

**OR**

- b) Discuss various classification of cost in HR Accounting. **[10]**

***Q4)*** a) Discuss the components considered in designing of an Executive Compensation for MNC's. **[10]**

**OR**

- b) Identify and discuss various wage theories. **[10]**

***Q5)*** a) Explain the emergence and growth of Dearness Allowance in India. **[10]**

**OR**

- b) Discuss in detail the various Fringe benefits offered to employees. **[10]**



Total No. of Questions : 5]

SEAT No. :

**P2216**

**[5465]-3029**

**[Total No. of Pages : 1**

**M.B.A.**

**BOS : FOREIGN TRADE**

**306(IB) : Export Documentation & Procedures**

**(2016 Pattern) (Semester - III)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** What do you understand by INCO terms? Give details using different categories of INCO terms? **[10]**

OR

b) Export documentation having major importance in foreign country trading. Explain this statement with significance of export documentation. **[10]**

**Q2) a)** Discuss new schemes of FTP 2015-20 with details of Foreign trade policy. **[10]**

OR

b) Write in detail about documentation of import cargo in India. **[10]**

**Q3) a)** Describe features of grant of pre-shipment finance? **[10]**

OR

b) "Payment procedure in international business is much different than domestic trade", comment. **[10]**

**Q4) a)** Mr. Ramesh is planning to start his business in textile exports. Prepare list of provisions of export in centires in detail. **[10]**

OR

b) Discuss salient features of schemes of Govt. of India with aim at promotion of marketing of goods. **[10]**

**Q5) a)** Salient features of Foreign Exchange Management Act, 2000? Discuss difference between FERA & FEMA? **[10]**

OR

b) Explain regulations for International Trade and major laws governing India's export-import trade. **[10]**



Total No. of Questions : 5]

SEAT No. :

**P2217**

**[5465]-3030**

**[Total No. of Pages : 2**

**M.B.A.**

**306(IT) : E - BUSINESS AND BUSINESS INTELLIGENCE  
(2016 Pattern) (Semester - III)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

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

OR

With an illustration, show the typical E-Business architecture for a MNC Company.

**Q2)** Explain the Capacity Planning process for E-Business.

OR

Why are CRM solutions implemented in organizations? Explain the impact of Internet advertising on Consumer Behavior?

**Q3)** What is E-Business Strategy? What are the challenges in implementing E-Business Strategy?

OR

Business to consumer transactions are growing worldwide, and many new businesses are starting online. Discuss the process of launching an E-business for a Fashion Store.

**P.T.O.**



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

OR

ONYX is a leading cloud based website development portal which enables users to develop their own websites and platforms for business. It is a rapidly growing company with a very large customer base. The company required an analytics and reporting tool that could analyze and manage huge volumes of data and that too quickly. It also wanted to monitor the customer conversion, usage pattern and behavior. Discuss how Business Intelligence can help ONYX to grow.

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

OR

Modern Organized retail trade in India is on the growth trajectory. Explain how BI Tools can be used in the Retail Trade(Supply Chain).



Total No. of Questions : 5]

SEAT No. :

**P2218**

**[5465]-3031**

**[Total No. of Pages : 1**

**M.B.A.**

**306(MC) : INTERNET MARKETING - I**

**(2016 Pattern) (Semester - III)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** a) What is E-commerce? Explain its significance.

OR

- b) What is Internet Marketing? Discuss strategic approach to Internet Marketing.

**Q2)** a) Elaborate & discuss concept of Internet Macro-environment.

OR

- b) Explain different components of Internet Micro-environment in detail.

**Q3)** a) Discuss essentials of Separate Internet Marketing Plan in detail.

OR

- b) “Internet Strategy is a channel Marketing Strategy”. Comment.

**Q4)** a) Explain elements of Internet Marketing Mix with suitable examples.

OR

- b) Discuss new pricing approaches under Internet Marketing.

**Q5)** a) Discuss key motivational factors influencing customers for buying online.

OR

- b) What is e-retailing? State activities and functions of e-retail.



Total No. of Questions : 5]

SEAT No. :

**P2219**

**[5465]-3032**

**[Total No. of Pages : 1**

**M.B.A.**

**306 - MKT : CONSUMER BEHAVIOUR**

**(2016 Pattern) (Semester - III)**

**Time : 2¼ Hours]**

**[Max. Marks : 50**

**Instructions to the candidates:**

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

**Q1) a)** Explain family life cycle in detail and how it affects the purchasing decisions. **[10]**

**OR**

**b)** What is difference between customer and consumer? Explain importance of reference group. **[10]**

**Q2) a)** What is meaning of personality? Explain effect of personality on decision making. **[10]**

**OR**

**b)** Comment on strategies adopted by product manager of a company, manufacturing soft drinks which will change consumer attitude towards company brand. **[10]**

**Q3) a)** Discuss difference between store and non-store purchasing processes and purchasing patterns. **[10]**

**OR**

**b)** 'Satisfied customer is an asset of successful firms'. Analyse the statement. **[10]**

**Q4) a)** Explain Howard Sheth model with diagram. **[10]**

**OR**

**b)** 'Engel-Blackwell-Miniard model classifies behaviour into four sections, viz, Input. Information processing, Decision process and variables in Huencing decision process'. Explain in details. **[10]**

**Q5) a)** How do you measure social classes in India using Socio-Economic Classes(SEC) in Urban and Rural markets. **[10]**

**OR**

**b)** Considering yourself as the marketing manager of company producing biscuits, design marketing mix variables for a new biscuit product targeting BOP consumers. **[10]**



Total No. of Questions : 5]

SEAT No. :

**P2220**

**[5465]-3033**

**[Total No. of Pages : 1**

**M.B.A.**

**306(OPE) : INVENTORY MANAGEMENT  
(2016 Pattern) (Semester - III)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** What is Inventory? Explain types of Inventory. **[10]**

OR

**Q2)** Discuss the pressure for Low Inventory & High Inventory. **[10]**

**Q3)** What is ABC analysis? Explain the advantages & disadvantages of the ABC analysis. **[10]**

OR

**Q4)** Write note on **[10]**

- a) Continuous Review System
- b) Periodic Review System

**Q5)** Discuss Basic EOQ model. Explain its advantages & disadvantages. **[10]**

OR

**Q6)** What is Quantity Discounts? Explain Reorder Point with variable demand. **[10]**

**Q7)** What do you understand by Kanban System as control tool. Give its types in detail. **[10]**

OR

**Q8)** Explain the principles of JIT with its benefits. **[10]**

**Q9)** What do you mean by make or buy decisions? Explain the factors influencing make or buy decisions. **[10]**

OR

**Q10)** What are the criteria for evaluation of performance of material function. **[10]**



Total No. of Questions : 5]

SEAT No. :

**P2221**

**[5465]-3034**

**[Total No. of Pages : 1**

**M.B.A.**

**306(RABM) : RURAL MARKETING - I**

**(2016 Pattern) (Semester - III)**

***Time : 2¼ Hours]***

***[Max. Marks : 50***

***Instructions to the candidates:***

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

***Q1)*** a) Discuss environment factors that affect Rural Marketing Decisions.

**OR**

- b) Differentiate Rural Marketing from Urban Marketing using suitable examples.

***Q2)*** a) Discuss learnings from “ITC e-Choupal” case.

**OR**

- b) Discuss experiences from “CFCL-Uttam Bandhan”.

***Q3)*** a) Explain the role of Reference Groups in Rural Marketing Decisions.

**OR**

- b) Discuss Buyer characteristics and Buying Behaviour Patterns in light of Rural Markets.

