

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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**[5476]-101**

**P.G.D.B.M. (I Semester) EXAMINATION, 2018**

**101 : ORGANISATIONAL BEHAVIOUR**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

- N.B. :—** (i) All questions are compulsory.  
(ii) Draw neat diagrams, if necessary  
(iii) Figures to the right indicate full marks.

1. (a) What is the difference between, cognitive, behavioristic and social cognitive framework of OB ? Support the difference with the help of an example. [10]

*Or*

- (b) “Organisational behaviour is the study of human behaviour in the organization.” Comment. [10]

2. (a) Explain the Big-Five Model of personality with reference to M.S. Dhoni as an example. [10]

*Or*

- (b) What are the content theory of motivation ? Discuss with suitable examples. [10]

P.T.O.

3. (a) What do you mean by group behaviour ? Explain the *five* stage model of group development. [10]

*Or*

- (b) Discuss the achievement of any *three* global leaders. [10]

4. (a) What is work-place culture ? State the criticisms. Explain work-place spirituality. [10]

*Or*

- (b) Explain what factors create and sustain an organization's culture. [10]

5. (a) Why do employees resist change ? Explain seven stage model of change with a suitable example. [10]

*Or*

- (b) What is organisational change ? Discuss the various methods of implementing organisation change. [10]

Total No. of Questions—5]

[Total No. of Printed Pages—6

Seat No.	
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**[5476]-102**

**P.G.D.B.M. (First Semester) EXAMINATION, 2018**

**102 : ACCOUNTING FOR BUSINESS DECISION**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) All questions are compulsory.

(ii) Each question carries **10** marks.

(iii) Use of simple calculator is allowed.

1. What are the accounting concepts and conventions ? Name them and explain accounting conventions in detail.

*Or*

What do you understand by 'Management Accounting' ? Distinguish between Cost Accounting and Financial Accounting.

2. Write notes on :

(a) Objectives of Financial Statements

(b) Distinguish between Trial Balance and Balance Sheet.

P.T.O.

*Or*

State the nature of the Financial Statements and give any *five* examples of Capital Expenditure.

3. From the following particulars of a manufacturing firm, prepare a cost sheet : Rs.

Stock of materials on 1st January 2017	20,000
Purchase of raw materials in Jan. 2017	5,50,000
Stock of finished goods on 1st January 2017	25,000
Productive wages	2,50,000
Finished goods sold	12,00,000
Works overhead charges	75,000
Office and general expenses	50,000
Selling and Distribution Expenses	3,00,000
Stock of materials on 31st January 2017	70,000
Stock of finished goods on 31st January 2017	30,000

*Or*

Mrs. X furnishes the following data relating to the manufacture of a standard product during the month of April, 2017.

<b>Particulars</b>	<b>Rs.</b>
Raw material consumed	60,000
Direct labor charges	36,000
Machines hours worked	3,600
Machine hour rate	Rs. 5
Administrative overhead	20% on work cost
Selling overheads	Re.1 per unit
Units produced	10,000
Unit sold	9,000 at Rs. 20 per unit

You are required to prepare a cost sheet from the above showing :

- (a) Cost per unit
- (b) Profit per unit sold and profit for the period.

4. The following particulars have been extracted in respect of material Bee of Punjab Co. Mumbai for the month of March 2017. Prepare Stores and Ledger Account Pricing the material issue on the basis of LIFO method :

2nd Opening stock — 100 units @ Rs. 1.75

6th Purchases — 150 units @ Rs 1.50

7th Issues — 200 units

15th purchases 300 units @ Rs. 1.60

18th issues 250 units

25th purchases — 400 units @ Rs. 1.70

28th issues 400 units

30th spoilage 10 units

*Or*

On 1st April 2017 the stock of component in the stores was 500 units @ Rs. 300 per hundred. During this month the receipts and issues were as follows :

**Purchases :**

3rd April 400 units @ Rs. 400 per hundred

13th April 500 units @ Rs. 500 per hundred

24th April 600 units @ Rs. 600 per hundred

**Issued :**

12th April 300 units

23rd April 400 units

29th April 500 units

When stock was taken on 30th April 2017, a discrepancy of 50 units was revealed. Prepare stores ledger card under FIFO method in the books of National Ltd. Mumbai.

5. For the production of 10000 units the following are budgeted expense :

Particulars	Per Unit Cost
	(Rs.)
Direct Material	70
Direct Labour	25
Variable overheads	20
Fixed overheads (Rs. 1,00,000)	10
Variable expenses (Direct)	5
Selling expenses (10% Fixed)	13
Administration Expenses	
(Rs. 50,000)	5
Distribution expenses	
(20% Fixed)	7
Total	155

Prepare a budget for the production of :

- (a) 8000 units  
(b) 6000 units.

Assume that administrative expenses are rigid (does not change) for all levels of production.

*Or*

Mafatlal Co. Ltd. Mumbai provides the following information for the year 2017-2018 :

Sales : 15000 units  
Fixed Costs : Rs. 34,000  
Sales Value : Rs. 1,50,000  
Variable Cost : Rs. 6 per unit

You are required to calculate :

- (i) P/V Ratio
- (ii) BEP
- (iii) Margin of Safety.



Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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**[5476]-103**

**P.G.D.B.M. (Sem. I) EXAMINATION, 2018**

**103 : ECONOMIC ANALYSIS FOR BUSINESS DECISIONS**

**(2013 PATTERN)**

**Time : 2.15 Hours**

**Maximum Marks : 50**

**N.B. :—** (i) *All* questions carry **10** marks each.

(ii) Attempt any *five* questions.

(iii) Draw graphs wherever necessary.

1. (a) Explain the circular flow of economic activity with the help of various models (any *one* model).

*Or*

- (b) Explain the role of profit in market system.

2. (a) How pricing is done under monopolistic competition both short-run and long-run ?

*Or*

- (b) What do we mean by Demand ? What are the various determinants of Demand ?

3. (a) Explain the concept of cost volume profit analysis.

*Or*

- (b) How can risk management be done ? Explain any *two* methods.

P.T.O.

4. (a) What are the various roles and functions of Reserve Bank of India ?

*Or*

- (b) Write in detail the composition of capital market in India.

5. (a) Explain in detail the concept of G.D.P. What does role G.D.P. play in the growth rate ?

