

Total No. of Questions : 5]

SEAT No. :

P2118

[Total No. of Pages : 2

[5469]-101

M.B.S.

101 : STRATEGIC MANAGEMENT

(2013 Pattern) (Semester - I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

**Q1)** a) Define Strategy. Explain different levels of strategy exist in organization.

OR

- b) Discuss the porters five forces model of industry analysis with respect to any one of the following industry.
- i) Food Industry
  - ii) General Insurance Industry

**Q2)** a) What is Value Chain Analysis? Explain the role of primary and supportive activities in Value Chain.

OR

- b) Write short notes on the following :
- i) BCG Matrix.
  - ii) GE 9 Cell Model.

**Q3)** a) Explain the following Generic competitive strategies with suitable examples.

- i) Low cost
- ii) Differentiation

**P.T.O.**

OR

- b) Explain the following Grand strategies with suitable examples.
  - i) Growth.
  - ii) Retrenchment.

**Q4)** a) Explain the Organization structure for strategy implementation in details.

OR

- b) Write short notes on the following :
  - i) Mintzberg's 5 Ps.
  - ii) Management by Objectives (MBO).

**Q5)** a) "Blue Ocean Strategies is the need of an hour for corporates" comment on the statement.

OR

- b) Write short notes on the following :
  - i) Red Ocean Strategy.
  - ii) E-Commerce Business Models.

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Total No. of Questions : 5]

SEAT No. :

P2119

[Total No. of Pages : 2

[5469]-102

M.B.S.

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

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *All questions carry equal marks.*
- 3) *Simple calculators are allowed.*

**Q1) a)** Write short notes on (Any two) :

**[10]**

- i) Responsibility Centre.
- ii) Strategic Business Unit.
- iii) Du-pont Analysis.
- iv) MVA & EVA.

OR

b) M/s XYZ fixes the inter divisional transfer prices of the product on the relevant portion of the budget for division 'P' for the year 2017-18 is given below.

<u>Particulars</u>	<u>Amount</u>
Land and Building	3,00,000
Plant & Machinery	5,00,000
Stock	2,00,000
Bills Receivables	1,00,000
Debtors	2,00,000
Annual fixed cost of division	8,00,000
Variable cost per unit	10
Budgeted volume of production per year	5,00,000
Desired Return on Investment	27%
Calculate the transfer price.	

**[10]**

**P.T.O.**

**Q2)** a) Explain the concept, need & process of Capital Budgeting. [10]

OR

b) Write in detail tools & techniques of Capital Budgeting. [10]

**Q3)** a) Explain in detail performance evaluation parameters of Banks. [10]

OR

b) Write short notes on : [10]

i) ABC Analysis

ii) GMROI

**Q4)** a) What is an NGO? Explain the need of evaluatory performance appraisal of an NGO. [10]

OR

b) Describe the concept of project cost variance and schedule variance. [10]

**Q5)** a) Discuss the principles and objectives of an Audit function. [10]

OR

b) Differentiate between Cost Audit & Financial Audit. [10]

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Total No. of Questions : 5]

SEAT No. :

P2120

[Total No. of Pages : 2

[5469]-103

M.B.S.

103-MKT: SERVICES MARKETING

(2013 Pattern) (Semester - I)

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** a) Describe classification of services with suitable example.

OR

b) “A service is rented rather than owned”. Explain what this statement means and use examples to support your explanations.

**Q2)** a) Design a distribution strategy for company providing telecom services. List down assumptions, if any.

OR

b) Design the communication mix for a courier company providing services across india. List down assumptions, if any.

**Q3)** a) Select service organisation of your choice. Apply GAP model to this organisation.

OR

b) Explain various strategies employed to manage demand and supply in a multiplex.

**P.T.O.**

**Q4)** a) Explain how “ Internal Marketing” is important for any tour operator.  
How it will be done?

OR

b) Why “People” is considered as additional P of services marketing. Explain with suitable example.

**Q5)** a) Prepare a detailed marketing plan for a beauty salon meant to serve low income group. Enumerate necessary assumptions.

OR

b) Develop a marketing mix for an agency providing Diploma in Acting. Enlist necessary assumptions.

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Total No. of Questions : 5]

SEAT No. :

P2121

[Total No. of Pages : 2

[5469]-105

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

103-IT: INFORMATION TECHNOLOGY

Software Project Management

(2013 Pattern) (Semester - I)

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Each question has an internal option.*
- 3) *Each question carries 10 marks.*
- 4) *Draw neat diagrams and illustrations supportive to your answer.*

**Q1)** a) Explain Software Project Management Process.

OR

b) What is Software Project Management? Explain the various activities under the technical project management.

**Q2)** a) Define Project Planning? Explain Strategic Assessment.

OR

b) What is Dynamic System Development? Explain in detail the process of Dynamic Systems Development.

**Q3)** a) Explain various cost estimation technique.

OR

b) Explain PERT and CPM model with an example.

**P.T.O.**

**Q4)** a) Explain Recourse monitoring and control.

OR

b) Explain cost monitoring techniques.

**Q5)** a) Explain Ms-Project in detail and give the difference between CPM/PERT.

OR

b) Explain how Primavera and learning useful in project management.

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Total No. of Questions : 5]

SEAT No. :

P2122

[Total No. of Pages : 2

[5469]-106

M.B.S.

103-OPE: OPERATIONS STRATEGY

Operations Management Specialization

(2013 Pattern) (Semester - I) (Specialization - I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

**Q1)** a) What do you mean by Operation Strategy? Discuss Linkage of Operation Strategy with Corporate Strategy. [10]

OR

- b) Write short notes : [10]
- i) Strategic Fit
  - ii) Customer Service and Social Responsibility

**Q2)** a) Explain the process of linking manufacturing to market in developing Operation Strategy. [10]

OR

- b) Write short notes : [10]
- i) Value Chain Concept.
  - ii) Strategic issues in Manufacturing.

**Q3)** a) What do you mean by Process Choice? Discuss Business implication of Process choice. [10]

OR

- b) Write short notes : [10]
- i) Capacity Decision.
  - ii) Hybrid Process.

P.T.O.

**Q4)** a) Explain the importance of Strategic Resource Management. [10]

OR

b) Discuss key Performance Indicator for Controlling Operations in an Organisation. [10]

**Q5)** a) Discuss Role of Technology in Operation Strategy. [10]

OR

b) Write short notes : [10]

i) Robotic Systems.

ii) SAP for decision making.

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munotes.in

Total No. of Questions : 5]

SEAT No. :

P2123

[Total No. of Pages : 1

[5469]-107

M.B.S.

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

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** a) Define SHRM and explain aims and approaches of SHRM.

OR

b) State the difference in between HRM & SHRM and discuss its benefits to organisation.

**Q2)** a) What are the criteria for an effective HR strategy formulation of HR strategies.

OR

b) Discuss in brief types of HR strategies.

**Q3)** a) State the concepts in detail :

- i) Career Planning.
- ii) Succession Planning.

OR

b) Explain competency Development and how do competencies differ from skill and knowledge.

**Q4)** a) What are the strategies for improving organisational effectiveness.

OR

b) Define employee engagement strategy & strategies for learning organization.

**Q5)** a) Explain HR strategies in international context.

OR

b) Explain in details cross cultural sensitivity and training & development of staff in implementing Global HR strategies.



Total No. of Questions : 5]

SEAT No. :

P2124

[Total No. of Pages : 2

[5469]-108

M.B.S. (Semester - I)

103-IB: INTERNATIONAL BUSINESS ENVIRONMENT

(2013 Pattern)

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** a) Define International Business Environment. What are the various factors which affects its decisions. [10]

OR

b) Write a note on Global Trading Environment and also highlights its major trends & developments. [10]

**Q2)** a) Highlight the impact of Foreign Trade & Interest Rates fluctuation on Trade level. Briefly explain with suitable examples. [10]

OR

b) Elaborate the impact of International Financial Environment on Indian trade. [10]

**Q3)** a) Describe the role of World Trade Organization in detail. [10]

OR

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

- i) IMF
- ii) ATC
- iii) World Bank

**P.T.O.**

**Q4)** a) Explain the challenges faced by the Multinational Corporations with reference to International Business. **[10]**

OR

b) Elaborate the impact of technology transfer on Multination Corporations with suitable examples. **[10]**

i) Technology Transfer

ii) Pricing & regulations

iii) International collaborative arrangements.

**Q5)** a) Explain in detail the functioning of EC. **[10]**

OR

b) Differentiate between Regionalism and Multilateralism. **[10]**

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Total No. of Questions : 5]

SEAT No. :

P2125

[Total No. of Pages : 1

[5469]-109

M.B.S.