***Q4)*** a) Discuss sources of Information for Rural Market Research.

**OR**

- b) Discuss issues in Rural Marketing Research.

***Q5)*** a) Discuss bases of segmentation for Rural Marketing using suitable examples.

**OR**

- b) Discuss various marketing strategies used for Rural Markets with suitable examples.



Total No. of Questions :5]

SEAT No. :

**P2222**

[Total No. of Pages :1

**[5465] - 3035**

**M.B.A.**

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

*Time : 2¼ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1)** Why store location is important in retail industry.

OR

Discuss about recent trends in location of store in India.

**Q2)** Explain in detail visual merchandising techniques.

OR

Write short notes on any two.

- a) Vertical merchandising.
- b) Color presentation.
- c) Interior display.

**Q3)** Discuss in detail Importance of retail store management.

OR

Comment of role of HRM in retail management.

**Q4)** Explain in detail store record & Accounting system.

OR

Discuss in detail market basket analysis.

**Q5)** Discuss the role of promoter & developer.

OR

What is mall management & discuss various challenges in mall management.



Total No. of Questions : 5]

SEAT No. :

**P2223**

[Total No. of Pages :2

**[5465] - 3036**

**M.B.A.**

**306 - (SCM) : LOGISTICS MANAGEMENT**

**(2016 Pattern) (Semester - III)**

*Time : 2:15 Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1)** What is the aim of logistics? Discuss the role and importance of logistics in today's economy.

OR

Define logistics management. Explain the activities of logistics.

**Q2)** Discuss the interfaces of logistics with operation, manufacturing, marketing and supply chain within the organisation.

OR

Elaborate on the micro dimensions of logistics.

**Q3)** What is short run or static analysis and long run or dynamic analysis. Discuss in detail.

OR

Write short notes on any two.

- a) Cost perspective
- b) Level of optimality
- c) Logistics channel

**Q4)** Elaborate the concept of logistics relationships give examples.

OR

Discuss the need for collaborative relationship in logistic. Explain the concept of 3 PL and 4PL.

**Q5)** Describe and discuss service delivery system, service location and layout.

OR

Discuss the concept of service response logistics. Explain with suitable examples.





Total No. of Questions :5]

SEAT No. :

**P2224**

[Total No. of Pages :2

**[5465] - 3037**

**M.B.A.**

**SPECIALISATION SERVICES MANAGEMENT**

**306 : Services Performance Management**

**(2016 Pattern) (Semester - III)**

*Time : 2¼ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1) a)** What is customer service? Explain 4cs of customer service Mix.

OR

- b) How will you manage Demand & supply of services in peak time of a Bank?

**Q2) a)** “The ultimate aim of service processes is to enable customer satisfaction & delight, discuss importance of a customer’s role in service delivery.

OR

- b) Design a service Blue Print for drive through window operation of a fast food Resturant.

**Q3) a)** Discuss the reasons why Quality has become an increasingly important issues in services.

OR

- b) How are service processes enhanced by using Technology & Physical aids?

**P.T.O.**

**Q4)** a) Develop a SERVQUAL for Gents Apparels.

OR

b) What are the tools to analyse and address service quality problems.

**Q5)** a) Critically assess the strengths & challenges for the retail industry in India.

OR

b) Analyze the performance of any one out of given sections 'Post liberalization' in your own examples

- i) Banking
- ii) Tourism



Total No. of Questions : 5]

SEAT No. :

**P2965**

[Total No. of Pages : 1

**[5465]-3038**

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

**BOS : Tourism and Travel Management (SPL) - 306**  
**(2016 Pattern)**

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instruction to the candidates:*

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

**Q1)** What do you mean by travel agency with their functions in details.

OR

What are the tourism organisation and provide detail functions of international agencies.

**Q2)** Explain the tourism with concepts and different components in detail for tourism.

OR

What is travel and health insurance and provide what are the requirement of different documents.

**Q3)** Explain what is travel motivator in respect to leisure tourism.

OR

Explain what are the different components of package tours and tour cost.

**Q4)** Explain the importance of VFR and different tourism product with their types.

OR

Explain the ecosystem, their activities and impact on ecosystem.

**Q5)** Explain in details the functions & management system of ecology.

OR

Write short notes on :

- a) Infrastructure of tourism
- b) Tour planning



Total No. of Questions :5]

SEAT No. :

[Total No. of Pages :1

**P2225**

**[5465] - 3039**

**M.B.A.**

**306 - (TM) : MANAGING INNOVATION - I**  
**(2016 Pattern) (Semester - III)**

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1)** Define Creativity. What is the difference between Innovation and Invention?[10]

OR

Explain sources of Innovation? Explain the Internal value Chain. [10]

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

OR

Explain Tushman-Rosenkopf technology life cycle model & Foster's Curve in Detail. [10]

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

OR

Explain the various sources of Assets and competencies with Example. [10]

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

OR

Explain Searching for Innovation opportunities & Creating Emotional Appeals in brief. [10]

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

OR

Explain Process of managerial decision making & role of technology in Decision making in brief. [10]



Total No. of Questions : 5]

SEAT No. :

**P2226**

**[5465]-4001**

[Total No. of Pages : 2

**M.B.A.**

**401 : MANAGING FOR SUSTAINABILITY  
(2016 Pattern) (Semester - IV)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** 'Corporate Social Responsibility has gained significance in today's corporate world'. Do you agree? Justify your answer.

**OR**

With reference to CSR, discuss the social and environmental problems and how they shape markets.

**Q2)** Discuss the concept and history of Sustainable Development.

**OR**

Write notes on (any two)

- a) Sustainable Development Vs Green Development.
- b) Managing downside
- c) Equitable distribution

**Q3)** Discuss the business models for sustainable development in Global perspective.

**OR**

Write notes on (any two):

- a) ISO 26000
- b) Triple bottom line reports
- c) Carbon Credits

**P.T.O.**

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

- a) Governance Vs Management
- b) Transaction Cost theory
- c) Governance issues in the public sector.

**OR**

Write notes on (any two):

- a) OECD principles
- b) Friedman's Theory of CSR
- c) Role of IRDA as a regulator with respect to Corporate Governance.

**Q5)** Discuss the importance and sources of 'Value system'.

**OR**

Write a notes on (any two)

- a) Relationship between law and ethics.
- c) Strategies of Organisational Cultural Building
- b) Distributive Justice



Total No. of Questions : 5]

SEAT No. :

**P2227**

**[5465]-4002**

**[Total No. of Pages : 2**

**M.B.A.**

**403-BIM : BANKING REGULATION & LEGAL ASPECT  
(2016 Pattern) (Semester-IV)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Explain in detail the various functions of RBI. **[10]**

**OR**

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

- i) Licensing of Banking Companies.
- ii) Cash Reserve Ratio Vs Statutory Landing Rate.
- iii) Amalgamations of Bank.

**Q2) a)** Highlight the legislative reforms in the Financial Sector. **[10]**

**OR**

**b)** Describe the role of SBI and also explain the various types of its subsidiaries. **[10]**

**Q3) a)** Write short notes on (Any two): **[10]**

- i) Demand Loans.
- ii) Limited Liability.
- iii) Term Loans & its types.