*Or*

- (b) What do we mean by plan and non-plan expenditure in Union Budget ?

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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**[5476]-104**

**PGDBM (First Semester) EXAMINATION, 2018**

**104 : BUSINESS RESEARCH METHODS**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) All questions are compulsory.

(ii) Each question has an internal option.

(iii) Each question carries **10** marks.

(iv) Make suitable assumptions wherever required.

1. What is business research ? Explain its significance in modern times with examples.

*Or*

Draft a research proposal on “Conducting a survey on increasing market share for a detergent company”.

2. What is exploratory research design ? Explain its advantages and disadvantages.

*Or*

Explain the concepts :

(i) Independent variable

(ii) Dependent variable

P.T.O.

- (iii) Concomitant variable
- (iv) Extraneous variable
- (v) Control group.

**3.** Are the following nominal, ordinal, interval or ratio data ? Explain your answers :

- (i) Temperature measured on Celsius scale
- (ii) Weight of a brick.

*Or*

Prepare the questionnaire for any *one* of the following situation :

- (i) To conduct a study on absenteeism in a manufacturing unit
- (ii) To collect feedback of training session.

**4.** Describe briefly the commonly used various sampling techniques in business research methods.

*Or*

What is non-probability sampling ? When non-probability sampling is preferred over probability sampling ?

**5.** Describe briefly non-parametric test and explain its significance.

*Or*

What is Chi square test ? Explain the significance in statistical analysis in research.

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Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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**[5476]-201**

**PGDBM (II Semester) EXAMINATION, 2018**

**201 : BASICS OF MARKETING**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

- N.B. :—**
- (i) All questions are compulsory.
  - (ii) Each question has an internal option.
  - (iii) Each question carries **10** marks.

**1. (a)** Explain the following concepts :

- (i) Market
- (ii) Competition
- (iii) Market Places
- (iv) Market Spaces
- (v) Meta-markets in detail.

*Or*

(b) Explain 7P's-studied in marketing. Explain the concept of Marketing Myopia.

**2. (a)** Elaborate on meaning and importance of Consumer Behavior. Which are the buying roles studied in consumer behavior ?

*Or*

(b) Explain 'five steps buyer decision process' in detail.

P.T.O.

3. (a) Which factors are studied in Macro Environment ? Give suitable examples.

*Or*

- (b) 'Linkage of Marketing function with all functions in the organization is necessary.' Comment.

4. (a) What are the various levels of Market Segmentation ? Is it necessary to segment the market ?

*Or*

- (b) What are the bases for market segmentation of industrial good ? Explain marketing as a value delivery process.

5. (a) Explain classification of consumer products in detail.

*Or*

- (b) What are the various Product Levels studied in marketing ?

Total No. of Questions—5]

[Total No. of Printed Pages—6

Seat No.	
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**[5476]-202**

**PGDBM (Second Semester) EXAMINATION, 2018**

**202 : FINANCIAL MANAGEMENT**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) All questions are compulsory.

(ii) Figures to the right indicate full marks.

1. Define Financial Planning. Discuss its importance and explain the process of Financial Planning in detail. [10]

*Or*

Write short notes on : [10]

- (i) Functions of Financial Management  
(ii) Risk and return.

2. Describe the concept, causes and remedies of under-capitalization. [10]

*Or*

Write short notes on : [10]

- (i) Trading on equity  
(ii) Leverage.

P.T.O.



3. A & A Ltd. is considering a project with cash inflows given as below in its lifetime of 5 years : [10]

Year	Cash Inflow
1	5,00,000
2	5,00,000
3	7,50,000
4	7,50,000
5	12,50,000
Total	37,50,000

If the initial outflow for the project is Rs. 22,50,000 and cost of capital is 10%; calculate :

- (i) Payback period
- (ii) Discounted Payback Period
- (iii) NPV
- (iv) Profitability Index.

Or

XYZ Ltd. is considering a project with initial cash outflow of INR 2,50,000. It has a life of 5 years and zero salvage value. Tax rate is 35%. The estimated cash flows before depreciation and tax are as follows : [10]

Year	CBDT
1	50,000
2	55,000
3	65,000
4	75,000
5	1,00,000

*Compute :*

(i) Payback period

(ii) ARR

(iii) NPV @ 10%.

4. A firm has owner's equity of Rs. 1,00,000. The following are its ratios : [10]

Total debt to owner's equity 1.2

Fixed assets to owner's equity 1.2

Current debt to total debt 0.8

Total assets turnover 4 times

Inventory turnover 16 times

Use above information to complete the following balance sheet :

Liabilities	Amount	Assets	Amount
Owner's equity		Fixed	
Current debt		Assets	
Long-term debt		Inventory	
		Cash	

Or

Balance Sheet of Radheshyam Ltd. is given below : [10]

**Balance Sheet of Radheshyam Ltd. as on 31-03-2018**

<b>Liabilities</b>	<b>Rs.</b>	<b>Assets</b>	<b>Rs.</b>
Share Capital	5,00,000	Land and Building	2,50,000
Profit & Loss A/c	75,000	Plant and Machinery	3,75,000
Reserves & Surplus	25,000	Inventory	2,00,000
10% Debentures	2,50,000	Debtors	75,000
Creditors	62,500	Bills Receivable	10,000
Bills Payable	22,500	Cash	25,000
	9,35,000		9,35,000

Annual Sales for the year is Rs. 5,00,000.

Calculate :

- (i) Current ratio
- (ii) Proprietary Ratio
- (iii) Debt to equity ratio
- (iv) Working Capital Turnover Ratio
- (v) Total Asset turnover.

5. Prepare a statement of working capital requirements for a level of activity of 78,000 units per annum for Eagle Ltd. with the help of the following information : [10]

	Rs.
Raw	—
Materials	180
Direct Labor	80
Overheads	<u>150</u>
Total Cost	410
Profit	<u>120</u>
Selling Price	530

- (i) Raw materials are in stock on an average for 1 month.
- (ii) Materials are in process at 50% completion stage on an average for 1 month.
- (iii) Finished goods are in stock for an average for 1 month.
- (iv) Credit period allowed by suppliers is 1 month.
- (v) Credit period given to debtors is 2 months.
- (vi) Average lag in payment of wages 1.5 weeks.
- (vii) Average lag in payment of overheads is 1 month.
- (viii) 20% of the output is sold against cash.
- (ix) Cash balance is expected to be 60,000.
- (x) Assume that the time period of 4 weeks is equivalent to a month.