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

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *Neat diagrams must be drawn wherever necessary.*
- 2) *All questions carry equal marks.*

**Q1)** a) Explain Supply Chain Strategic objectives of Supply Chain Management. **[10]**

OR

b) Describe learning and organizational capability through Supply Chain. **[10]**

**Q2)** a) What is the impact of customer needs to manage the Supply Chain? **[10]**

OR

b) Explain PLC in Supply Chain. **[10]**

**Q3)** a) Describe 'Minimize Functional Cost Perspective in Supply Chain'. **[10]**

OR

b) What is a 'Maximize Supply Chain Surplus Perspective in Supply Chain? **[10]**

**Q4)** a) Write a short note on Strategic Partnership and alliances. **[10]**

OR

b) Describe advantages and disadvantages of 3PL and 4PL in Supply Chain. **[10]**

**Q5)** a) What Intelligent System in the Supply Chain? **[10]**

OR

b) Write a short note on 'Ethical Supply Chain'. **[10]**



Total No. of Questions : 5]

SEAT No. :

P2126

[Total No. of Pages : 2

[5469]-110

M.B.S.

103-RABM: RURAL MARKETING

(2013 Pattern) (Semester - I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Write Note on :

- a) Fighting fakes.
- b) Role of packaging.

OR

Differentiate between Rural & Urban brand building strategies.

Q2) Define Pricing. Explain the objectives & significance of Pricing.

OR

Design Pricing strategy for organic fertilizer.

Q3) Design distribution channel for

- a) Hand wash
- b) Safety kit for farming

OR

Discuss various distribution practices & challenges in rural market.

Q4) Write Note on :

- a) PPP Model
- b) E Tailing

P.T.O.

OR

Discuss role of organized retails in rural market.

**Q5)** What is Integrated Marketing Communication? Explain the role of IMC in promotion of agricultural based product.

OR

Develop promotion mix strategy for

- a) Organic pesticides
- b) Two wheeler

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Total No. of Questions : 5]

SEAT No. :

**P4103**

[Total No. of Pages : 2

**[5469]-111**

**M.B.S. (Semester - I)**

**STARTUP AND NEW VENTURE MANAGEMENT**

**(2013 Pattern)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Explain various typologies of Entrepreneurs. What type of Entrepreneur is Mukesh Ambani? Why? **[10]**

OR

b) Describe McClelland's N-Ach theory with example.

**Q2) a)** What is Market Opportunity? How are opportunities created in the environment? **[10]**

OR

b) Briefly explain entry strategies for starting a new venture.

**Q3) a)** How S.M.E.'s plays an important role in economic development of India? Explain. **[10]**

OR

b) Discuss the various methods of project appraisal in detail.

**Q4) a)** What are the various agencies assisting small business? Discuss the function of district industries center. **[10]**

OR

b) What are the various laws applicable to small business? Briefly explain.

**P.T.O.**

**Q5) a)** Identify & discuss the Key Factors that lead to Failure of entrepreneurs?  
**[10]**

OR

b) Discuss the example of any successful entrepreneur you know. Identify the key attributes. Why he/she is successful?



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Total No. of Questions : 5]

SEAT No. :

P2127

[Total No. of Pages : 2

[5469]-112

M.B.S.

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

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory and each question has an internal option.*
- 2) *Each question carries 10 marks. Your answers should be specific and to the point.*
- 3) *Draw neat diagram and illustrations support your answer with suitable examples.*

**Q1)** If intelligence is the capacity to acquire and apply knowledge then what is knowledge? Justify your answer with suitable example.

OR

Explain the terms Expertise and Diagrammatic Reasoning.

**Q2)** What is a 'Knowledge Based System' (KBS)? Explain the user's and developer's views of KBS.

OR

Discuss the concept 'Knowledge Engineering' with its practical applications and tools available for Knowledge Based System?

**Q3)** Explain the terms Concept maps, Cmap tools, Context based reasoning and Repertory Grid?

OR

Describe the techniques for Using & Organising Organisational Stories in Knowledge Capture system in detail.

**P.T.O.**

**Q4)** Present an example where data mining is crucial to the success of a business. What data mining function does this business need? Can they be performed alternatively by data query processing or simple statistical analysis?

OR

Explain statistical pattern recognition in data mining in detail?

**Q5)** Explain any two types of Knowledge Application System with their applications.

OR

Explain the factors that determine the effectiveness of knowledge transfer.

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Total No. of Questions : 5]

SEAT No. :

P2128

[Total No. of Pages : 1

[5469]-113

M.B.S.

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

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** “Frequent changes in channel policies causes Channel conflict”. Discuss.  
Give techniques to resolve conflict.

OR

Explain objectives, nature & scope of sales and distribution management.

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

OR

Explain :

- a) Field Sales Planning.
- b) Compensation & Evaluation of Sales Force.

**Q3)** “Sales Audit is the best tool to control sales force”. Discuss.

OR

Discuss various tools of Sales Planning.

**Q4)** Explain :

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

OR

Describe the role & significance of Marketing channels.

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

OR

Discuss the factors affecting retail location.



Total No. of Questions : 5]

SEAT No. :

P2129

[Total No. of Pages : 2

[5469]-114

M.B.S.

104-FIN: STRATEGIC COST MANAGEMENT

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

- Q1)** a) Define Strategic Cost Management. Explain objectives of Strategic Cost Management in detail. [10]
- b) Do you think cost reduction is important in Cost Management? Justify your answer. [10]
- Q2)** a) What are the techniques of Strategic Cost Management? Explain any two techniques with suitable example. [10]
- b) Write short note on : [10]
- i) Kaizen costing.
  - ii) Target costing.
- Q3)** a) Define Activity based Costing. Explain it's role in decision making. [10]
- b) Explain the role of Activity based costing & Activity based management in Strategic Cost Management. [10]

P.T.O.

- Q4)** a) Do you think, Balanced Score Card plays important role in Cost Management? Justify your answer. **[10]**
- b) Explain Value Chain Costing in manufacturing sector. **[10]**
- Q5)** a) Define the Learning Curve Theory. Describe in detail the phases in Learning Curve Theory. **[10]**
- b) Define Lean Cost Management & it's use in Strategic Cost Management. **[10]**

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Total No. of Questions : 5]

SEAT No. :

P2130

[Total No. of Pages : 1

[5469]-115

M.B.S.

**104-IT: ENTERPRISE RESOURCE PLANNING  
(2013 Pattern) (Semester - I)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** Rohit Automobile Ltd, Chennai based company provide supply and demand software planning system. They have huge inventory problems like purchase order, supply chain management problem, make-to-sell and make-to-order problem, overdue deliveries. As an ERP consultant suggest suitable ERP module for this organization. **[10]**

**Q2)** Explain ERP architecture in detail. **[10]**

OR

Explain need of ERP vendors in detail.

**Q3)** Explain re-engineering related to ERP. **[10]**

OR

Explain methods of ERP vendor selection.

**Q4)** Explain a typical accounting and finance? How does an ERP system support. **[10]**

OR

Explain post implementation support and maintenance for inventory control system of ERP.

**Q5)** Write short notes on (any two) : **[2 × 5 = 10]**

- a) Change Management.
- b) Data Warehousing.
- c) Software Selection.



Total No. of Questions : 5]

SEAT No. :

P2131

[Total No. of Pages : 1

[5469]-116

M.B.S.

**104 OPE: TOTAL QUALITY MANAGEMENT  
(2013 Pattern) (Semester - I)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** a) Explain different steps involved in implementing Total Quality with suitable examples. [10]

OR

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

**Q2)** a) Discuss Deming's 14 point philosophy. [10]

OR

b) Compare the quality management principles postulated by Crosby and Juran. [10]

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

OR

b) Explain cause and effect diagram and its significance. [10]

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

OR

b) What is Sampling plan? Explain in detail AOQL. [10]

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

OR

b) Discuss in detail Malcolm Baldrige National quality award. [10]



Total No. of Questions : 5]

SEAT No. :

P2132

[Total No. of Pages : 2

[5469]-117

M.B.S. (Specialization - II)

**104-HR: ORGANIZATIONAL DESIGN & DEVELOPMENT  
(2013 Pattern) (Semester - I) (CBCS)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** a) Describe in detail the difference between Modern Organization theory and Neo-Classical theory of organization? **[10]**

OR

b) “Implementation of strategic plan helps organization to enhances it’s effectiveness”. Comment. **[10]**

**Q2)** a) Discuss the impact of ‘Span of control’ on the management and give suitable examples. **[10]**

OR

b) Discuss the contemporary changes in the manufacturing technologies and how they affect organizational design. **[10]**

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

OR

b) Examine the method for creating a learning organization. **[10]**

**P.T.O.**

**Q4)** a) “Identify and discuss the issues encountered while dealing with the individual and interpersonal interventions in OD process. [10]

OR

b) Discuss any two inter-group or techno-structural interventions. [10]

**Q5)** a) “Organizational transformation is a top-down approach”. Comment and elaborate. [10]

OR

b) Describe in detail the linkage between organizational culture and performance. [10]

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Total No. of Questions : 5]

SEAT No. :

P2133

[Total No. of Pages : 2

[5469]-118

M.B.S.