**OR**

**b)** Define Borrowers, Briefly describe the types of Borrowers with suitable examples. **[10]**

**P.T.O.**

**Q4) a)** Describe “Contract of Indemnity” , also explain the scope and applications of Indemnity Contracts to Bank. **[10]**

OR

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

- i) Letter of credit
- ii) Bank Guarantee
- iii) Invocation & Enforcement

**Q5) a)** Differentiate between securities and mortgage, briefly describe the types of mortgages with suitable examples. **[10]**

OR

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

- i) Lien
- ii) Pledge
- iii) Hypothication

**[10]**





Total No. of Questions : 5]

SEAT No. :

**P2228**

**[5465]-4003**

**[Total No. of Pages : 1**

**M.B.A.**

**403 DFM : DEFENCE ECONOMICS  
(2016 Pattern) (Semester-IV)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Discuss the structure of Headquarters Integrated Defence staff.

**OR**

- b) Explain the contribution of Higher Defence control organisation towards National Security.

**Q2) a)** Explain the relevance of Defence Economics for Developing Countries.

**OR**

- b) Critically evaluate the Alexander Hamilton's theory of war.

**Q3) a)** Describe the economic mobilisation of World War -I.

**OR**

- b) Explain the economic impacts of War.

**Q4) a)** Explain the objectives and planning of National Military Strategy.

**OR**

- b) Discuss Higher Defence Planning Process.

**Q5) a)** Explain the changing relationship between Realism and Marxism.

**OR**

- b) Discuss the development of International relations.



Total No. of Questions :5]

SEAT No. :

**P2229**

[Total No. of Pages :1

**[5465] - 4004**

**M.B.A.**

**403ED : SOCIAL ENTREPRENEURSHIP**

**(2016 Pattern) (Semester - IV)**

*Time : 2¼ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1)** a) Explain the concept of Social Enterprise and Social Entrepreneurship. What are the responsibilities of an entrepreneur towards society?

OR

b) Write brief about any three inspiring social entrepreneurs of India?

**Q2)** a) How is Social Entrepreneurship different from activism?

OR

b) What can government do to engage more successfully with entrepreneurs?

**Q3)** a) Explain with the help of business model difference between scale and impact of social entrepreneurship.

OR

b) 'Business models for Social Enterprises needs to be different!' Justify.

**Q4)** a) 'Social Entrepreneurship is gaining momentum in India' - explain with suitable examples.

OR

b) How can individuals prepare themselves to participate in the field of social entrepreneurship.

**Q5)** a) Discuss the community outreach programmes of Arvind Eye Hospital.

OR

b) Explain the objectives and activities of Sulabh International.



Total No. of Questions :5]

SEAT No. :

**P2230**

[Total No. of Pages :2

**[5465] - 4005**

**M.B.A.**

**403 - (FBM) : ESSENTIALS OF FAMILY BUSINESS**

**MANAGEMENT - II**

**(2016 Pattern) (Semester - IV)**

*Time : 2¼ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1) a)** What are the responsibilities of Advisory Boards and Board of Directors towards company?

OR

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

**Q2) a)** Explain the different policies to be made to respond to complexities in cousin companies.

OR

- b) Write short notes on:
- i) Setting up family Governance.
  - ii) Family council.

**Q3) a)** What are the factors that can resist the succession planning?

OR

- b) Write short notes on.
- i) Selecting right successor
  - ii) Ingredients for responsible leadership

**P.T.O.**

**Q4)** a) Discuss the unique roles of the CEO Spouse.

OR

b) Write short notes on.

- i) Money into or out of business.
- ii) Ownership and control considerations.

**Q5)** a) Discuss in details about the three states of evolution of new leaders.

OR

b) Write short notes on.

- i) Continuity and Culture.
- ii) Commitment Planning.



Total No. of Questions :5]

SEAT No. :

**P2231**

[Total No. of Pages :2

**[5465] - 4006**

**M.B.A.**

**403 - FIN : INDIRECT TAXATION**

**(2016 Pattern) (Semester - IV)**

*Time : 2¼ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

- 1) *Solve any one from each question.*
- 2) *All questions are compulsory.*
- 3) *All questions carry equal marks.*
- 4) *Use of simple calculator is allowed.*

**Q1) a)** What is GST? Discuss the Evolution of GST. **[10]**

OR

b) Explain GST council with its structure, powers and functions. **[10]**

**Q2) a)** Write Notes on: [5m each]. **[10]**

- i) Composition Tax payer.
- ii) Casual Tax Person.

OR

b) Write Note on: [5m each]. **[10]**

- i) Regular Tax payer.
- ii) Unique identification Number

**Q3) a)** Hyundai Cars Ltd. sells a car worth Rs. 5,00,000 Ujjwal Automobiles. Hyundai Cars Ltd. incurred packing charges of Rs. 6,000 on the car. Hyundai Cars Ltd. provided a discount of 1% on the car price, as part of Diwali scheme.

Hyundai Cars Ltd. agreed to provide a further discount of 0.5% if Ujjwal automobiles makes payment by 31<sup>st</sup> of the month via-net banking. Ujjwal Automobiles makes the payment by 31<sup>st</sup> of the month using net banking. Find the Net GST Liability in the hands of Hyundai Cars Ltd. Application rate of GST 18%. **[10]**

OR

**P.T.O.**

- b) i) Ramesh makes supply of Rs. 2,00,000 to Suresh. The contract provides that Suresh will pay Rs. 50,000 to Ramesh and Rs. 1,50,000 to Aadesh to settle the debt of Ramesh. Find the transaction value and GST liability in the hands of Ramesh. Applicable rate of CGST and SGST 9% each. [5]
- ii) Anjan goes to shop of Optonica Television. He pays amount of Rs. 50,000 as consideration for 52 inches LED TV purchased plus GST, where MRP of the product is Rs. 65,000 Discount offered to all buyers is Rs. 15,000. Calculate valuation as per transaction value basis. Assume applicable rate of GST 28%. [5]

**Q4) a)** Explain the return filling process of GST. [10]

OR

b) Discuss the input tax credit reversal in detail. [10]

**Q5) a)** Short Notes notes on. [2.5m. each] [10]

- i) Imported goods
- ii) IGST
- iii) Dutiable goods
- iv) Import report
- v) Prohibited goods

OR

b) What is custom duty? Discuss the rate of custom duty. [10]



Total No. of Questions :5]

SEAT No. :

**P2232**

[Total No. of Pages :1

**[5465] - 4007**

**M.B.A.**

**403 - HM : INTRODUCTION TO MEDICAL/HEALTH CARE  
TERMINOLOGY**

**(2016 Pattern) (Semester - IV) (Theory)**

*Time : 2¼ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1) a) Write about A.M.I. [10]**

OR

**b) Write about Brain Tumour [10]**

**Q2) a) Write about chronic Renal Failure. [10]**

OR

**b) Write about Digestion of food. [10]**

**Q3) a) Write about Tympanoplasty. [10]**

OR

**b) Write about Denture. [10]**

**Q4) a) Write about Osteoporosis. [10]**

OR

**b) Write about Amenorrhoea. [10]**

**Q5) a) Write about Leprosy. [10]**

OR

**b) Write about Juvenile Diabetes Mellitus. [10]**



Total No. of Questions :5]

SEAT No. :

**P2233**

[Total No. of Pages :2

**[5465] - 4008**

**M.B.A.**

**403 - (HR) : EMPLOYMENT RELATIONS**

**(2016 Pattern) (Semester - IV)**

*Time : 2¼ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1) a)** Explain Employment Relation and describe the human relation approach in detail. **[10]**

OR

b) Explain the concept of Employment Relation with evolution of Employment Relations. **[10]**

**Q2) a)** Explain the main provision under chapter VI of Industrial Dispute Act 1947. **[10]**

OR

b) Explain the provision under section 13 & 14 of Industrial Employment (Standing Orders) Act 1946. **[10]**

**Q3) a)** What are the principal privileges of a Registered Trade union. **[10]**

OR

b) “Trade unions play a vital role in maintaining harmonious Industrial relations” comment. **[10]**

**P.T.O.**



**Q4) a)** Explain the concept of worker's Participation in management. [10]

OR

b) Explain the concept of collective Bargaining with its process. [10]

**Q5) a)** Explain in detail the current Trends in Employment Relations. [10]

OR

b) Write short notes (Any Two): [10]

- i) Works committee.
- ii) Unfair labour practices under Trade union Act.
- iii) Lay-off & Retrenchment under Industrial Dispute Act.
- iv) Gandhian Approach of Employment Relations.