*Or*

Prepare a working capital statement for annual sales of 26,000 units at the selling price of Rs. 60 per unit. Additional information is given as below : [10]

Analysis of selling price :

Materials	40%
Labor	30%
Overheads	20%
Profit	10%

- (i) Raw materials are in stock for 3 weeks.
- (ii) Materials are in process are 50% complete in 4 weeks.
- (iii) Credit period allowed to debtors 5 weeks.
- (iv) Credit period allowed by suppliers 3 weeks.
- (v) Lag in payment of wages 2 weeks.
- (vi) Lag in payment of overheads 2 weeks.
- (vii) Finished goods are in stock for 2 weeks.
- (viii) Cash in hand is expected to be Rs. 50,000.
- (ix) Assume that the entire sales has been done on credit basis.

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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**[5476]-203**

**P.G.D.B.M. (Sem. II) EXAMINATION, 2018**

**203 : LEGAL ASPECTS OF BUSINESS**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) All questions are compulsory.

(ii) Each question has an internal option.

(iii) Each question carries **10** marks.

(iv) Your answers should be specific and to the point.

(v) Support your answers with suitable example.

**1. (a)** What are the essential elements of a valid contract ? [10]

*Or*

**(b)** Classify and explain the different types of agents. Explain the duties and rights of an agent. [10]

**2. (a)** What are the formalities of sale of goods, under sale of goods Act, 1930. [10]

*Or*

**(b)** What is meant by unpaid seller ? Explain the rights of unpaid seller. [10]

P.T.O.

3. (a) Explain the meaning and characteristics of negotiable instrument under Negotiable Instruments Act, 1881. [10]

*Or*

- (b) Who is holder ? What conditions he must satisfy to be holder of an instrument under Negotiable Instruments Act, 1881 ? [10]

4. (a) Define company. What are the features of a company ? [10]

*Or*

- (b) Distinguish between Memorandum of Association and Articles of Association. [10]

5. (a) Explain meaning of Unfair Trade Practice. What are the Unfair Trade Practices ? [10]

*Or*

- (b) Explain the meaning of Electronic Governance. What are the provisions in the I.T. Act relating to Electronic Governance ? [10]

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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**[5476]-204**

**P.G.D.B.M. (Second Semester) EXAMINATION, 2018**

**204 : BUSINESS COMMUNICATION**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

- N.B. :—** (i) All questions are compulsory.  
(ii) Each question has an internal option.  
(iii) Each question carries **10** marks.

1. (a) Define Communication. Explain process and importance of communication. [10]  
(b) What are the ethical and legal issues in Business Communication ? [10]
2. (a) What are the characteristics of an Executive Summary ? Explain its significance in a report. [10]  
(b) Explain structure of a business letter. [10]
3. (a) What are the principles of effective presentations ? [10]  
(b) Explain the basic considerations while making an audio-visual presentation. [10]

P.T.O.



4. (a) What are the steps in conducting an effective exit interview ? [10]
- (b) Write a note on video conferencing and tele-meeting. [10]
5. (a) What are the steps in writing a good report ? Explain the essentials of a good report. [10]
- (b) Outline a format for an activity report to be given to your sales team to track their monthly activities. [10]

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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**[5476]-205**

**P.G.D.B.M. (II Sem.) EXAMINATION, 2018**  
**205 : BUSINESS, GOVERNMENT AND SOCIETY**  
**(2013 PATTERN)**

**Time : 2.30 Hours**

**Maximum Marks : 50**

- N.B. :—** (i) All questions are compulsory.  
(ii) Each question has an internal option.  
(iii) Each question carries **10** marks.

1. (A) What is the role of foreign direct investment on the business in Indian economy ? [10]

*Or*

(B) What is the economic role of Indian government on business ? [10]

2. (A) Economic growth will change the scenario of industrial development. Comment. [10]

*Or*

(B) Privatization and regulation will help reduce inequality in India. Comment. [10]

3. (A) Define the Build Operate and Transfer Model (BOT) with reference to Public Private Partnership. [10]

P.T.O.

*Or*

- (B) What are the issues in regulation that arise during privatization ? [10]

4. (A) A business is a blend of people, technology and ethical behavior. Express your views. [10]

*Or*

- (B) What are the challenges faced by business in global environment ? [10]

5. (A) Industrial relation is a major factor for changing workplace. Discuss [10]

*Or*

- (B) Change in demography has brought in lot of changes in current workplace. Express your views. [10]

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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**[5476]-301**

**P.G.D.B.M. (Third Semester) EXAMINATION, 2018**

**301 : HUMAN RESOURCE MANAGEMENT**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

- N.B. :—** (i) All questions are compulsory.  
(ii) Each question carries **10** marks.

**1.** Define HRM. Explain the nature and scope of HRM.

*Or*

Differentiate between HRM and SHRM.

**2.** Explain the process of Human Resource Planning.

*Or*

Define the term “Job Analysis”. What are the importance and benefits of Job Analysis ?

**3.** Explain the methods of Training in detail.

*Or*

Define Management Development Programs (MDP). Explain the problems in implementing MDP's.

P.T.O.

4. Explain the modern methods of Performance Appraisal in brief.

*Or*

Explain the current trends in Compensation in detail.

5. Define Employee Survey. Explain advantages and disadvantages of Employee Survey.

*Or*

State the issues to be consider for developing and implementing flexible work arrangement.

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Total No. of Questions—5]

[Total No. of Printed Pages—5

Seat No.	
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**[5476]-302**

**P.G.D.B.M. (Third Semester) EXAMINATION, 2018**

**302 : DECISION SCIENCE**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

- N.B. :—** (i) All questions are compulsory.  
(ii) Neat diagrams must be drawn wherever necessary.  
(iii) Use of Simple Calculator is allowed.  
(iv) All questions carry equal marks.