**104 (IB): INTERNATIONAL FINANCIAL MANAGEMENT  
(2013 Pattern) (Semester - I)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** Explain in detail - Green Field Investment and Acquisitions and Mergers.

OR

“Multinational firms have to face many complexities & issues while taking financial decisions”. Comment.

**Q2)** How differently cash flows of foreign projects are calculated than to domestic projects.

OR

Explain the concept of political risk & how MNC manages political risk?

**Q3)** State the objectives of receivables management. How does an MNC frame it's credit policy?

OR

Explain dividend policy in the context of Multinational Corporations.

**P.T.O.**

**Q4)** What is Currency Risk? How Currency Risk is assessed and managed?

OR

Explain :

- a) Transaction Exposure
- b) Real Operating Exposure

**Q5)** Explain in detail the International Accounting Standards on foreign transactions.

OR

Explain the following in the context of International Taxation.

- a) Bilateral treaties.
- b) Tax heavens.



Total No. of Questions : 5]

SEAT No. :

P2134

[Total No. of Pages : 2

[5469]-119

M.B.S.

**(104 SCM) : KNOWLEDGE MANAGEMENT IN  
SUPPLY CHAINS**

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

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** a) What is concept of Integrated Supply Chain Management? Describe customer relationship management as integral part of SCM. **[10]**

OR

b) Explain “SCIS: Integrated Module” which helps in decision making during SCM.

**Q2)** a) Write down benefits of SC Information Systems. **[10]**

OR

b) With diagram of “Supply Chain System Architecture” explain Supply Chain Information System design.

**Q3)** a) “Use of technology in Supply Chain has redefined Supply Chains and relationship between manufacturer, suppliers and distribution channels”. Discuss with help of appropriate examples. **[10]**

**P.T.O.**

OR

- b) Discuss in detail the Supply Chain model of online portals like Flipkart, Myntra etc. with due focus on order processing, inventory management and third party services.

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

OR

- b) Explain the term e-Commerce in SCM.

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

OR

- b) Describe future scope of GPS, Global data synchronization and image processing in the area of Supply Chain and Logistics Management.

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Total No. of Questions : 5]

SEAT No. :

P2135

[Total No. of Pages : 1

[5469]-120

M.B.S.

**104 RABM: AGRI SUPPLY CHAINS MANAGEMENT  
(2013 Pattern) (Semester - I)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** a) Bring out the difference between Traditional and Modern approach in Agrisupply Chains Management.

OR

b) Give the evolution of SCM. Also elaborate on the elements in SCM.

**Q2)** a) Explain the types of Demand. Elaborate on the relationship between Demand planning and Forecasting.

OR

b) Discuss the basic principles of Manufacturing Management.

**Q3)** a) What is a Purchasing Cycle? Elaborate on the concept of contract/ corporate farming.

OR

- b) Write short notes on :
- i) Material Requirements Planning.
  - ii) Just In Time.

**Q4)** a) Elaborate on 'Warehousing' and 'Packaging for Logistics'.

OR

b) Give the history and evolution of Logistics. Briefly also describe elements of logistics.

**Q5)** a) Discuss the concept of Advanced planning and scheduling.

OR

b) Discuss the concept of Benchmarking. Discuss also the forms of Benchmarking.



Total No. of Questions : 5]

SEAT No. :

P2136

[Total No. of Pages : 2

[5469]-121

M.B.S

**104 FBM: PROJECT MANAGEMENT  
(2013 Pattern) (Semester - I)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** Explain the role of Project Life Cycle and Project appraisal in Project Management Systems. **[10]**

OR

Describe the phases of system development life cycle in Project Management System.

**Q2)** Explain the following terms in project feasibility study : **[10]**

- a) Market and technical analysis.
- b) Financial analysis.
- c) Risk analysis.

OR

Describe the phases of development of project plan.

**Q3)** Explain the cost estimating process elements of budgeting. **[10]**

OR

What is CPM? Explain in detail the steps in CPM project planning process.

**P.T.O.**

**Q4)** Explain the concept of risk identification, risk assessment and risk priority of managing risks in projects. **[10]**

OR

Describe the factors considered in performance analysis of project. What are the issues in project control?

**Q5)** What are the various types of reports? Explain in detail the common reporting problems. **[10]**

OR

What is the concept of Project termination? Explain in detail the varieties of Project termination.

\* \* \*

Total No. of Questions : 5]

SEAT No. :

P2137

[Total No. of Pages : 2

[5469]-122

M.B.S.

TECHNOLOGY MANAGEMENT

104 TM: Innovation, Product Development & Commercialization  
(2013 Pattern) (Semester - I)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) What do you understand by knowledge integration? Explain the dimensions of knowledge integration. [10]

OR

b) What do you mean by Product Platform? Explain Product Life Cycle.

Q2) a) Explain new product development and commercialization process. [10]

OR

b) How cross functional teams are responsible in derivative product development?

Q3) a) What is “design for excellence”? Discuss the importance of design for sustainability. [10]

OR

b) What do you mean by “Prototyping”? How does the customer help in quality improvement.

P.T.O.

**Q4)** a) What are the challenges in the development and commercialization of high tech products? **[10]**

OR

b) What do you mean by Lean Product Development?

**Q5)** a) Explain the various factors to be considered while constructing New Product Development teams? **[10]**

OR

b) What is product portfolio planning? Explain the steps in product portfolio planning.

\* \* \*

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Total No. of Questions : 5]

SEAT No. :

P2138

[Total No. of Pages : 2

[5469]-123

M.B.S.

**105 MKT: PRODUCT MANAGEMENT**  
**Marketing Management (Specialisation - III)**  
**(2013 Pattern) (Semester - I)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory and carry equal marks.*
- 2) *Your answer should be specific and to the point.*
- 3) *Support your answers with suitable live examples.*
- 4) *Draw neat diagrams and illustrations supportive to your answer.*

**Q1)** a) What do you mean by Product Management? Elaborate the role of Product Manager and skills required for Product Management. [10]

OR

b) Elaborate the Product Level Marketing Plan with diagram. [10]

**Q2)** a) What is Competition analysis? Explain the sources of competitor's information. [10]

OR

b) What is Category Attractiveness Analysis? Explain aggregate market factors impact market attractiveness. [10]

**Q3)** a) Define Quality Function Deployment. Explain the use of QFD for new product development with an example. [10]

OR

b) Discuss major reasons for new product failures. [10]

**P.T.O.**

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

OR

b) What is the role of packaging and labeling in product design? What are the advantages of packaging and labeling for the success of a product.[10]

**Q5) a) What is Sales Analysis? Explain in brief, the value of Sales Analysis and the Road Block Concepts. [10]**

OR

b) What is Profitability Analysis? Explain the conventional product profit accounting in detail. [10]

\* \* \*

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Total No. of Questions : 5]

SEAT No. :

P2139

[Total No. of Pages : 2

[5469]-124

M.B.S. PART - I

105: FIN - INCOME TAX

(2013 Pattern) (Semester - I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

**Q1)** a) Define Tax. What is Income Tax? What are the features of Income Tax? Write down the scope of Income Tax Act. [10]

OR

b) Define Capital expenditure and Revenue Expenditure. Differentiate between Capital and Revenue expenditure. [10]

**Q2)** a) Briefly explain the concept of taxability of gratuity. [10]

OR

b) Mr. X, is the Director of a Private Ltd. Company. He furnishes the particulars in his income during the year ending 31-03-17. Basic salary Rs. 3,500 p.m., D.A. Rs. 500 p.m., provided in terms of employment, House rent allowances Rs. 600 p.m, rent paid for house at Delhi is Rs. 750 p.m.. Mr. X and the company each contributed 12.5% of salary to the recognized Provident Fund. Compute taxable salary in the hands of Mr. X for A.Y. 2017-18. [10]

**Q3)** a) Define Capital Assets. What are the things the Capital Assets does not include? Discuss short term capital assets and long term capital assets as per Income Tax Act 1961. [10]

P.T.O.

OR

- b) Ram has given the following information. Find out the income from House property for the F.Y. 2018-19. [10]

Municipal valuation Rs. 1,80,000, Fair Rent Rs. 1,85,000, Standard Rent Rs. 1,75,000, Property has been let out at Rs. 13,000 p.m. The House remains vacant for two months. Rs. 13,000 could not be recovered from the tenant during the previous year. Municipal taxes of Rs. 8,000 are paid by tenant as per agreement. Interest on loan taken for the construction of property of Rs. 1,53,800 is paid by assessee.

- Q4)** a) Explain the terms under Income Tax Act 1961. [10]  
i) Set-off.  
ii) Carry Forward.

OR

- b) What are the deductions applicable to individual and HUF under Income Tax Act 1961. [10]

- Q5)** a) How total gross income is calculated? [10]

OR

- b) Discuss the tax planning for income in detail. [10]

\* \* \*

Total No. of Questions : 5]

SEAT No. :

P2140

[Total No. of Pages : 2

[5469]-125

M.B.S.