Total No. of Questions :5]

SEAT No. :

**P2234**

[Total No. of Pages :2

**[5465] - 4009**

**M.B.A.**

**403 - IB : INTERNATIONAL BUSINESS ENVIRONMENT**

**(2016 Pattern) (Semester - IV)**

*Time : 2¼ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

- 1) All Questions are compulsory with internal choice within the questions.*
- 2) Each question carries 10 marks.*

**Q1) a)** What do you understand by International Business Environment? Explain the importance of the study of International Business. **[10]**

OR

**b)** Elaborate various Tariff and non-tariff barriers. **[10]**

**Q2) a)** Describe the factors influencing on foreign exchange movements and impact of movements in foreign exchange on trade and investment. **[10]**

OR

**b)** Discuss the pattern and structure of foreign investment. **[10]**

**Q3) a)** Explain in detail WTO with Objectives and Functions. **[10]**

OR

**b)** Explain in detail UNCTAD with Objectives and Functions. **[10]**

**P.T.O.**

**Q4) a)** Discuss the concept of international collaborative arrangement and strategic alliance. **[10]**

OR

b) Discuss Multinational Corporations and their involvement in International Business. **[10]**

**Q5) a)** What do you understand by regional economic grouping? Explain it with types of regional economic groups. **[10]**

OR

b) Write short note on- **[10]**

- i) IT and international business.
- ii) EC and NAFTA.



Total No. of Questions :5]

SEAT No. :

**P2235**

[Total No. of Pages :2

**[5465] - 4010**

**M.B.A.**

**403 - IT : SOFTWARE PROJECT MANAGEMENT**

**(2016 Pattern) (Semester - IV)**

*Time : 2¼ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1)** Discuss activities to be carried out for technical project management. **[10]**

OR

Explain Dynamic systems development process. **[10]**

**Q2)** Discuss steps followed for software project planning and project evaluation. **[10]**

OR

Explain difference between software project management and contract management. **[10]**

**Q3)** Discuss software project estimation techniques. **[10]**

OR

Define software quality and explain process and product standards. **[10]**

**Q4)** Explain risk management in software project. **[10]**

OR

Explain primavera and PERT tool used for software project management. **[10]**

**P.T.O.**

**Q5)** You have been asked to develop a small project (application) that analyses each course offered by a university and reports the average grade obtained in the course. Write a statement of scope, project initiation, project planning of this project. [10]

OR

Draw PERT diagram for following project and calculate critical path as:

[10]

Activity	Description	Duration	Predecessor
A	System Analysis	2	-
B	System Design	3	-
C	Programming	4	A
D	System Testing	5	A
E	System Deployment	6	C
F	Post implementation	7	D
G	System Support	8	B
H	System maintenance	2	E,F,G



Total No. of Questions :5]

SEAT No. :

**P2236**

[Total No. of Pages :1

**[5465] - 4011**

**M.B.A.**

**403 - MC : STRATEGIC BRAND MANAGEMENT**

**(2016 Pattern) (Semester - IV)**

*Time : 2¼ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

- Q1)** a) Explain the Brand? Describe in detail the brand equity?  
b) Can everything be branded? Justify the statement with suitable examples.
- Q2)** a) What do you mean by “Points of Parity and Points of Difference”?  
b) As a brand manager of any company how will you update the positioning of a brand over time?
- Q3)** a) Explain how cause marketing can help to build brand image of any company.  
b) Suggest the strategies to manage brand in competitive Era?
- Q4)** a) Explain the advantage and disadvantage of Brand Extensions. Also Evaluate the opportunities of Brand Extensions.  
b) As a marketing manager of multinational company design the marketing program to Launch Brand Extension.
- Q5)** a) What do you understand by customer based brand equity. Discuss it's significance in today's environment.  
b) How branding can help in Global marketing programs. Support your answer with suitable examples.



Total No. of Questions : 5]

SEAT No. :

**P2237**

**[5465]-4012**

[Total No. of Pages : 1

**M.B.A.**

**403 - MKT : SERVICES MARKETING  
(2016 Pattern) (Semester - IV)**

*Time : 2 ¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** Explain the concept of services. What is future of the service sector in the Indian economy ? **[10]**

OR

- a) Explain essentials and parameters of service quality.
- b) Discuss the need for measuring service quality.

**Q2)** Explain in brief the scope of integrated service marketing communication how visual merchandising help in generate referral leads to business. **[10]**

OR

**Q3)** How services marketing is significant and applicable in telecom and health sector explain with suitable example **[10]**

OR

**Q4)** Explain application of Services Marketing in Sports & Entertainment. **[10]**

OR

Explain application of Services Marketing in Healthcare sectors.

**Q5)** Short Notes (Any Two) **[10]**

- a) Customer profitability Measurement.
- b) Revenue Management Techniques.
- c) Service Quality - ServQual.



Total No. of Questions : 5]

SEAT No. :

**P2238**

**[5465] - 4013**

[Total No. of Pages : 2

**M.B.A. - II**

**403 (OPE) : OPERATION MANAGEMENT (SPECIALIZATION)**

**Operations Strategy and Research  
(2016 Pattern) (Semester - IV)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Explain Importance of operations strategies. Discuss impact with corporate strategy. **[10]**

OR

b) Define Operations Strategy. Explain social responsibility and strategic fit. Discuss. **[10]**

**Q2) a)** i) Explain linking manufacturing to markets. **[5]**  
ii) Write note on stake holder and strategy. **[5]**

OR

b) What is core competence ? Explain core competence and distinctive capabilities. Discuss. **[10]**

**Q3) a)** Explain the concept of Change Management in association with operations strategy Implementation ? **[10]**

OR

b) Explain the various tradeoff alternatives in case of strategy implementation ? **[10]**

**Q4) a)** Solve the following LPP using simplex method. **[10]**

$$\begin{array}{ll}\text{Max} & Z=15x_1+6x_2+9x_3+2x_4 \\ \text{Subject to} & 2x_1+x_2+5x_3+6x_4 \leq 20 \\ & 3x_1+x_2+3x_3+25x_4 \leq 24 \\ & 7x_1+7x_4 \leq 70 \\ & x_1, x_2, x_3, x_4 \leq 0.\end{array}$$

OR

**P.T.O.**



- b) i) Explain Goal Programming in detail. [5]
- ii) Explain Linear Programming in detail. [5]