1. A manufacturing company makes 3 products, each of which require 3 operations as a part of manufacturing process. The company can sell all of the products it can manufacture but its production capabilities are limited. Additional related data is given below :

Product	Manufacturing requirements (Hours/unit)			Cost (₹)	Selling Price (₹)
	Centre 1	Centre 2	Centre 3		
A	1	3	2	11	15
B	3	4	1	12	20
C	2	2	2	10	16
Available Hours	160	120	80		

Formulate the LPP.

[10]

P.T.O.

Or

Solve the following maximization transportation Problem by MODI Method, table shows profit per unit at each distribution center W, X, Y & Z. [10]

	W	X	Y	Z	Supply
A	12	18	6	25	200
B	8	7	10	18	500
C	14	3	11	20	300
Demand	180	320	100	400	

2. The tooth care hospital provides free dental service to the patients on every Saturday morning. Dentist takes on an average, 2.5 minutes for a patient to get treatment and the actual time taken is known to vary approximately exponentially around this average. The patients arrive according to Poisson distribution with an average of 20 per hour. The administrator officer of the hospital wants to investigate the following :
- (a) The fraction of the time at least dentist is idle
  - (b) Probability that a patient has to wait for the service
  - (c) Expected number of patients waiting in the system
  - (d) The average time that a patient spends at the hospital. [10]

Or

At a bus terminal every bus should leave with driver. At the terminus they keep 2 drivers as reserved if anyone on scheduled duty is

sick and could not come. The following is the probability distribution that driver becomes sick :

Number of Sick Drivers	Probability
0	0.30
1	0.20
2	0.15
3	0.10
4	0.13
5	0.12

Simulate for 10 days and the utilization of reserved drivers. Also find how many days and how many buses cannot run because of non-availability of drivers. Use the following random numbers : 30, 54, 34, 72, 20, 02, 76, 74, 48, 22. [10]

3. From the following payoff matrix calculate : [10]

- (i) Maximin
- (ii) Maximax
- (iii) Equal probability (Laplace)
- (iv) Minimax regret.

State of Nature	Strategy		
	S <sub>1</sub>	S <sub>2</sub>	S <sub>3</sub>
N <sub>1</sub>	4,000	20,000	20,000
N <sub>2</sub>	-100	5,000	15,000
N <sub>3</sub>	6,000	400	-2,000
N <sub>4</sub>	18,000	0	1,000



Or

Find the optimum strategies for A and B in the following game.

Also obtain value of game : [10]

		<b>B's Strategy</b>			
		B1	B2	B3	B4
<b>A's Strategy</b>	A1	2	-2	4	1
	A2	6	1	12	3
	A3	-3	2	0	6
	A4	2	-3	7	1

4. For the following information :

<b>Activity</b>	<b>Optimistic Time (Weeks)</b>	<b>Pessimistic Time (Weeks)</b>	<b>Most Likely Time (Weeks)</b>
1—2	6	8	7
1—3	1	9	2
1—4	1	7	4
2—6	1	3	2
3—5	1	9	5
4—5	1	9	5
4—7	2	8	2
5—6	4	4	4
5—7	4	10	4
6—8	2	14	5
7—8	2	8	2

(a) Construct the project network diagram.

(b) Find the critical path. [10]

*Or*

Explain the following in terms of PERT/CPM : [10]

- (i) Earliest time
- (ii) Latest time
- (iii) Total activity float
- (iv) Event slack
- (v) Critical path.

5. (a) A pair of dice is thrown. Find the probability of getting the sum : [5]
- (a) more than 9
  - (b) divisible by 3 or 4.
- (b) A product is manufactured by a company for which it has three machines  $M_1$ ,  $M_2$ ,  $M_3$ . Machine  $M_1$  produces 50%.  $M_2$  produces 30%,  $M_3$  produces 20% of the total output. Past experience shows that  $M_1$  produces 4% defectives while  $M_2$ ,  $M_3$  produces 5% and 6% defectives respectively. At the end of the day from total production one unit of production is selected at random and is found to be defective. What is the chance that Machine  $M_1$  has produced it ? [5]

*Or*

The incidence of certain disease is such that on average, 20% of workers suffer from it. If ten workers are selected at random, find the probability that : [10]

- (a) Exactly two workers suffer from the disease
- (b) Not more than two workers suffer from the disease
- (c) At least nine workers suffer from the disease.

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Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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**[5476]-304**

**PGDBM (Third Semester) EXAMINATION, 2018**

**304-FBM : ESSENTIALS OF FAMILY BUSINESS**

**MANAGEMENT—I**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) There are *five* questions, each of **10** marks.

(ii) *All* questions are compulsory with internal choice.

1. Justify your answer : “There is a need to understand the difference of business in family business and its impact on succession process.” [10]

*Or*

What are the principles which are guiding Family business ?

2. What is the need to preserve the entrepreneurial spirit and promote a positive-sum dynamic in later generation ? [10]

*Or*

Explain the conflict and cultural change faced by business due to generation change.

P.T.O.

3. What is the difference between creative conflicts and destructive conflicts ? [10]

*Or*

How family articulates values in members for effective successful planning ?

4. What exactly constitutes a family members' compensation ? Are salaries scaled and based on the roles and responsibilities of each family member ? [10]

*Or*

What are the criteria for next-generation family members becoming owners ? Should they require a certain level of education and experience ? Who will determine the criteria and if it has been met ?

5. Discuss the issues if a non-family manager is a bridging president or CEO of Family Business. [10]

*Or*

How can family culture be extended to non-family managers in family business ?

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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**[5476]-305**

**PGDBM (Third Semester) EXAMINATION, 2018**

**304 FIN : FINANCIAL REGULATORY FRAMEWORK**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) All questions are compulsory with an internal option.

(ii) Each question carries **10** marks.

1. What are the different Regulators of Financial System in India ? [10]

*Or*

Explain the role and contribution of SIDBI in detail.

2. Explain the objectives, functions and role of SEBI in detail. [10]

*Or*

Discuss the role and functions of PFRDA.

3. Define 'Articles of Association'. What are the different contents of Articles of Association ? [10]

*Or*

Define Prospectus. What are the different contents of prospectus?

P.T.O.

4. Distinguish between ADR and GDR. [10]

*Or*

Explain the provisions of FEMA regarding acquiring property outside India.