105-IT: RDBMS WITH ORACLE

(2013 Pattern)

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions carry 10 marks.*
- 2) *Figures to the right indicate full marks.*
- 3) *All questions are compulsory.*

**Q1)** Explain Network Data Model with suitable example. **[10]**

OR

Explain DBMS Architecture. **[10]**

**Q2)** Explain any five DDL SQL commands. **[10]**

OR

What is view and how they are useful. **[10]**

**Q3)** Explain any five data functions with example. **[10]**

OR

Explain following : **[10]**

- a) Initcap.
- b) Lower
- c) Upper
- d) rpad
- e) Length

**P.T.O.**

**Q4)** Explain outer join with example. **[10]**

OR

What are SQL set operators and how to use them. Explain with example. **[10]**

**Q5)** What is difference between Primary key & Foreign key. **[10]**

OR

Explain Create table, Alter table, drop table with example. **[10]**

\* \* \*

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Total No. of Questions : 5]

SEAT No. :

P2141

[Total No. of Pages : 2

[5469]-126

M.B.S. (Semester - I)

OPERATION MANAGEMENT SPECIALIZATION - III

105-OPE: Productivity Management

(2013 Pattern)

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** a) Explain various inputs for productivity measurement. **[10]**

OR

b) Define the concept of Productivity. State the scope & significance of Productivity. **[10]**

**Q2)** a) Define the term Value Analysis. Explain the steps involved in carrying out Value Analysis. **[10]**

OR

b) Explain in detail Productivity Benefit Model. **[10]**

**Q3)** a) What is Work Study? Explain the importance & application of work study. **[10]**

OR

b) Explain Motion Study & discuss its importance. **[10]**

**Q4)** a) What is work measurement? How it can be carried out with the help of stop watch. **[10]**

**P.T.O.**

OR

b) Write a note on :

i) Performance Rating. [5]

ii) Allowances. [5]

**Q5)** a) Write a note on :

i) JIT [5]

ii) 5 S [5]

OR

b) Discuss the advanced Methods of productivity & service level enhancements. [10]

\* \* \*

Total No. of Questions : 5]

SEAT No. :

P2142

[Total No. of Pages : 2

[5469]-127

M.B.S.

**105 HR: HR AUDIT (CBCS) (Specialization - III)  
(2013 Pattern) (Semester - I)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** a) What do you mean by HRD Audit? Why HRD Audit is essential for companies? [10]

OR

b) Elaborate on origin of HR Audit. What are the basic components of HR Audit? [10]

**Q2)** a) What do you mean by HRD structure? Explain the structure in detail. [10]

OR

b) Define and explain HRD competencies. [10]

**Q3)** a) What do you mean by HRD score card? Explain its implications in business improvement. [10]

OR

b) Define and explain HRD Audit Methodology in detail. [10]

**P.T.O.**

**Q4)** a) Which tools and instruments are used in collecting data for HRD Audit? [10]

OR

b) Enumerate the effectiveness of HRD Audit as an intervention. [10]

**Q5)** a) What is the objective of HRD Audit and which variables are used for the same? [10]

OR

b) What is the present status of HRD Audit in India? [10]

\* \* \*

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Total No. of Questions : 5]

SEAT No. :

P2143

[Total No. of Pages : 2

[5469]-128

M.B.S.

105 IB: INTERNATIONAL MARKETING

(2013 Pattern) (Semester - I) (Spl. - 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) Define International Marketing. Explain in detail nature and importance of International Marketing. [10]

OR

b) Explain in detail International Marketing Management Process. [10]

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

OR

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

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

OR

b) Discuss the various pricing strategies that global companies implement to achieve their pricing objectives. [10]

P.T.O.

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

OR

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

**Q5)** a) Critically examine the factors involved in International Promotion Mix. [10]

OR

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

\* \* \*

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Total No. of Questions : 5]

SEAT No. :

P2144

[Total No. of Pages : 2

[5469]-129

M.B.S.

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

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

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a) Write a detail note on Buyer Supplier relationship. [10]**

OR

b) What are operational issues in purchasing function? Also explain types of purchases. [10]

**Q2) a) What is operational purchasing? Enlist advantages & disadvantages of decentralized purchasing. [10]**

OR

b) Explain in detail factors affecting purchasing's position within the organization. [10]

**Q3) a) Explain supplier evaluation and selection process in detail. [10]**

OR

b) What are key supplier evaluation criteria and also explain need for supplier selection. [10]

**P.T.O.**

**Q4)** a) Write a note on Pursuing Quality at the source. **[10]**

OR

b) Explain factors affecting purchasing's role in managing supplier quality. **[10]**

**Q5)** a) Explain in detail different types of negotiation techniques. **[10]**

OR

b) Explain phases in face to face negotiation. Also explain objectives of negotiation. **[10]**

\* \* \*

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Total No. of Questions : 5]

SEAT No. :

P2145

[Total No. of Pages : 1

[5469]-130

M.B.S.

**105-RABM: COMMODITIES MARKET (Specialization - III)  
(2013 Pattern) (Semester - I)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

- Q1)** a) How will you define Spot Exchange? [2]  
b) Explain advantages of Spot Exchange through proper concept of Spot Exchange. [8]
- Q2)** a) Define Commodity risk.  
b) Discuss in detail types of Commodity risk & how will we manage this risk? [10]
- Q3)** Discuss in brief the risks in commodity market.  
a) Geo-political. [5]  
b) Speculative. [5]
- Q4)** State the importance of integration and co-operation amongst exchanges. [10]
- Q5)** “High frequency trading alter commodity prices” - Comment. [10]



Total No. of Questions : 5]

SEAT No. :

P2146

[Total No. of Pages : 1

[5469]-131

M.M.S/(M.B.S)

**105 FBM: BUSINESS PLANS  
(2013 Pattern) (Semester - I)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** What are the various motivations for preparing Business Plan? **[10]**

OR

Explain the components of a business plan.

**Q2)** What are the developments within the company that are essential to the success of the business? **[10]**

OR

Explain the factors considered in the executive summary of the business plan.

**Q3)** Discuss the ways of research before preparing the business plans. **[10]**

OR

What are the various sources of information for a business plan?

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

- a) Opportunity.
- b) Idea.
- c) Market.
- d) Present Value

OR

What are the lenders or investors looking for in a business plan?

**Q5)** Does deal structure provide/ensure appropriate governance? Explain. **[10]**

OR

Explain the role of Marketing and advertising in a business plan.



Total No. of Questions : 5]

SEAT No. :

P2147

[Total No. of Pages : 2

[5469]-132

M.B.S.

**105-TM: MANAGING INNOVATION - I**  
**Technology Management Specialization**  
**(2013 Pattern) (Semester - I)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** a) Define the term Creativity & Innovation. Differentiate between Innovation & Creativity. **[10]**

OR

b) Explain in detail sources of Innovation's with example. **[10]**

**Q2)** a) Discuss in detail the Henderson-Clark Model. **[10]**

OR

b) Explain in detail incremental versus radical innovation as a part of static model. **[10]**

**P.T.O.**

- Q3)** a) Write a note on : **[10]**  
i) Value Chain & Value Network.  
ii) Sources of Assets and Competencies.

OR

- b) Define the term Competency. Discuss the relationship between Competencies and Assets. **[10]**

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

OR

- b) Write a note on : **[10]**  
i) Technology & Psychology.  
ii) Emotional Appeal

- Q5)** a) Explain in detail concept of Resource Allocation and Upward Migration. **[10]**

OR

- b) Explain Sustaining Verse Disruptive Technology with suitable example. **[10]**

\* \* \*

Total No. of Questions : 5]

SEAT No. :

P2148

[Total No. of Pages : 2

[5469]-201

M.B.S.

**201: MANAGING FOR SUSTAINABILITY  
(2013 Pattern) (Semester - II) (CBCS)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** a) Define Corporate Social Responsibility. Explain the importance and scope of CSR activities in the present business scenario. **[10]**

OR

b) Explain the issues and opportunities for business in environmental & socially sensitive world. **[10]**

**Q2)** a) Explain Green development and Sustainable development in details. **[10]**

OR

b) What is Sustainable Development? Explain Philosophical development and Gandhian thought on sustainable development. **[10]**

**Q3)** a) Define the following concepts : **[10]**

- i) Sustainability Reporting.
- ii) Social Accountability Standard.
- iii) Carbon Credit.
- iv) Life Cycle Analysis.

**P.T.O.**

OR

- b) Explain business models for sustainable development in Global Perspective with suitable example. [10]

- Q4)** a) Explain Agency theory and Friedman's theory of CSR. [10]

OR

- b) State the importance of good corporate governance. Explain various key issues in Corporate Governance. [10]

- Q5)** a) What is the importance of Ethics? Explain Ethical value system in India. [10]

OR

- b) State the Indian Ethical practices in management. [10]

\* \* \*

Total No. of Questions : 5]

SEAT No. :

P2149

[Total No. of Pages : 2

[5469]-202

M.B.S.