**Q5)** a) What is decision tree? Explain in the details about build new plant or sub - contract with example. [10]

OR

- b) A firm owner is seriously considering of drilling a farm well. In the past, only 70% of wells drilled were successful at 200 feet of depth in the area. Moreover on finding no water at 200ft., some persons drilled it further upto 250ft but only 20% struck water at 250ft. The prevailing cost of drilling is Rs. 50 per foot. The farm owner has estimated that in case he does not get his own wells he will have to pay Rs. 15,000 over the next 10 years, in PV term., in PV term, to buy water from the neighbor. The following decision can be optimal.
  - i) Do not drill any well
  - ii) Drill up to 200ft and
  - iii) If no water is found at 200ft drill further up 250ft.Draw an appropriate decision tree and determine the farm owner's strategy under E.M.V approach. [10]



Total No. of Questions : 5]

SEAT No. :

**P2239**

**[5465] - 4014**

[Total No. of Pages : 1

**M.B.A.**

**403 (RABM) : RURAL CREDIT & FINANCE**

**(2016 Pattern) (Semester - IV)**

*Time : 2 ½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** “Agriculture development and Economic Development go hand in hand”  
Elaborate the statement. **[10]**

OR

b) State various characteristics of Indian Agriculture. **[10]**

**Q2) a)** Give the classification of agricultural finance. Also highlight the importance of co-operative credit. **[10]**

OR

b) State various financial intermediaries in Agriculture. Explain the functions of them. **[10]**

**Q3) a)** What is cooperative banking. Explain the structure of cooperative credit system in India. **[10]**

OR

b) Explain Apen cooperative Banks structure and functions with example. **[10]**

**Q4) a)** Write notes on (any 2) in the context of Rural Credit and Finance : **[10]**

- i) Demand and Supply Theory
- ii) Business Vs Social and Moral Theory
- iii) Principle of Supervised Credit.

OR

b) Explain the concept of 3 C's, 7 P's and 3 R's of credit. **[10]**

**Q5) a)** State & Explain various delivery channels & actor's involved in Rural Finance. **[10]**

OR

b) Give the role of BDS in rural finance. Also explain the triangle of microfinance. **[10]**



Total No. of Questions : 5]

SEAT No. :

**P2240**

**[5465] - 4015**

[Total No. of Pages : 1

**M.B.A.**

**403 - RM : E-COMMERCE & DIGITAL MARKETING IN RETAIL  
(2016 Pattern) (Semester - IV)**

*Time : 2 ¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Differentiate between pure Online Business Vs Brick and Click Business model.

OR

**b)** Elaborate Brick and Click business model with suitable example.

**Q2) a)** Define digital cash or e-cash. Explain with example how an online banking system works.

OR

**b)** What type of electronic payment systems is required in E-Commerce?

**Q3) a)** What do you mean by Affiliate Marketing. Explain Affiliate marketing model of Flipkart.

OR

**b)** What do you mean by e-mail Marketing. Explain e-mail marketing done by insurance companies ?

**Q4) a)** What do you mean by YouTube channel. Elaborate advantage of YouTube channel creation.

OR

**b)** Explain the concept Blogging.

**Q5) a)** What do you understand by Mobile Marketing. How does it help to generate leads for business?

OR

**b)** Elaborate growing importance of copy writing in today's era.



Total No. of Questions : 5]

SEAT No. :

**P2241**

[Total No. of Pages : 2

**[5465] - 4016**

**M.B.A.**

**403 - SCM : STRATEGIC SUPPLY CHAIN MANAGEMENT**

**(2016 Pattern) (Semester - IV) (CBCS)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Discuss sustainable competitive advantage that an organization can ensure through its SC ? **[10]**

OR

b) Enlist strategic objectives of SCM ? Explain any three. **[10]**

**Q2) a)** Discuss globalization and competitive changes with example. **[10]**

OR

b) What is uncertainty in a business ? Can we reduce the risk involved through SCM ? Justify your answer. **[10]**

**Q3) a)** What is SC Surplus ? How the perspective of “Maximize SC Surplus” would be helpful for an organization ? **[10]**

OR

b) Explain the impact of multiple product and customer segments for managing supply chain. **[10]**

**Q4) a)** Write short notes :

- i) Mass Customization
- ii) Intelligent System

OR

**b)** Write short notes :

**[10]**

- i) Outsourcing
- ii) Greening

**Q5) a)** Enlist and explain ethical issues in a SC. Discuss the following statement :  
“Impossible to follow all ethical issues in a business”. **[10]**

OR

**b)** Discuss challenges faced by policy makers in the context of SC. **[10]**

\*\*\*\*

Total No. of Questions : 5]

SEAT No. :

**P2242**

[Total No. of Pages : 2

**[5465] - 4017**

**M.B.A.**

**403 - SER : STRATEGIC SERVICES MARKETING**

**(2016 Pattern) (Semester - IV)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Take a service of your choice & develop a marketing strategy for it, covering all aspects & going through the various steps in planning process. **[10]**

**OR**

**b)** 'Service organisation should understand what does your customer want' Discuss with reference to proactive services. **[10]**

**Q2) a)** Explain in detail service expectation meetings & reviews. How it is useful for a 'Business to Business' service provider. **[10]**

**OR**

**b)** Explain in detail research on internet. for what type of services and what type of prospects it would be preferable. **[10]**

**Q3) a)** 'Marketing Information system (MIS) is designed to generate, store and disseminate an orderly flow of pertinent information to marketing managers. Analyse the statement. **[10]**

**OR**

**b)** Define CRM and its objective. Explain importance of touch points as the starting point for developing CRM system. **[10]**

**P.T.O.**

**Q4) a)** Airtel changed its logo recently. Analyse the case in context of 'Brand Revitalisation'. **[10]**

OR

**b)** How a concept of family brand & Brand extensions is used in hospitality industry. Elaborate with examples. **[10]**

**Q5) a)** Explain core competence with respect to banking services. **[10]**

OR

**b)** Recall your experience of staying in a particular hotel more than once. Did the 'inconsistency of service' has affected the service satisfaction level ? Recommend some tips for standardisation. **[10]**



Total No. of Questions : 5]

SEAT No. :

**P2243**

**[5465] - 4018**

[Total No. of Pages : 1

**M.B.A.**

**403 - THM : STRATEGIC HOSPITALITY MANAGEMENT  
(2016 Pattern) (Semester - IV)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a) Write a note on Strategic Thinking. [10]**

**OR**

**b) Describe the strategic management process in detail. [10]**

**Q2) a) Discuss in detail the Assessment of the Broad Environment. [10]**

**OR**

**b) Why is an Internal Analysis important ? [10]**

**Q3) a) Explain in detail Generic Business Strategies. [10]**

**OR**

**b) Explain in short Mission Statement, Organizational Vision & Organizational Values. [10]**

**Q4) a) Write a note on power and politics. [10]**

**OR**

**b) Explain Inter organizational Relationships and the Tourism Cluster. [10]**

**Q5) a) Discuss Global Strategic Management in detail. [10]**

**OR**

**b) Write a note on Innovation and Corporate Entrepreneurship. [10]**





Total No. of Questions : 5]

SEAT No. :

**P2244**

**[5465] - 4019**

[Total No. of Pages : 1

**M.B.A.**

**TECHNOLOGY MANAGEMENT**

**403-TM : Technology Competition and Strategy  
(2016 Pattern) (Semester - IV) (Specialization)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Write the competitive consequences of Technology change with reference to creation of new products and changes in the value chain. **[10]**

**OR**

b) What do you mean by influence of Environmental trends on competition, give examples for the same. **[10]**

**Q2) a)** What do you mean by Technology Intelligence and Explain its importance. **[10]**

**OR**

b) What are the levels of Technology Intelligence and Write External versus internal Technology Intelligence with examples. **[10]**