5. What is Indian Trust Act 1882 ? Elucidate the Formation of a Trust and types of Registration Associated with a Private Trust. [10]

*Or*

Write short note on any *two* :

- (i) Non-Banking Finance Companies (NBFCs)
- (ii) Nidhi Companies
- (iii) Societies Registration Act, 1860.

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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**[5476]-306**

**P.G.D.B.M. (III Semester) EXAMINATION, 2018**

**HR-304 : PERFORMANCE MANAGEMENT**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** All questions carry equal marks (10 marks each).

1. (a) Define Performance Management. Discuss the benefits of Performance Management.

*Or*

- (b) Distinguish between Performance Appraisal and Performance Management.

2. (a) What is Performance Appraisal ? Explain types of Performance Appraisal.

*Or*

- (b) Write short notes on :

- (i) Process of Performance Managing
- (ii) Role of efficiency relating to Performance Management
- (iii) Engendering trust

P.T.O.



3. (a) Explain the factors affecting effective use of Performance Management.

*Or*

- (b) Explain the role of leadership for building strong performance oriented culture.

4. (a) Define Reward. Explain the linkage between Performance Management and Reward.

*Or*

- (b) Identify management problems in evaluating performance. Discuss the limitations of deficiencies of Performance Appraisal.

5. (a) What are do you mean by Ethical Performance Management ? Explain the objectives and significance of ethics in Performance Management.

*Or*

- (b) Explain the approaches followed by multinational companies while taking decisions on ethical issues in the global context.

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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**[5476]-307**

**PGDBM (Third Semester) EXAMINATION, 2018**

**304-IB : INDIAN ECONOMY AND TRADE DEPENDENCIES**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) All questions are compulsory.

(ii) Each question has an internal option.

(iii) Each question carries **10** marks.

(iv) Your answers should be specific and to the point.

(v) Support your answers with suitable live examples.

- 1.** State various Public sector reforms in India. Also explain impact of Privatization and Disinvestments in India after 1991. [10]

*Or*

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

- 2.** Critically explain the role of Foreign aid from Indian Business perspective. [10]

*Or*

Explain various Economic reforms initiated by Government of India in the past for the reduction of Poverty in India. [10]

P.T.O.

3. Elaborate on Industrial growth under 11th Five Year Plan. [10]

*Or*

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

4. Discuss in detail the direction of Indian Foreign Trade since 1991. [10]

*Or*

Discuss the role of SEZ in foreign trade of India. [10]

5. What are the Global Strategies in the Global Trade with reference to India ? [10]

*Or*

Write a detailed note on WTO. [10]

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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**[5476]-308**

**P.G.D.B.M. (III Sem.) EXAMINATION, 2018**

**304 IT : SOFTWARE ENGINEERING**

**(2013 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 50**

- N.B. :—** (i) All questions are compulsory.  
(ii) Figures to the right indicate full marks.

1. Attempt the following questions (any one) : [10]  
(a) Explain various phases of SDLC.  
(b) Design a GUI form for opening savings account in a bank.
2. Attempt the following questions (any one) : [10]  
(a) Draw activity diagram for Library system with the following :  
(i) Registration of student  
(ii) Book requirement  
(iii) Search the book  
(iv) If available, issue the book  
(v) After a week, return the book by student  
(vi) If late, fine calculation.  
(b) Explain waterfall model in detail.

P.T.O.

- 3.** Attempt the following questions (any *one*) : [10]
- (a) Draw a use-case diagram for maintaining travelers details for airline booking.
  - (b) Explain software process in detail.
- 4.** Attempt the following questions (any *one*) : [10]
- (a) Explain RAD model.
  - (b) What is Requirement ? Explain different types of Requirements.
- 5.** Write short notes on (any *two*) : [10]
- (a) Prototyping
  - (b) Class Diagram
  - (c) JAD.

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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**[5476]-309**

**PGDBM (Third Semester) EXAMINATION, 2018**

**304-MKT : CONTEMPORARY MARKETING RESEARCH**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) *All questions are compulsory.*

(ii) *All questions carry equal marks.*

(iii) *Figures to the right indicate full marks.*

1. Discuss meaning of marketing research and explain the steps of marketing research process.

*Or*

Define marketing research. “Marketing research plays an important role in deciding marketing strategies”. Discuss this statement.

2. A soft drink concentrate manufacturer (for example Rasana) wants to conduct consumer behavior survey of users and non-users of soft drink concentrate . Design questionnaire both users and non-users.

*Or*

Explain the types of scales of measurement used in marketing research with suitable examples.

P.T.O.

3. Explain the terms: probability sampling and non-probability sampling. Discuss in brief types of probability sampling designs.

*Or*

What is Latin square design ? What are steps involved in constructing Latin square design ?

4. What is ANOVA ? What are applications of ANOVA ?

*Or*

Genetics engineer was attempting to cross a tiger and a cheetah. She predicted a phenotypic outcome of the traits she was observing to be in the following ratio 4 stripes only : 3 spots only : 9 both stripes and spots. When the cross was performed and she counted the individuals she found 50 with stripes only, 41 with spots only and 85 with both. According to the Chi-square test, did she get the predicted outcome ?

D.F.	Value
1	3.841
2	5.991
3	7.815

5. Give an example of a situation where each of the following techniques can be used :

- (i) Factor analysis
- (ii) Cluster analysis
- (iii) Multidimensional scaling
- (iv) Conjoint analysis.

*Or*

What is factor analysis ? Discuss its applications and limitations.

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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**[5476]-310**

**P.G.D.B.M. (III Semester) EXAMINATION, 2018**

**304 OPE – INVENTORY MANAGEMENT**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) Attempt *all* questions.

(ii) *All* questions carry equal marks.

1. (a) What are the different types of inventory cost ? Explain carrying cost, ordering cost, shortage cost. [10]

*Or*

- (b) Discuss and explain the various types of inventory, with the help of examples.

2. (a) Differentiate between continuous review system (Q) and periodic review system (P). Also explain in short, issues in 'P' and 'Q' system of inventory control. [10]

*Or*

- (b) Inventory control systems is the major phenomenon of modern organization. Explain this statement highlighting the importance of inventory control system.

3. (a) Discuss and explain the EOQ model, with example. [10]

P.T.O.



*Or*

- (b) Explain the production quantity model. Also explain its application with respect to inventory management.