**202: STARTUP AND NEW VENTURE MANAGEMENT  
(2013 Pattern) (Semester - II)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** Explain McClelland's N –Ach Theory.

OR

Explain in detail the factors affecting entrepreneurial growth.

**Q2)** What are the different entry strategies for any startup. Explain each one.

OR

Write Short Note on :

- a) Patent.
- b) Trade Secrete.

**Q3)** Explain various Environmental Pollution Related Clearances required for manufacturing setup.

OR

How CPM and PERT can be useful in Project Planning and Scheduling?  
Explain.

**P.T.O.**

**Q4)** Explain the Import Procedure in detail.

OR

Write a note :

- a) Small Industries Development Organization (SIDO).
- b) Small Industries Service Institute (SISI).

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

OR

Write note on :

- a) Technology Obsolescence.
- b) Industrial Reconstruction.

\* \* \*

Total No. of Questions : 5]

SEAT No. :

P2150

[Total No. of Pages : 2

[5469]-203

M.B.S.

**203: INTERNATIONAL MARKETING  
(2013 Pattern) (Semester - II)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *Answer Five questions.*
- 3) *All questions carry equal marks.*

**Q1)** Illustrate an overview of the International Marketing Management Process.

OR

Describe the International 'Market Segmentation' and 'Positioning' with example.

**Q2)** Describe the International product strategies and how it is adopted for business development.

OR

Discuss counterfeiting and IPR issues.

**Q3)** Illustrate 'Price Quotations' and 'Terms of Sale'.

OR

Define 'International Markets'. Explain the 'Financing marketing transaction' in International Business.

**Q4)** What is the concept of International Distribution? Explain the structure of International Distribution System.

OR

Discuss about the Selection and Management of 'Overseas Agents'.

**P.T.O.**

**Q5)** Write short notes on (any two) :

- a) International Advertising.
- b) Trade Fairs and Exhibitions.
- c) Push and Pull strategies in International Promotion.

OR

What are the elements of International promotion mix? Explain the aspects of International Sales Management.

\* \* \*

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Total No. of Questions : 5]

SEAT No. :

P2151

[Total No. of Pages : 2

[5469]-204

M.B.S.

**203 FIN: INTERNATIONAL FINANCE  
(2013 Pattern) (Semester - II) (Specialisation - IV)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** a) What is IMF? Discuss the role of IMF in globalised economy.

OR

b) Why IF Management is important for a globalised firm? Explain.

**Q2)** a) Define Hedging. Discuss the various techniques of Hedging.

OR

b) Explain the objectives & scope of FEMA?

**Q3)** a) Write a detailed note on development of global capital market.

OR

b) Write short notes on :

- i) FCNR (B).
- ii) EEFC.

**P.T.O.**

**Q4)** a) State the rights and duties of Managing & Agent Banks.

OR

b) Write short notes on :

i) Loan Syndication.

ii) Types of Bonds.

**Q5)** a) Write a detailed note on IFRS on foreign transactions.

OR

b) Highlight the functions of International Cash Management.

\* \* \*

Total No. of Questions : 5]

SEAT No. :

P2152

[Total No. of Pages : 1

[5469]-205

M.B.S. (MANAGEMENT)

203 IT: SOFTWARE QUALITY ASSURANCE

(2013 Pattern) (Semester - II) (Credit System)

Time : 2½Hours]

[Max. Marks : 50

Instructions to the candidates:

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

- Q1)** Attempt the following questions (Any one) : **[10]**  
a) Distinguish between Software Quality Assurance and Software Quality Control.  
b) What is Review? What is its purpose? Explain different types of Review.
- Q2)** Attempt the following questions (Any one) : **[10]**  
a) Explain the content of Software Quality Assurance Plan.  
b) Explain Software Quality Factors.
- Q3)** Attempt the following questions (Any one) : **[10]**  
a) What is SEI CMM? Explain levels of CMM in detail.  
b) Explain Pre-project SQA components.
- Q4)** Attempt the following questions (Any one) : **[10]**  
a) Explain McCall's Quality Model in detail.  
b) "Quality Metrics is important in the Software Development Organization". Justify.
- Q5)** Write Short notes on (Any Two) : **[10]**  
a) Software Error, Faults and Failures.  
b) Inspection.  
c) Verification and Validation.



Total No. of Questions : 5]

SEAT No. :

P2153

[Total No. of Pages : 2

[5469]-206

M.B.S.

OPERATIONS MANAGEMENT SPECIALIZATION - IV

203 OPE: Toyota Production System

(2013 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Define Toyota Production System. Elaborate its relevance in 21<sup>st</sup> Century.

OR

b) Write Short notes on any two :

- i) Intermittent Flow
- ii) Continuous Flow
- iii) One Piece Flow

Q2) a) Explain 4P Model of Toyota Way.

OR

b) Explain Pull System & Push System. Which system is efficient & effective?

Q3) a) What do you understand by 'First Time Right'? What steps will you undertake to ensure First Time Right in your organization?

OR

b) How Leader is important in any organization? What are the qualities a good leader should possess for TPS?

P.T.O.

**Q4)** a) In TPS, who is more important, a team or a person? Elaborate.

OR

b) Do you agree that rapid implementation is more important in TPS? Why?

**Q5)** a) Explain the concept of 'Heijunka' (Leveling). State its objectives and benefits.

OR

b) What do you understand by 'Genchi Genbutsu' (Go & See) in TPS?

\* \* \*

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Total No. of Questions : 5]

SEAT No. :

P2154

[Total No. of Pages : 2

[5469]-207

M.B.S.

203 HR: GLOBAL HR (CBCS)

(2013 Pattern) (Semester - II) (Specialization - 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) Your answers should be specific and to the point.
- 6) Support your answers with suitable live examples.
- 7) Draw neat diagrams and illustrations supportive to your answer.

**Q1)** a) Define International HR. Distinguish between Domestic and International HR. [10]

OR

b) Discuss the role of Human Resource Management in managing international business ethics. [10]

**Q2)** a) What are the challenges faced in staffing for international assignments? [10]

OR

b) Enumerate the selection criteria for international appointments. [10]

**Q3)** a) What role does the pre departure training play in international jobs? [10]

OR

b) How is the performance management handled in multinational companies? [10]

P.T.O.

**Q4)** a) Discuss role played by the Trade Union in multinationals. [10]

OR

b) How is the management of International HR influenced by trade union? [10]

**Q5)** a) How are the under developed nations prey to social dumping. [10]

OR

b) How does digital economy influence International HR? [10]

\* \* \*

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Total No. of Questions : 5]

SEAT No. :

P2155

[Total No. of Pages : 1

[5469]-208

M.B.S.

INTERNATIONAL BUSINESS MANAGEMENT

203 IB: Global Logistics & Supply Chains

(2013 Pattern) (Semester - II) (Specialization - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

**Q1)** a) Describe 5P's of Logistics. What is the significance of Incoterms in logistics?

OR

b) Define logistics and explain various documents used in global logistics.

**Q2)** a) Describe the concept of Contract Shippers. What are the types of ships used in global logistics?

OR

b) What are merits and demerits of railway transportation?

**Q3)** a) Explain the Ocean shipping procedure in detail.

OR

b) Describe role & functions of freight forwarders and consolidators.

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

OR

b) State different sea routes in world and explain importance of any two of them.

**Q5)** a) What is Containerization? Explain recent development in Containerization.

OR

b) Write short notes on :

- i) General Cargo Service.
- ii) Marking and identification of Containers.



Total No. of Questions : 5]

SEAT No. :

**P2156**

[Total No. of Pages : 2

**[5469]-209**

**M.B.S.**

**203 SCM: SUPPLY CHAIN PLANNING (Specialization - IV)  
(2013 Pattern) (Semester - II)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

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

OR

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

**Q2) a) Explain the importance of demand management in Supply Chain Management. Also discuss about Collaborative Planning. [10]**

OR

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

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

OR

**b) “In modernized Supply Chain Planning is gaining more importance”. Justify the statement. [10]**

**P.T.O.**

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

OR

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

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

OR

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

\* \* \*

Total No. of Questions : 5]

SEAT No. :

P2157

[Total No. of Pages : 2

[5469]-210

M.B.S.

203: SPECIAL AREAS IN RURAL MARKETING

RABM

(2013 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) Neat diagrams must be drawn wherever necessary.
- 2) All questions carry equal marks.

**Q1)** a) What are the changes happen after adopting marketing strategies in Rural Markets? [10]

OR

b) What are the characteristics of FMCG goods for Rural Markets? [10]

**Q2)** a) Differentiate between Consumer durable and FMCG Marketing goods in Rural Markets. [10]

OR

b) Explain the importance of Consumer durable goods for Rural Market.[10]

**Q3)** a) What are the challenges and opportunities for banking in rural areas?[10]

OR

b) Describe how rural banking after independence spreading in India. [10]

P.T.O.