**Q3) a)** What do you mean by Business Strategy and Technology Strategy and Explain Decision Making using Product Evaluation Matrix. **[10]**

**OR**

b) Explain formulation of Technology Strategy and Technology's Interface with Market, Customer and Suppliers. **[10]**

**Q4) a)** Explain the Linkages between Technology Choice and Competitive Advantages with Examples. **[10]**

**OR**

b) Explain the role of Chief Technology Officer and Write key principles underlying Technology Strategy. **[10]**

**Q5) a)** Explain various Technology strategy collaborative Modes with example. **[10]**

**OR**

b) What do you mean by Intellectual Property right risk, competitive risk and Organisational risk with examples. **[10]**



Total No. of Questions : 5]

SEAT No. :

**P2245**

**[5465]-4020**

**[Total No. of Pages : 1**

**M.B.A.**

**404 BIM : TRENDS IN INSURANCE MANAGEMENT  
(2016 Pattern) (Semester-IV)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) Attempt All questions.*
- 2) Each question carry 10 marks.*
- 3) Give relevant example.*

**Q1)** Define insurance. List the various life and non-life insurance covers available in India.

OR

How insurance companies have evolved after privatisation of insurance sector?

**Q2)** Discuss the role, mission & objectives of IRDA.

OR

Comment on the various underwriting practices in India.

**Q3)** What is reinsurance? Analyse the various factors that influence results.

OR

How funds flow & liquidity is managed in regards to reinsurance?

**Q4)** Discuss the various factors responsible for loss in health insurance business.

OR

Sketch the role of Information Technology in the area of general insurance.

**Q5)** Explain international trends in insurance regulation.

OR

How regulator gives prime focus on purpose of growth of general insurance?



Total No. of Questions : 5]

SEAT No. :

**P2246**

**[5465]-4021**

**[Total No. of Pages : 1**

**M.B.A.**

**404 - DFM : NATIONAL POWER AND DEFENCE POLICY  
(2016 Pattern) (Semester-IV)**

*Time : 2¼Hours]*

*[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) Discuss in detail the elements and limitations of National Power. [10]**

**OR**

**b) Explain in detail Balance of Power. [10]**

**Q2) a) Write a note on World Bank. [10]**

**OR**

**b) Discuss “Politics of Globalization” in detail. [10]**

**Q3) a) Explain the relationship between International Law and Municipal Law.[10]**

**OR**

**b) Explain Origin & Development of International Law. [10]**

**Q4) a) Discuss the concept of Aerospace Operations. [10]**

**OR**

**b) Explain in detail Operational Art. [10]**

**Q5) a) Write a brief note on Defence Public Sector Undertakings (DPSU’S).[10]**

**OR**

**b) Explain the role of Private Sector in Defence Production. [10]**



Total No. of Questions : 5]

SEAT No. :

**P2247**

**[5465]-4022**

**[Total No. of Pages : 2**

**M.B.A.**

**404 - ED : INVESTING IN SCIENCE & TECHNOLOGY  
(2016 Pattern) (Semester-IV)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Define Investing, highlight the reasons for investing in technology for a new firm. **[10]**

OR

b) “Investment decision is the key for successful business” comment & describe with suitable examples. **[10]**

**Q2) a)** Write short notes on (any 2) **[10]**

- i) Capital investment planning.
- ii) Prioritizing Project Requests.
- iii) Adoption of capital programme.

OR

b) Explain in detail any 5 steps of investment planning with appropriate examples. **[10]**

**Q3) a)** Evaluate the usefulness of technology in generation of revenue and reduction of cost with suitable examples. **[10]**

OR

b) Define technology entrepreneurship, explain the effect of technology entrepreneurship on socio-economic development. **[10]**

**P.T.O.**

**Q4) a)** Write short notes on (any two) [10]

- i) UNESCO.
- ii) World Bank.
- iii) Role of Government in funding technology entrepreneurship.

OR

b) Briefly explain the Government of India initiatives for Investing in science & technology. [10]

**Q5) a)** Briefly explain the success story of “Reliance Industry”. [10]

OR

b) Discuss the success story of any Indian technology entrepreneur of your choice. [10]



Total No. of Questions : 5]

SEAT No. :

**P2248**

**[5465]-4023**

**[Total No. of Pages : 2**

**M.B.A.**

**404 - FBM : MANAGING INNOVATION -II  
(2016 Pattern) (Semester-IV)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** How Innovators can protect Entrepreneurial Rents? Elaborate with examples. **[10]**

OR

b) What are various Generic Strategies for World Wide Innovation? Elaborate the strategies with examples. **[10]**

**Q2) a)** “Understanding Techno-economic factors for while innovation is important”. Do you agree? Why? **[10]**

OR

b) Explain a Product Lifecycle for an Innovative Product. Elaborate the stages with suitable examples. **[10]**

**Q3) a)** Explain various actions taken by Government in promoting innovation in the country. **[10]**

OR

b) What are public complementary assets? Explain the role of government as provider of public complementary assets. **[10]**

**P.T.O.**

**Q4) a)** Explain CI-3 frame work with suitable examples. **[10]**

OR

**b)** Write a short notes (Any two)

i) Customer blending in Service Innovations.

ii) Customer Mind Mapping.

iii) Customer Ecosystem Mapping. **[10]**

**Q5) a)** Explain a case of any Social Innovator you know. **[10]**

OR

**b)** Compare Innovations in India with any developed country. **[10]**



Total No. of Questions : 5]

SEAT No. :

**P2249**

**[5465]-4024**

[Total No. of Pages : 1

**M.B.A.**

**404 - FIN : INTERNATIONAL FINANCE  
(2016 Pattern) ( Semester - IV)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** What is Globalization & Financial integration? How information Technology & Financial integrations help in the process of Globalization. **[10]**

OR

Write short Note on:

- a) Purchasing Power Parity
- b) Issues in Overseas funding

**Q2)** Define the role of Reserve Bank of India in Foreign Exchange Management. **[10]**

OR

Explain the concept of Hedging & Techniques of Hedging.

**Q3)** Explain the historical perspective & Development of global capital market. **[10]**

OR

What are the various methods of raising resources by borrowers in international market.

**Q4)** Describe the development of International Bond Market. Explain the types of bonds. **[10]**

OR

Explain the syndication processes in practice. What are the types of syndicated loans?

**Q5)** Explain international Financial Reporting Standards & international Accounting Standards. **[10]**

OR

Short Note on:

- a) International Receivables Management.
- b) International Cash Management.





Total No. of Questions : 5]

SEAT No. :

**P2250**

**[5465]-4025**

[Total No. of Pages : 1

**M.B.A.**

**STRATEGIC PLANNING & HEALTHCARE MANAGEMENT**

**404 HM : Specialisation - Healthcare**

**(2016 Pattern) (Semester - IV) (Theory)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Define strategy, elaborate in detail types of strategies in health care management. **[10]**

OR

b) What type of strategy should be implemented for an oncology hospital in suburban area. **[10]**

**Q2) a)** Dindayal hospital is a multispeciality set-up with 500 beds IPD & capacity of 1000 OPD patients per day. It is a charity hospital with primary objective of serving patients free of cost. Link the objectives to the vision & mission of the hospital. **[10]**

OR

b) Explain in detail the concept of vision, mission, goal, & objectives with a suitable example from healthcare industry. **[10]**

**Q3) a)** Prepare SWOT analysis of an orthopaedic hospital using porter's five force model. **[10]**

OR

b) Differentiate between Blue ocean strategy & Red ocean strategy for health care industry. **[10]**

**Q4) a)** Explain in details the term strategic analysis. Explain in detail various models for strategic analysis in health care industry. **[10]**

OR

b) Elaborate the tools for evaluation of the internal & external environment of health care industry. **[10]**

**Q5) a)** Discuss in detail strategic issues involved in non-profit organization like a health care charity hospital. **[10]**

OR

b) Explain in detail strategies for sourcing finance for a maternity hospital. **[10]**



Total No. of Questions : 5]

SEAT No. :

**P2251**

**[5465]-4026**

[Total No. of Pages : 1

**M.B.A. - II**

**404 - HR : STRATEGIC HUMAN RESOURCE MANAGEMENT  
(2016 Pattern) ( Semester - IV)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** What are the strategic roles of top and line management in order to achieve business goals.