4. (a) Explain JIT, giving the principles of JIT. [10]

*Or*

- (b) Discuss how Kanban can be used as a control tool for inventory management vis-a-vis JIT ?

5. (a) What is 'make-or-buy' decision ? Explain the factors influencing make-or-buy decisions. [10]

*Or*

- (b) Discuss and explain the following :  
FSN, HML, XYZ. Also briefly state the importance of various inventory analysis methods.

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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**[5476]-311**

**PGDBM (Third Semester) EXAMINATION, 2018**

**304-RABM : AGRICULTURE AND INDIAN ECONOMY**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) There are *five* questions each of **10** marks.

(ii) *All* questions are compulsory with internal choice.

1. What are the New Thrust Areas in Agriculture ? Explain in detail. [10]

*Or*

Discuss the present position of Indian Agriculture and what are the looming crises for agriculture ?

2. What are the provisions made for Food Security in India ? [10]

*Or*

Explain the policy reforms and features of Public Distribution Systems.

3. How the private sector has participated in irrigation and other agricultural inputs ? [10]

*Or*

Explain the significance of livestock and dairy development in India.

P.T.O.

4. What is cooperative farming ? Describe the subdivisions and fragmentation of land holdings. [10]

*Or*

Explain the need and scope of land reforms in a developing economy.

5. Explain the unorganized sector of agriculture labour and Informalisation of Indian economy. [10]

*Or*

Write short notes on (any *two*) :

- (a) National Commissions on Rural Labour (NCRL)
- (b) Agricultural Labour and Minimum Wages
- (c) Abolition of Bonded Labour.

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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**[5476]-312**

**PGDBM (Third Semester) EXAMINATION, 2018**

**304-SCM : ESSENTIALS OF SUPPLY CHAIN MANAGEMENT**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) All questions are compulsory.

(ii) Each question has an internal option.

(iii) Each question carries **10** marks.

(iv) Your answers should be specific and to the point.

(v) Support your answers with suitable live examples.

1. What is supply chain management ? Also explain generalized supply chain model. [10]

*Or*

Explain different aspects of Financial sophistication in supply chain. [10]

2. Explain Agile as supply chain strategy. [10]

*Or*

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

P.T.O.

3. “In the modernization of Business growth in outsourcing increased scope of supply chain management”. Explain the statement with example. [10]

*Or*

What are the reasons for fundamental shift from linear supply chain to collaborative network ? [10]

4. What are the benefits of Inventory Management ? [10]

*Or*

What are the functions of Distribution Manager ? [10]

5. What is meant by “customer success” ? How is it different from “customer satisfaction” ? [10]

*Or*

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

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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**[5476]-313**

**PGDBM (Third Semester) EXAMINATION, 2018**

**304-TM : TECHNOLOGY COMPETITION AND STRATEGY**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

- N.B. :—** (i) All questions are compulsory.  
(ii) All questions carry equal marks.

1. Explain competitive consequences of technology changes with suitable example.

*Or*

Explain the term “Competitive domains”. How do competitive domains evolve due to technological change.

2. How does technology intelligence will help organisation to complete with their rival. Give appropriate examples.

*Or*

What do you understand by mapping the technology environment? Explain different steps in mapping.

3. What is meant by strategy ? Explain the business strategy and technology strategy.

P.T.O.

*Or*

What are different technology strategy ? Explain the type with appropriate example.

4. Explain the role of chief technology officer.

*Or*

What are the different types of Technology Strategy ? Explain the types with appropriate examples.

5. What is collaborative arrangement ? What are the different advantages of inter firm collaboration for small and large firms.

*Or*

Explain different risk collaborative activities for firm involved in technology collaboration mode.

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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**[5476]-314**

**P.G.D.B.M. (Sem. III) EXAMINATION, 2018**

**305 : MARKETING MANAGEMENT**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

- N.B. :—** (i) All questions are compulsory.  
(ii) Each question has internal choice.  
(iii) All questions carry equal marks.

1. (a) What is Marketing Management ? Explain 4P's of marketing with suitable example of FMCG product.

*Or*

- (b) What is marketing mix ? How marketing mix changes along with different phases of product life cycle ?

2. (a) State and explain factors influencing pricing decisions with appropriate example.

*Or*

- (b) State importance and role of distribution channel in marketing.

3. (a) Promotion of a product for good sales turnover is imperative. Comment.

*Or*

- (b) Explain the importance of branding for FMCG product.

P.T.O.



4. (a) Explain Extended P's of marketing in detail.

*Or*

(b) What are the various methods of promotion ? Write a detailed note on them.

5. Write short notes on (any *two*) :

(i) Branding, Purpose and Significance

(ii) Discuss the types of New Product

(iii) Product Life-cycle

(iv) Significance of Promotion.

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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**[5476]-401**

**PGDBM (IV Semester) EXAMINATION, 2018**

**401 : GEOPOLITICS AND THE WORLD ECONOMIC SYSTEM  
(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

- N.B. :—** (i) All questions are compulsory.  
(ii) All questions carry equal marks.  
(iii) Figures to the right indicate full marks.

- 1. (a)** Broadly identify the aspects of distribution of wealth and economic activities. [10]

*Or*

- (b)** Discuss the international political economy in the post-liberalisation era. [10]

- 2. (a)** Discuss the difference among national economy. [10]

*Or*

- (b)** Write a note on Development Capitalism. [10]

- 3. (a)** Distinguish between GATT and WTO. [10]

*Or*

- (b)** Write short note on the functions of : [10]

**(a)** SAARC

**(b)** ASEAN.

P.T.O.

4. (a) Explain the role of IMF in the international financial system. [10]

*Or*

- (b) Discuss the cause and effects of international financial crisis citing suitable examples. [10]

5. (a) Discuss the growth of FDI post-economic liberalisation. [10]

*Or*

- (b) “MNCs pose a threat to state’s corporations.” Discuss the statement in Indian context. [10]

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Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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**[5476]-403**

**P.G.D.B.M. (IV Sem.) EXAMINATION, 2018**  
**403 (FBM) : MANAGING INNOVATION-I**  
**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) *All questions are compulsory.*

(ii) *All questions carry equal marks.*

1. Define 'Innovation'. Explain innovation to growth.

*Or*

Why 'Innovate' ? Explain 'Innovate for survival'.