**Q4) a) Describe 'Indian Agrochemical Market' and its impact in Rural Market.[10]**

**OR**

**b) What is the Scenario of 'Indian Fertilizer Industry'? [10]**

**Q5) a) What are the Challenges for Rural Cottage industries in India. [10]**

**OR**

**b) What are the characteristics of 'Indian Handicraft Industry'? [10]**

**\* \* \***

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Total No. of Questions : 5]

SEAT No. :

P2158

[Total No. of Pages :2

[5469]-211

M.B.S. (Semester - II)

**INTRAPRENEURSHIP (FBM)**

**Family Business Management**

**(2013 Pattern)**

*Time : 2:30 Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** a) How an intrapreneur is different from entrepreneur? What are the risks associated with intrapreneur. **[10]**

OR

b) What is difference between intrapreneur and the owner of organization? Discuss in detail, the responsibilities of an intrapreneur. **[10]**

**Q2)** a) What are the different design considerations in experimentations? Is experimenting outside the Organization more helpful for organizational growth, Discuss. **[10]**

OR

b) What are the design considerations of idea generation? How it helps the intrapreneur? **[10]**

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

OR

b) How the experimentation process to test the feasibility of ideas is developed? What are the benefits of doing the same? **[10]**

**P.T.O.**

**Q4) a)** How Performance measurement of commercialization is done? Discuss in details. **[10]**

OR

b) How an intrapreneur creates the commercialization team? Is working with the Commercialization team very difficult? Discuss in details. **[10]**

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

OR

b) How Community approach helps in intrapreneurship development? Discuss with suitable example. **[10]**



Total No. of Questions : 5]

SEAT No. :

**P2159**

[Total No. of Pages :2

**[5469]-212**

**M.B.S. (Semester - II)**

**TECHNOLOGY MANAGEMENT**

**203 TM : Technology Transfer and Commercialization**

**(2013 Pattern)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** a) What is Technology Transfer? State various way by which Technology Transfer can happen. **[10]**

OR

b) Explain Technology Commercialization process with example. **[10]**

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

OR

b) Describe customer needs driven product specifications. **[10]**

**Q3)** a) Describe Technology plan and design and development plan. **[10]**

OR

b) Explain importance of current business position, companies achievements and key personnel in Business plan. **[10]**

**Q4)** a) Explain commercialization Loop. **[10]**

OR

b) Elaborate on Business plan and its relevance to science and Technology. **[10]**

**P.T.O.**

**Q5) a)** Mr. John wants to start a new business in service Industries. Explain how you advice to Mr. John for starting his business with recent technology. **[10]**

OR

b) Mr. Sane wants to start a new business in Manufacturing Unit. Explain how you advice to Mr. Sane for starting his business with recent technology. **[10]**



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Total No. of Questions : 5]

SEAT No. :

**P2160**

[Total No. of Pages :2

**[5469]-213**

**M.B.S.**

**204 MKT : CUSTOMER RELATIONSHIP MANAGEMENT**

**(2013 Pattern)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** a) Discuss the customer satisfaction, loyalty and business performance linkage. Quote appropriate examples.

OR

b) Define - CRM. Discuss commercial and not-for profit content of CRM.

**Q2)** a) Explain the concept of Customer value. Discuss the sources of Customer value. Also enlist the channels for customer communication.

OR

b) Discuss the concept of customer retention. Also elaborate on economics of customer retention.

**Q3)** a) Discuss Data Warehousing and Data Integration. Explain the privacy issues related to customer related database.

OR

b) What is meant by customer Experience? Discuss the role of CRM in Customer Experience.

**P.T.O.**

**Q4)** a) Explain the concept of supplier Accreditation Programmes. Also discuss E-Procurement.

OR

b) What is a Network? Discuss Business Networks and CRM.

**Q5)** a) Bring out the difference between Empowerment and Internal Marketing.

OR

b) Discuss the organizational issues with respect to CRM.



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Total No. of Questions : 5]

SEAT No. :

P4102

[Total No. of Pages : 3

[5469]-214

**M.B.S. (Semester - II)**  
**204 FIN : INCOME TAX - (Part - II)**  
**(2013 Pattern) (CBCS)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Explain the concept of Residential status & Incidence of Tax. **[10]**

OR

- b) Write Short Note on :
- i) Assessment Year
  - ii) Income

**Q2) a)** Explain the basic principal governing deductibility under section 30 to 44. **[10]**

OR

- b) The following is the Profit and Loss Account for the year ended 31.3.2018. Compute his taxable income from business for that year:

Opening Stock	15,000	Sales	80,000
Purchases	40,000	Closing Stock	20,000
Wages	20,000	Gift from father	10,000
Rent	6,000	Sale of car	17,000
Repairs of car	3,000	Income tax refund	3,000
Wealth tax paid	2,000		
Medical expenses	3,000		
General expenses	10,000		
Depreciation of car	4,000		
Advance income tax paid	1,000		
Profit for the year	26,000		
	1,30,000		1,30,000

**P.T.O.**

Following Further information is given :

- i) R carries on his business from rented premises half of which is used as his residence.
- ii) The use of the car was  $\frac{3}{4}$ <sup>th</sup> for the business and  $\frac{1}{4}$ <sup>th</sup> for personal purposes.
- iii) Medical expenses were incurred during sickness of R for his Treatment.
- iv) Wages include 2500 on account of R's driver.

**Q3) a)** Mr. Ashok owns a building which consists of three identical units. Ashok uses Unit 1 for his own residence. Mr. Ashok gives the following particulars in respect of the Assessment year 2018-19. **[10]**

- Fair rent for each unit is Rs.60,000.
- Actual rent received for Unit 3 is Rs.72,000 p.a
- Municipal taxes levied for the entire house were Rs.18,000 out of which Rs. 15,000 has actually been paid.
- On 1<sup>st</sup> April 2002, Mr. Ashok borrowed an amount of Rs.50, 000 for the construction of the house at the rate of interest of 12% p.a. The construction of the property was completed on 21<sup>st</sup> April, 2004.

Calculate the Income from House Property of Mr. Ashok for A.Y,2018-19.

OR

b) Write Short Note on :

- i) TDS Provisions
- ii) Capital Asset

**Q4) a)** Discuss the provisions under Income Tax Act relating to set off and carry forward losses. **[10]**

OR

- b) Write Short Note On :
- i) Minimum alternative Tax
  - ii) Gross Total Income

**Q5) a) Discuss the tax planning process for Merger & Acquisition. [10]**

OR

- b) short Note:
- i) Tax Planning Process for setting up New unit
  - ii) Tax Planning Process for Professional



Total No. of Questions : 5]

SEAT No. :

P2161

[Total No. of Pages :2

[5469]-215

M.B.S. (Semester - II)

**INFORMATION TECHNOLOGY MANAGEMENT (IT)  
SPECIALIZATION - V**

**204 (IT) : Information Security and Audit  
(2013 Pattern)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** Explain the importance of Physical Security and Risks involved in it.[10]

OR

List & Explain various Biometric Controls for protecting system assets.

**Q2)** Describe methods to manage Security in Wireless networks?

OR

Why Network Security requires Auditing? Explain.

**Q3)** Explain various Cryptographic Techniques to enhance the security.

OR

Explain Intrusion Detection System in detail.

**P.T.O.**

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

OR

Explain various auditing techniques for Information Security.

**Q5)** Explain different types of ISA Controls with Risks involved in it. **[10]**

OR

What is the Objective of ISA Controls? How it helps in Auditing?



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Total No. of Questions : 5]

SEAT No. :

P2162

[Total No. of Pages :2

[5469]-216

M.B.S. (Semester - II)

(204 - OPE) QUALITY MANAGEMENT STANDARDS

(2013 Pattern)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Explain in detail QMS standard. How it is implemented in industry?[10]

OR

b) Explain E.F.Q.M. implementation requirement for certification. [10]

Q2) a) Explain role of top management in implementing resources Management. [10]

OR

b) Discuss Monitoring, Measurement and Improvement is most important component of process control. [10]

Q3) a) Which are the objectives of EMS standards those are applied in Indian industries? [10]

OR

b) What are the key clauses of E.M.S. (Environment Management System Standards)? [10]

P.T.O.

**Q4) a) What do you understand by OHSAS 18001 : 2007 standard? [10]**

OR

b) Explain the process of implementation and operation of O.H.S.A.S. 18001:2007 standard. [10]

**Q5) a) Discuss on Apex manual and Procedural manual for EOHS. [10]**

OR

b) Describe the study of impact registers and SOPs. [10]



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Total No. of Questions : 5]

SEAT No. :

P2163

[Total No. of Pages :2

[5469]-217

M.B.S. (Semester - II)

204 - HR : Employee Reward Management

(2013 Pattern)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Describe the elements of a reward system and analyze the factors affecting on reward management policy and Practice. [10]

OR

b) Define Reward System. Expalin how reward system can achieve the aims of reward management? [10]

Q2) a) Explain How HR Manager can develop Grade and Pay Structure. Explain the factors affecting pay levels. [10]

OR

b) Write short notes on : [10]

i) Team play

ii) Paying for Organizational Performance

P.T.O.