OR

Explain life cycle of organizations and HRD.

**Q2)** What is attrition? Explain the major causes of employee attrition. Suggest the employee retention strategies to minimize attrition rate.

OR

Define the term Retention. What are the factors influencing retention of employees in today's competitive labour market.

**Q3)** Explain the concept of cross-cultural diversity. Define the strategies for managing diversified workforce.

OR

What are the different characteristics of learning organization? Define the HRM Role in learning organizations.

**Q4)** What are the different policies and programmes of Attraction and retention in an organization?

OR

Are the models of performance appraisal inter-related? Explain with example.

**Q5)** Give a detailed account of leadership and motivation in global context.

OR

How can ethics be approached in different ways and what are the different ethical issues that take place in an organization? Explain.



Total No. of Questions : 5]

SEAT No. :

**P2252**

**[5465]-4027**

[Total No. of Pages : 1

**M.B.A.**

**404 IB : INDIAN ECONOMY AND TRADE DEPENDENCIES  
(2016 Pattern) ( Semester - IV)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Discuss the recent changes in India's foreign trade policy 2015 - 2020.

OR

b) What is the concept of National income? Explain the trends in National Income and growth since 1991.

**Q2) a)** Examine the economic reforms for reduction of poverty in India.

OR

b) What is Human capital formation? Explain its impacts on economic growth in India.

**Q3) a)** Discuss in detail development and promotion of small scale industries in India.

OR

b) Write the 'Review of industrial Growth' under 11<sup>th</sup> five year plan (Eleventh).

**Q4) a)** Explain the growth & structure of India's foreign trade since 1991.

OR

b) Explain the need of foreign investment inflows in India.

**Q5) a)** What is global trade? Explain the impact of globalization & liberalization on Indian economy.

OR

b) Write a note on convertibility of rupee.



Total No. of Questions : 5]

SEAT No. :

**P2253**

**[5465]-4028**

[Total No. of Pages : 1

**M.B.A.**

**404 - IT : ENTERPRISE RESOURCE PLANNING  
(2016 Pattern) ( Semester - IV)**

*Time : 2¼Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

- Q1)** a) Explain the architecture of ERP for any business organisation. [10]  
OR  
b) What is ERP? Explain Return on investment for ERP with ERP need analysis. [10]
- Q2)** a) Define business process re-engineering. What are three important concept of BPR? [10]  
OR  
b) Discuss vendor and software selection process for ERP implementation and support. [10]
- Q3)** a) Define CRM. Explain CRM in Current scenario of Globalisation. [10]  
OR  
b) Explain the details about ERP functional modules like accounting & finance. [10]
- Q4)** a) Discuss emerging trends in ERP applications. [10]  
OR  
b) Explain usage of ERP for portal and content management. [10]
- Q5)** a) You as a ERP consultant, suggest how to implement ERP for textile business for improving business overall functions. List all technical and functional modulus to be implemented. [10]  
OR  
b) Suggest proper technical proposal including technical and functional modules for automobile business to face the huge competition in the manufacturing sector union will prove ERP system is right solution for business process improvements. [10]



Total No. of Questions : 10]

SEAT No. :

**P2254**

**[5465]-4029**

[Total No. of Pages : 1

**M.B.A. - II**

**DIGITAL MEDIA AND COMMUNICATION MARKETING**

**404 - DMCM : Internet Marketing - II**

**(Specialisation) (2016 Pattern) ( Semester - IV)**

*Time : 2:¼Hour]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** What is e-CRM? Explain benefits and marketing applications of CRM. [10]  
OR

**Q2)** Explain various stages of implementing e-CRM. [10]

**Q3)** Explain the process of website development. [10]  
OR

**Q4) a)** Explain the role of people involved in website project. [5]

b) Explain the term 'Usability' and 'Web accessibility'. [5]

**Q5)** Define interactive marketing communication. Differentiate between traditional and digital media. [10]  
OR

**Q6)** State and explain objectives and measurement for interactive marketing communication. [10]

**Q7)** Explain various online promotion techniques in detail. [10]  
OR

**Q8)** Explain various methods of measuring effectiveness of interactive advertisement. [10]

**Q9)** Define performance metrics. Explain tools and techniques used for information collection. [10]  
OR

**Q10)** What are the responsibilities in web site maintenance. [10]



Total No. of Questions : 5]

SEAT No. :

**P2255**

**[5465]-4030**

[Total No. of Pages : 1

**M.B.A.**

**404 MARKETING : SALES AND DISTRIBUTION MANAGEMENT  
(2016 Pattern) ( Semester - IV) (Theory)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** a) What are the types of marketing channel? Design a channel structure for industrial goods?

OR

b) What do you mean by selection of salesforce? Discuss the process of selection of salesforce?

**Q2)** a) What are the factors affecting on of selection of channel?

OR

b) You have been appointed as a Sales manager for jelly chocolate manufacturing company, What will be the methods you will adopt to train and motivate the sales team (Make necessary assumptions)?

**Q3)** a) Define the selection process of channel Member?

OR

b) What are the different types of channel conflict? What are the techniques to resolve channel conflict?

**Q4)** a) What are the factors influencing the structure of sales organization?

OR

b) What are the objectives of sales organization?

**Q5)** a) Explain what are the retail promotion strategies?

OR

b) What are the factors affecting retail promotion?



Total No. of Questions : 5]

SEAT No. :

**P2256**

**[5465]-4031**

[Total No. of Pages : 2

**M.B.A. - II**

**OPERATION MANAGEMENT**

**404 - OPE : Total Quality Management (Specialization)  
(2016 Pattern) (Semester - IV)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Explain Organizational Vision, Mission, Quality Policy and Quality Culture. **[10]**

OR

b) Explain quality policy, Quality circle and formulation of quality goals.

**Q2) a)** Explain Deming's 14 Point philosophy of quality. **[10]**

OR

b) Explain quality concept given by Feignbaum elaborately.

**Q3) a)** What is the concept of Quality control tools? Explain quality problem solving methodology. **[10]**

OR

b) Explain the quality function deployment. Explain its implementation. **[10]**

**P.T.O.**

**Q4) a)** What is the concept of 'Six sigma'? Explain the need and importance of Statistical Quality Control (SQC). **[10]**

OR

**b)** Write short notes on (Any two): **[10]**

- i) Quality Process Control and Process Capability.
- ii) Average outgoing quality Limit (AOQL).
- iii) OC curves.