2. What is the concept of Innovation value ? Explain strategic leadership value.

*Or*

Discuss 'Imitability' and 'Complementary Assets'.

3. Write short notes on (any *two*) :

(i) Profit chain

(ii) Value chain

(iii) Value Configurations

(iv) Competencies.

*Or*

Explain the relationship between 'Competencies' and 'Assets'.

4. What is the concept of the 'Innovation Portfolio' ? Explain the 'Feelings' and 'needs' for innovation.

P.T.O.

*Or*

What is the meaning' of Innovation opportunities ? Explain creating emotional appeal for Innovation.

- 5.** Discuss the 'Customers' and 'Complementary Innovators'.

*Or*

Explain the sources of Innovation as 'Government' and 'Private Laboratories'.

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Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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**[5476]-404**

**P.G.D.B.M. (IV Sem.) EXAMINATION, 2018**

**403 (Fin) : CORPORATE FINANCE**

**(Finance Specialisation-II)**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

- N.B. :—** (i) All questions carry equal marks.  
(ii) Use of simple calculator is allowed.

1. (a) State the financial goals of corporation. [10]

*Or*

- (b) Explain in detail corporate investment decisions. [10]

2. (a) Stark industries earnings before interest and taxes for the financial year 2011 amounted to Rs 5,130 lacs.  
Applicable tax rate is 35%, 60% of the company's assets are financed by debt which has an after tax cost of 3.8% while 40% is financed by equity with a cost of 9.8%. Stark industries average total capital employed over the period amounted to Rs. 50,420 lacs. Find EVA. [10]

*Or*

- (b) In 2015, Company Arihant reported a net operating profit of Rs. 16 lacs and the company achieved an effective tax rate of 29.5%.

Company Arihant's capital structure was developed as follows :

- (1) 65% of the company's capital was raised through equity financing with a cost of equity being at 6.5%.

P.T.O.

- (2) 35% of the company's capital was financed by debt financing with an after tax cost of 4.2% of debt.

In the given year, the company employed a total capital of Rs. 84 lacs to implement new expansion projects and maintain its current operations. Find EVA. [10]

3. (a) Define Value Based Management. State the benefits of VBM. [10]

*Or*

- (b) Define Corporate Governance and state any *five* models of Corporate Governance. [10]

4. (a) A company has an EPS of Rs. 15. The market rate of discount applicable to the company is 12.5%. Retained earnings can be reinvested at IRR of 10%. The company is paying out Rs. 5 as dividend. Calculate market price of share, by using Walter's model. [10]

*Or*

- (b) EPS of company is Rs. 15. The market rate of discount applicable to the company is 12%. The dividends are expected to grow at 10% annually. The company retains 70% of its earnings. Calculate the market value of the share using Gordon's model. [10]

5. (a) What is Corporate Restructuring and explain the techniques in detail. [10]

*Or*

- (b) Mention the concepts of Corporate Restructuring and the reasons for corporate restructuring. [10]



Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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**[5476]-405**

**P.G.D.B.M. (IV Sem.) EXAMINATION, 2018**

**403 HR : LABOUR LAW**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) All questions are compulsory.

(ii) Each question carries equal marks (10 marks each).

1. (a) Explain the evolution of Indian Labor Law ?

*Or*

(b) Why there is need to change Labour Laws ?

2. (a) State the provisions of Factory Act, 1948 relating to annual leave with wages.

*Or*

(b) Explain the following with reference to the payment of Bonus Act, 1965 :

(i) Payment of minimum and maximum bonus.

(ii) Set on and set off allocable surplus.

3. (a) Explain the provisions relating to health under Factory Act, 1948.

*Or*

(b) Explain the provisions relating to welfare under Factory Act, 1948.

P.T.O.

4. (a) Write a note on scope and object of the employee's provident funds and miscellaneous Provision Act, 1952.

*Or*

- (b) Explain provisions made in the payment of Gratuity Act, 1972 with regards to determination of the amount of gratuity and its payment.

5. (a) Explain the various benefits under the ESI Act, 1948.

*Or*

- (b) What is employer's liability for the compensation under the Workmen's Compensation Act, 1923 ?

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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**[5476]-406**

**P.G.D.B.M. (IV Sem.) EXAMINATION, 2018**

**403-IB : INTERNATIONAL BUSINESS ECONOMICS**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) All questions are compulsory.

(ii) All questions carry equal marks.

1. (a) Explain the significance of International Business with respect to current economy situation of India.

*Or*

- (b) Discuss briefly Balance of Trade and Balance of Payment.

2. (a) Critically examine the law of comparative advantage theory.

*Or*

- (b) What are the important traditional theories of International Trade ? Explain them briefly.

3. (a) Discuss the various forms of Foreign Exchange quotations.

*Or*

- (b) Bring out the arguments for and against India's major regional trade agreements.

P.T.O.

4. (a) Define Multinational Corporation. Explain the need for emergence of MNCs.

*Or*

- (b) Discuss any theory of exchange rate determination in detail.
5. (a) What is Bretton Wood's agreement ? Explain the significance of this agreement in international monetary environment in the post-war period.

*Or*

- (b) Describe the nature of International reserves in current economic situation of India.

Total No. of Questions—6]

[Total No. of Printed Page—1

<b>Seat No.</b>	
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**[5476]-407**

**P.G.D.B.M. (Sem. IV) EXAMINATION, 2018**

**403 : IT MANAGEMENT**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

- N.B. :—** (i) Question No. **6** is compulsory.  
(ii) Attempt any *four* questions from the remaining.  
(iii) *All* questions carry equal marks.

1. Describe the evolution of computers.
2. Explain different networking trends, networking media and processors.
3. Explain system software.
4. What do you understand by Database Management ? Explain its features.
5. Explain the need of security management.
6. Write short notes on (any *two*) :
  - (a) Performance Measurement
  - (b) CRM
  - (c) Groupware.

[5476]-407

Total No. of Questions—10]

[Total No. of Printed Pages—2

Seat No.	
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**[5476]-408**

**P.G.D.B.M. (Sem. IV) EXAMINATION, 2018**

**403 (MKT) : INTEGRATED MARKETING COMMUNICATION**

**(BOS : Marketing Management)**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) All questions are compulsory and carry equal marks.