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

i) Rewarding Directors and Senior Executives [5]

ii) Rewarding Sales and Customer service staff [5]

OR

b) "Different groups in the organization need different Reward Management System" Explain with suitable examples. [10]

**Q4) a)** Describe the role of Union in Reward management. [10]

OR

b) Discuss in details, Reward system in India and explain national wage policy with suitable example. [10]

**Q5) a)** Write a detail note on, "Reward Management System practiced by NGO's". [10]

OR

b) Rewards management system has direct linkage with the performance of employee, discuss with suitable examples. [10]



Total No. of Questions : 5]

SEAT No. :

P2164

[Total No. of Pages :2

[5469]-218

M.B.S. (Semester - II)

204 IB : Foreign Exchange Management

(2013 Pattern)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) Answer five questions.
- 2) All questions carry equal marks - 10.

Q1) a) Discuss about 'Foreign Exchange' and 'Exchange Market'.

OR

b) Explain International monetary Development in Present scenario.

Q2) a) What is the concept of 'Balance of payment'? Explain 'Purchasing power parity'.

OR

b) Discuss the sources of 'demand' and 'Supply' of 'Foreign Exchange'.

Q3) a) Write short notes on (any two) :

- i) Exchange Rate Fluctuation
- ii) Exchange rate over shooting
- iii) J - curve effect
- iv) Exchange rate validity

OR

b) Discuss control banking intervention for 'exchange rate stability'.

P.T.O.

**Q4)** a) Explain 'Forward Markets' and 'Forward Premium'.

OR

b) What is 'hedging'? Explain 'Expectation Theory'.

**Q5)** a) Explain 'Euro currency markets' and 'Euro currency Instruments'.

OR

b) Illustrate the provision of (Provisions) 'Foreign Exchange Regulation' in India.



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Total No. of Questions : 5]

SEAT No. :

P2165

[Total No. of Pages :2

[5469]-219

M.B.S. (Semester - II)

**204 SCM : SUPPLY CHAIN COORDINATION**

**(2013 Pattern)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Each question has an internal option.*
- 3) *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 the importance of Coordination of Supply chain with order processing and Inventory management? [10]

OR

b) What are the adverse effects of lack of coordination between sales function and supply chain function? [10]

**Q2)** a) What is Bull Whip effect impact on replenishment lead time, transportation cost and labour cost for logistics? [10]

OR

b) Discuss in detail role of I.T. in supply chain coordination. [10]

**Q3)** a) Discuss designing pricing strategies to stabilize orders in detail. [10]

OR

b) How is building strategic partnerships and Trust valuable within a supply chain? [10]

**P.T.O.**

**Q4) a)** Elaborate on creating effective contracts. **[10]**

OR

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

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

OR

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



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Total No. of Questions : 5]

SEAT No. :

P2166

[Total No. of Pages :2

[5469]-220

M.B.S. (Semester - II)

**204 (RABM) : RURAL & AGRIBUSINESS MANAGEMENT  
SPECIALIZATION - V**

**ICT for Agriculture Management  
(2013 Pattern)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Each question has an internal option.*
- 3) *Figures to the right indicate full marks.*

**Q1)** Explain the Application of information & communication Technology in various fields of Agriculture management. **[10]**

OR

Explain ICT & its ramification for Rural Economics.

**Q2)** Explain risk management information services. **[10]**

OR

Explain the issues & challenges for ICT platform for information services.

**Q3)** Explain the advantages & opportunities for market access ICT services. **[10]**

OR

Explain downstream & upstream administration.

**P.T.O.**

**Q4)** Explain the advantages & challenges for ICT financial inclusion services.[10]

OR

Explain the ICT for financial inclusion. Explain in detail Agriculture credit & saving for agriculture needs.

**Q5)** Explain the role of Geographical Information System (GIS) in the fields of Agriculture management. [10]

OR

What are the issues & concern in land & water management.



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Total No. of Questions : 5]

SEAT No. :

**P3704**

[Total No. of Pages : 2

**[5469]-221**

**M.B.S (Semester - II)**

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

**(2013 Pattern)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** a) Discuss Risk reduction strategies for New entry exploitation.

OR

b) Discuss the term 'New Entry'. How it can become source of competitive advantage?

**Q2)** a) Discuss in detail penetration strategies and product development strategies during Growth.

OR

b) During growth what type of pressures built on firm?

**Q3)** a) Explain the term 'Franchising' with its advantages and disadvantages.

OR

b) Discuss the concept of Acquisition with its advantages and disadvantages.

**Q4)** a) Discuss the terms in detail -

- i) Timing of Going Public
- ii) Underwriter selection

OR

**P.T.O.**

b) Discuss advantages and disadvantages of going public.

**Q5)** a) Explain the Term 'Bankruptcy'. What do you mean by Prepackaged Bankruptcy? Explain.

OR

b) Discuss strategy during Reorganisation of business for surviving Bankruptcy.

▽▽▽▽

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Total No. of Questions : 5]

SEAT No. :

P2167

[Total No. of Pages :2

[5469]-222

M.B.S. (Semester - II)

204 TM : TECHNOLOGY MANAGEMENT SPECIALIZATION - V

Technology Use & Assessment

(2013 Pattern)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Each question carries 10 marks.
- 3) Figures to right indicate marks for that question.
- 4) Support your answers with suitable example.

**Q1)** a) Define Technology Assessment & describe the scope of Technology Assessment. [10]

OR

b) Discuss the importance of Technology Assessment in Decision Making. [10]

**Q2)** a) Describe the relevance of Technology with Government and politics. [10]

OR

b) Explain in details influence of Technology on Energy and Environment. [10]

**Q3)** a) Explain technology assessment techniques of relevance Trees and brainstorming. [10]

OR

b) Write short notes on : [10]

- i) Health Technology Assessment
- ii) Environment Impact Assessment

P.T.O.

**Q4) a)** Define Technology use and explain the purpose of study. [10]

OR

b) Describe various Usability Research Methods. [10]

**Q5) a)** Explain the steps in conducting research on technology use. [10]

OR

b) Discuss the importance of conducting research on Technology use.[10]



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Total No. of Questions : 5]

SEAT No. :

P2168

[Total No. of Pages :2

[5469]-223

M.B.S. (Semester - II)

205 MKT : RETAIL MARKETING

(2013 Pattern)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

**Q1)** a) Explain the role of retailer in a distribution channel. What are the functions of a retailer? [10]

OR

b) Define retailing. Also classify Retailers by Ownership along with examples. [10]

**Q2)** a) What makes location decisions in retailing, strategic in nature? Discuss with suitable examples the factors necessary to consider before selecting a final site for any store. [10]

OR

b) What is target Market and retail formats? Discuss. [10]

**Q3)** a) Explain in detail, Retail Administration along with suitable examples. [10]

OR

b) What is Sales Forecasting and Assortment planning Process? [10]

P.T.O.

**Q4) a)** Explain the role of communication in retailing and how do we implement and evaluate the retail communications programs. **[10]**

OR

b) Explain in detail concept of Merchandise pricing. **[10]**

**Q5) a)** Discuss the different challenges in Indian Retail Sector & measures to overcome it. **[10]**

OR

b) Discuss the major players nationally and internationally in the retail world. **[10]**



Total No. of Questions : 5]

SEAT No. :

**P2169**

[Total No. of Pages :2

[5469]-224

**M.B.S. (Semester - II)**

**205 FIN : FINANCIAL RISK MANAGEMENT**

**(2013 Pattern)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** Explain the concept of Financial risk in detail. **[10]**

OR

Describe the following terms :

- a) Measuring risk and return
- b) Probability and distributions of assets

**Q2)** What are different measures of volatility? **[10]**

OR

Explain Monte Carlo simulation and its use.

**Q3)** Discuss risk environment in Indian forex markets. **[10]**

OR

Explain interest rate parity. What is yen-carry trade syndrome.

**P.T.O.**

**Q4)** Explain the credit ratings and transition matrix analysis.

**[10]**

OR

What are credit derivatives? How many kinds of credit derivatives are available in Indian markets?

**Q5)** Explain an integrated approach to risk management considering issues such as operational, supervisory legal and accounting risk in an institution. **[10]**

OR

Write short notes on :

- a) Stop loss and Var based limits
- b) Risk Budgeting



Total No. of Questions : 5]

SEAT No. :

P2170

[Total No. of Pages :1

[5469]-225

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

**INFORMATION TECHNOLOGY MANAGEMENT (IT) (Spln. - VI)**

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

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

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) Attempt any one :** [10]

- a) Define Data Mining. List out steps in Data Mining Process.
- b) What is OLAP. Explain types of OLAP servers in brief.