**Q5) a)** What is the concept of ISO - 9000-2007? Explain the quality Management Awards. **[10]**

OR

**b)** What is the Ramkrishna Bajaj Awards? Explain Tata Business Excellence Model (TBEM). **[10]**





Total No. of Questions : 5]

SEAT No. :

**P2257**

**[5465]-4032**

[Total No. of Pages : 2

**M.B.A.**

**404 : RABM - RURAL MARKETING - II  
(2016 Pattern) ( Semester - IV)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Discuss the significance of product strategy with respect to product acceptability, in rural markets. **[10]**

OR

**b)** Write short Notes:-

- i) Packaging of rural products.
- ii) Fighting fakes. **[10]**

**Q2) a)** Discuss in detail various environmental factors influencing pricing decisions. for Rural products. **[10]**

OR

**b)** How rural pricing strategies differs from urban pricing strategies? Discuss in detail. **[10]**

**Q3) a)** Explain in detail current distribution trends in rural markets, also discuss rural logistics with suitable examples. **[10]**

OR

**b)** Describe various distribution practices adopted by wel-known FMCG company in Rural area. **[10]**

**P.T.O.**

- Q4) a)** Explain the concept of rural retailing. Discuss the rise of organized retailing in rural India. [10]

OR

- b) Write short notes:-

i) PPP model

ii) E-tailing.

[10]

- Q5) a)** Describe in detail communication process adopted by dairy product marketer in rural market. [10]

OR

- b) Discuss the various steps involved in designing the communication strategy for rural markets. [10]



Total No. of Questions : 5]

SEAT No. :

**P2258**

**[5465]-4033**

[Total No. of Pages : 1

**M.B.A.**

**404 - RM : INTERNATIONAL RETAILING  
(2016 Pattern) ( Semester - IV)**

*Time : 2:¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** Discuss the concept of International Marketing. What are the barriers and facilitators of International trade? **[10]**

OR

How is the marketing plan done and what is the basis for entry mode selection. Give illustrations.

**Q2)** What are the motives of International traders behind International retailing? On what basis the assessment of potential market for International trade is done? **[10]**

OR

Discuss the methods of International retailing. Why do retailers internationalize?

**Q3)** Discuss in detail about the strategy options available for entering and competing in foreign markets. **[10]**

OR

Elaborate the concept of Profit Sanctuaries. Give appropriate illustrations.

**Q4)** What are the different stages in development of International operations. How retail positioning and branding is done International trade? **[10]**

OR

Discuss in details about two open-ended techniques for scaling in International retailing.

**Q5)** Elaborate about the International pricing strategies. Differentiate between national and international pricing strategies. **[10]**

OR

How an international marketing plan is developed. Give suitable illustrations for each step.



Total No. of Questions : 5]

SEAT No. :

**P2259**

**[5465]-4034**

**[Total No. of Pages : 1**

**M.B.A.**

**404 - SCM : KNOWLEDGE MANAGEMENT IN SUPPLY CHAIN  
(2016 Pattern) (Semester-IV) (CBSC)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** What is the importance of relations with supplier? How does SRM affect the procurement cycle? **[10]**

OR

b) Explain planning and fulfillment part under ISCM. **[10]**

**Q2) a)** What are the benefits of SC information systems? **[10]**

OR

b) How does information play a role in strategic SC decisions? **[10]**

**Q3) a)** Write short notes: **[10]**

- i) Pure technology applications in SC
- ii) Technological Impact on SC

OR

b) When does there arise a need for reconfiguration of a supply chain? What are major points to be considered while reconfiguring a SC? **[10]**

**Q4) a)** Write short notes: **[10]**

- i) Upstream Perspective
- ii) B-2-B Perspective

OR

b) Explain the concepts of auction and reverse auction with examples. **[10]**

**Q5) a)** What is system architecture? How does it affect functioning of a sc?[10]

OR

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

- i) E-commerce
- ii) Applications of bar coding and scanning



Total No. of Questions : 5]

SEAT No. :

**P2260**

**[5465]-4035**

**[Total No. of Pages : 2**

**M.B.A.**

**SECTORIAL SERVICE MANAGEMENT**  
**404 - SER : Services Management Specialization**  
**(2016 Pattern) (Semester-IV)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) All questions are compulsory.*
- 2) Internal options have been provided for each question.*
- 3) All questions carry equal marks.*

**Q1) a)** What do you understand by the term 'Services Marketing'. Explain the salient features of service.

OR

b) Elaborate on the emerging importance of services in the Indian economy.

**Q2) a)** Discuss the role of Human Resource Management in Banking Services. Give a few examples to bring out the role of IT in Banking from the services view point.

OR

b) With the help of relevant examples discuss the promotional strategies adopted by insurance services. Highlight the efforts made by insurance companies to enhance customer services.

**Q3) a)** Tourism is looked upon as a sunrise sector. Explain how the Indian and Global environment is conducive for the tourism service sector.

OR

b) Design the services mix for a travel company organising international tours. Make necessary assumptions.

**P.T.O.**

**Q4)** a) How are locational decisions important from the point of view of distribution of hotel industry. Discuss with the help of relevant examples.

OR

b) What is the nature and scope of catering services. Discuss the importance of human resources in catering facilities.

**Q5)** a) What is Retailing? Elaborate on the functions of retailers and the services rendered.

OR

b) Discuss different retail formats in detail.



Total No. of Questions : 5]

SEAT No. :

**P2261**

**[5465]-4036**

**[Total No. of Pages : 1**

**M.B.A.**

**404-THM : TOURISM PLANNING & DEVELOPMENT  
(2016 Pattern) (Semester-IV)**

*Time : 2.15 Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) There are 5 questions each of 10 marks.*
- 2) All questions are compulsory with internal choice.*

**Q1) a)** What are key supply components in tourism planning. How can we measure & forecast demand?

OR

b) How can we assess the economic impact of tourism planning & Development.

**Q2) a)** What are major parameters of Tourism Destination Management? Please share your thoughts in detail.

OR

b) Please explain the process of tourism policy formulation.

**Q3) a)** What is Tourism Destination Planning? Please explain the impact of Environmental Analysis on it.

OR

b) How can we plan for Sustainable Tourism Development? Discuss.

**Q4) a)** What are current Tourism Industry Practices for environmental sustainability?

OR

b) Is Regional Environmental Analysis an important aspect of Tourism Destination Planning? If yes, Why?

**Q5) a)** Please explain in detail the forces impacting the future of Tourism.

OR

b) What is nature of future growth in Tourism. Explain in detail.



Total No. of Questions : 5]

SEAT No. :

**P2262**

**[5465]-4037**

[Total No. of Pages : 2

**M.B.A.**

**404 (TM) : MANAGING INNOVATION - II**  
**(2016 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.*
- 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 various methods of Globalisation for Innovations with examples.[10]

OR

b) What is Complementary technology? Role of Complementary technologies in innovations. [10]

**Q2) a)** Explain a Product Lifecycle for an Innovative Product. Elaborate the stages with Suitable examples. [10]

OR

b) Discuss Innovation for Emerging Economies. Explain the factors affecting Innovation For Emerging Economies. [10]

**Q3) a)** What are public complementary assets? Explain the role of government as provider of public complementary assets. [10]

OR

b) Short notes.

i) Lead User. [5]

ii) Provider of Political stability. [5]

**P.T.O.**



- Q4) a)** Elaborate the concept of Innovation in Service Industry. What different innovations have been done in Service industry in India? Explain any two of those. **[10]**

OR

- b) What is the CI —3 framework? Advantages of the CI —3 Frameworks. **[10]**

- Q5) a)** Compare Innovations in India with any developed country. **[10]**

OR

- b) Explain in brief Overview of National Innovation Systems. **[10]**