**Q2) Attempt Any one :** [10]

- a) What is Data compression? Explain Discretization and concept Hierarchy Generation
- b) Explain classification of Data mining in detail.

**Q3) Attempt Any one :** [10]

- a) Define Data pre-processing? Explain various steps in data pre-processing.
- b) What is Data Cube? Explain indexing of OLAP data.

**Q4) Attempt Any one :** [10]

- a) Explain cluster Analysis in brief.
- b) Explain Data warehousing in brief with diagram.

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

- a) Data Mining in Telecommunication Industry
- b) Schemas
- c) Need of Data Mining & Data Warehousing



Total No. of Questions : 5]

SEAT No. :

P2171

[Total No. of Pages :2

[5469]-226

M.B.S. (Semester - II)

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

**(2013 Pattern)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** Explain the World Class Manufacturing and the information Age. **[10]**

OR

What are the challenges arises and how Business faced challenges of the information Age to over come?

**Q2)** "Gaining the Competitive Advantage through World class manufacturing" - Justify the statement. **[10]**

OR

Write short notes on (any two) :-

- a) The philosophy of World class manufacturing.
- b) The first principle of World class manufacturing.
- c) Quality in World class manufacturing.

**Q3)** Do overview of systems and tools of World class manufacturing. **[10]**

OR

Explain the product and process design tools in the World class manufacturing.

**P.T.O.**

**Q4)** Discuss Manufacturing Performance and planned strategies of Indian Manufacturing Firms. **[10]**

OR

Describe the usage of management tools and technologies for manufacturing strategies.

**Q5)** What is the Balance Score Card? Explain the Human Resource Dimensions in World class manufacturing . **[10]**

OR

"Leading India towards World class manufacturing" - Justify the statement.



Total No. of Questions : 5]

SEAT No. :

P2172

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M.B.S. (Semester - II)

205 (HR) : CHANGE MANAGEMENT

(2013 Pattern)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) Neat diagrams must be drawn wherever necessary.
- 2) Figures to the right indicate full marks.
- 3) All questions carry equal marks.
- 4) All questions are compulsory.

Q1) a) Define change. Explain how people experience change with the help of seven phases of change. [10]

OR

b) Explain, which is the most critical phase in implementing change in any organization, with suitable example. [10]

Q2) a) 'Do you agree that, role of Manager is atmost important in implementing change' Explain. [10]

OR

b) 'Technology and Environment act as push factor for organization to implement change'. Justify. [10]

Q3) a) What is role of Organizational politics in implementing change? [10]

OR

b) Explain learning Organization and their dimensions. [10]

P.T.O.

**Q4)** a) Explain role of “Narayana Murthy” as CEO in bringing change in Indian IT sector. [10]

OR

b) Explain the role of a leader in transformation of an organization with suitable example. [10]

**Q5)** a) Explain various reasons, with suitable example - why changes succeed/fail? [10]

OR

b) Change in Leadership in Indian Politics, how far it is successful? [10]



Total No. of Questions : 5]

SEAT No. :

P2173

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M.B.S. (Semester - II)

INTERNATIONAL BUSINESS MANAGEMENT (Spl. VI)

205 - IB : Global Competitiveness and Strategic Alliance

(2013 Pattern)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Each question has an internal option.
- 3) Each question carries 10 marks.
- 4) Support your answers with suitable live example.

Q1) a) What is 'Global competitiveness'? What are the macro economic variables of global competitiveness?

OR

b) State & Explain the various factors that determine the international environment for a particular Industry.

Q2) a) What is the role of Innovation & Quality of products in achieving world class competitiveness advantages?

OR

b) Explain role of government in achieving competitiveness through Integrated process management.

Q3) a) India is placed at 40<sup>th</sup> spot among 137 countries in World Economic forum's (WEF) Global Competitiveness Index (GCI) 2017-18. Considering this fact suggest various ways to improve rank of GCI.

OR

P.T.O.

- b) How to build competitiveness of Indian FMCG products manufacturing company.

**Q4)** a) What is strategic alliance? What are the different types of such alliances?

OR

- b) What merits an Indian company can have by having Strategic Alliance & Joint venture with MNC.

**Q5)** a) State any two Indian companies which is having High Global Competitiveness & Explain reasons of the same.

OR

- b) An Indian leading private sector bank want to start new branches in Srilanka. Explain challenges & opportunities.



Total No. of Questions : 5]

SEAT No. :

P2174

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[5469]-229

**M.B.S.**

**SPECIALISATION : SUPPLY CHAIN MANAGEMENT**

**205 (SCM) : Supply Chain Performance Measurement**

**(2013 Pattern)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** a) Why Distribution and Logistics are one of the important decision areas in SCM ? Discuss.

OR

b) Explain the relationship between company strategy and supply chain metrics.

**Q2)** a) What are the drawbacks of traditional measures of supply chain ? Discuss.

OR

b) What are the various traditional measures to quantify supply chain performance? Explain.

**Q3)** a) What do you understand by the term 'EVA' in supply chain performance measurement? Explain

OR

b) Write a short note on Balanced Scorecard which is one of the world class performance measure for supply chain.

**P.T.O.**

**Q4)** a) Write a short note on EFQM.

OR

b) Discuss 'SCOR' framework in supply chain.

**Q5)** a) Explain the SCM of any online shop portal company. (e.g. Amazon, eBay, Snap Deal)

OR

b) Why it is important to link supply chain metric to overall strategic objective of the company? Explain.



Total No. of Questions : 5]

SEAT No. :

P2175

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[5469]-230

M.B.S. (Semester - II)

**205 (RABM) : RURAL AND AGRIBUSINESS MANAGEMENT  
SPECIALIZATION - VI**

**Millennium Development Goals**

**(2013 Pattern)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** "Millennium Development Goals are the outcomes of worldwide challenges emerged during the end of 20<sup>th</sup> century." Explain. [10]

OR

b) "The MDG's were a product of iterated distillation, extracted from a wide array of global processes, with many actors involved over several years." Justify. [10]

**Q2) a)** What do you understand by "Pro-poor" economic growth? Is agriculture the only means to achieve this? Justify your answer. [10]

OR

b) Suggest structural adjustment required in India for achieving MDG's.[10]

**Q3) a)** Define food security. How can it be translated into nutritional security? Explain in Indian context. [10]

OR

b) What is the contribution of agriculture towards the current growth path in country? How the poverty could be reduced through agriculture led economic growth? [10]

**P.T.O.**

**Q4) a)** What are the various approaches towards the achievement of MDG (Millennium Development Goals)? How the food aid policy contributed to MDG? Give examples. **[10]**

OR

b) What is a Macro-economic reform? How would it contribute to rural and agricultural development? Discuss in detail. What is the importance of rural infrastructure? **[10]**

**Q5) a)** Does foreign private direct investment contribute to rural infrastructure development? Explain with relevant examples. **[10]**

OR

b) What is the role of Governance structures in agriculture for achieving the MDG's? Explain with relevant examples. **[10]**



Total No. of Questions : 5]

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M.B.S. (Semester - II)

205 - FBM : PRIVATE EQUITY

(2013 Pattern)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Define venture capital industry. Explain the venture capital funds. [10]

OR

b) Define Private Equity. What are the issues in emerging markets? [10]

Q2) a) What is the role of governments in building of a venture capital base in emerging markets. [10]

OR

b) How Private Equity evolved as fund development in emerging markets. [10]

Q3) a) Explain the working of private equity with international financial institutions like IFC and World Banks. [10]

OR

b) What are the special diligence factors of private equity in emerging markets and the approaches to analyze them? [10]

P.T.O.

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

OR

b) Discuss the country limitations in VC deal structure. [10]

**Q5) a)** Explain the types of risks of local testing of PE/VC. [10]

OR

b) What are the inherent problems of illiquidity in emerging markets? [10]



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Total No. of Questions : 5]

SEAT No. :

P2177

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M.B.S.

**205TM - MANAGING INNOVATION - II**

**(2013 Pattern)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** a) Discuss Acquisitions and mergers as methods of Globalization. Quote appropriate examples.

OR

b) Give the Generic strategies for world wide innovation.

**Q2)** a) What are the techno-economic factors associated with innovation for emerging economies.

OR

b) Discuss the entry strategies for emerging economies.

**Q3)** a) Discuss the role of National Governments as regulator, Baby-Sitter and God father and provider of Political Stability.

OR

b) When it comes to innovation discuss the role of a Government in the content of public nature of knowledge, uncertainty and public complementary assets.

**P.T.O.**

**Q4)** a) Elaborate on the concepts of Brand Asset Monitoring, Customer satisfaction & Loyalty measurement, in context of services.

OR

b) Explain the CI-3 framework. Also describe its benefits.

**Q5)** a) Give the overview of National Innovation Systems in Brazil and Denmark.

OR

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



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