(ii) Figures to the right indicate full marks.

1. Define and highlight the importance of Integrated Marketing Communication (IMC) in present day's business with example. Outline the IMC Planning, Process. [10]

*Or*

2. Draw the Ad-agency organization structure and explain the role of each department in an Ad campaign of any brand of your choice. [10]

3. Explain with the help of examples use of Information technology in formulating effective marketing communication. [10]

*Or*

4. What is media mix ? Discuss merits and demerits of various media with relevant examples. [10]

5. Explain the various methods of estimating the size of an advertising Budget. [10]

P.T.O.

*Or*

**6.** Write short notes on any *two* : [10]

(a) AIDA

(b) Power brands

(c) Public Relations Management for a business firm.

**7.** Discuss the suitability of the following for advertising various products and services through Television : [10]

(a) Annual Central Govt. Railway budget presentation.

(b) International sports event of your choice.

*Or*

**8.** Explain the functions of Advertising Agency. [10]

**9.** Describe the various objectives with which an advertisement should be made. [10]

*Or*

**10.** Describe the process of successful media planning. [10]

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Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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**[5476]-410**

**P.G.D.B.M. (Sem. IV) EXAMINATION, 2018**

**403-RABM : RURAL MARKETING-I**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) All questions are compulsory.

(ii) Each question carries **10** marks.

1. (a) Explain the Taxonomy of the Rural Market. [5]  
(b) What are the potentials of rural market that motivate the marketers to “go rural”. [5]

*Or*

Explain the concept of “Bottom of Pyramid” and its impacts on marketer’s decision-making to go rural. [10]

2. “Social marketing plays vital role in developing rural economy.” Interpret the statement in view of e-Choupal concept adopted by ITC. [10]

*Or*

Explain the working and benefits of ‘Project Shakti’ initiated by HUL. [10]

3. (a) In what way does rural consumer differ from urban consumer ? [5]  
(b) Explain rural environmental factors influencing the decision-making process in marketing. [5]

P.T.O.

*Or*

Explain consumer buying decision process for a motorcycle to be used in rural parts. [10]

4. Explain various steps involved in the marketing research. [10]

*Or*

Elucidate various challenges in carrying out marketing research in rural India. [10]

5. (a) What is meant by market segmentation ? [5]

- (b) What are the bases of segmenting potential market ? [5]

*Or*

- (a) What is Positioning ? [5]

- (b) What do you mean by Target Market ? [5]

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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**[5476]-411**

**P.G.D.B.M. (IV Sem.) EXAMINATION, 2018**  
**403 (SCM) : INVENTORY MANAGEMENT**  
**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) All questions are compulsory.

(ii) Each question has an internal option.

(iii) All questions carry equal marks.

**1. (a)** What is Aggregate Planning ? Describe linkage of Aggregate Planning with Inventory Management. [10]

*Or*

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

(1) Chase Production strategy

(2) Mixed Production Strategy.

**2. (a)** What are Inventories ? Describe various types of Inventory. [10]

*Or*

**(b)** What do you understand by Procurement cost ? What are the major elements of Procurement Cost ? [10]

**3. (a)** Explain the Three V Model Inventory in investment in managing inventory. [10]

*Or*

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

(1) Inventory for Outbound System

(2) Inventory at Multiple Locations.

P.T.O.

4. (a) Explain Environmental aspects of Storage in Managing Inventory. [10]

*Or*

- (b) Write short notes on : [10]  
(1) Identification of land contamination  
(2) Precautions during loading and unloading.

5. (a) What is JIT ? Explain JIT Purchasing with example. [10]

*Or*

- (b) Write short notes on : [10]  
(1) JIT Transportation  
(2) JIT Production.

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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**[5476]-412**

**P.G.D.B.M. (IV Sem.) EXAMINATION, 2018**

**403 T.M. : FUNDAMENTALS OF TECHNOLOGY MANAGEMENT  
(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) *All questions are compulsory.*

(ii) *All questions carry equal marks.*

1. Explain the relationship between knowledge and technology with different levels of technology development.

*Or*

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

2. Explain in detail the relationship between technology and wealth creation with suitable example.

*Or*

Write short notes on :

(a) Long Wave Cycle

(b) Production Technology and Product Technology.

3. What is Creativity, Invention and Innovation ? Explain various types of innovation.

*Or*

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

P.T.O.

4. Explain the new paradigms of managing technology in industry.

*Or*

What are the MOT guiding principles for management of modern enterprises ?

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

*Or*

Write short notes on :

- (a) Indices of competitiveness
- (b) Japan as a role model of managing technology of global competition.

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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**[5476]-413**

**P.G.D.B.M. (IV Sem.) EXAMINATION, 2018**

**404 F.B.M. : ESSENTIALS OF FAMILY BUSINESS MANAGEMENT-II  
(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) *All questions are compulsory.*

(ii) *All questions carry equal marks.*

1. What do you mean by well balanced board ? Discuss establishment of well balanced board.

*Or*

Explain the concept of ‘Two-Tier’ Boards.

2. Discuss different types of policies to face complexities in cousin companies.

*Or*

Explain the boundaries between the board and the family council.

3. How right successor/leader can be selected from next generation ? Discuss the process.

*Or*

Explain the resistance to succession planning by different elements of family business.

4. What do you mean by ‘Transfer of Power’ in term of CEO of Family Business firm.

*Or*

Explain the process of ‘Building Financial Security’ in family business.

P.T.O.

5. Discuss the different states of evolution.

*Or*

Write short notes on :

- (a) Intrapreneurship
- (b) Family firm Resources for the future.

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Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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**[5476]-414**

**P.G.D.B.M. (IV Sem.) EXAMINATION, 2018**  
**FINANCE SPECIALIZATION**  
**(404 : Merchant Banking and Financial Services)**  
**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

- N.B. :—**
- (i) All questions are compulsory.
  - (ii) Each question has an internal option.
  - (iii) Each question carries **10** marks.
  - (iv) Figures to the right indicate marks for that question/subquestion.
  - (v) Your answers should be specific and to the point.
  - (vi) Support your answers with suitable live examples.
  - (vii) Draw neat diagrams and illustrations supportive to your answer.

- 1. (a)** What is Merchant Banking ? Elaborate the functions of Merchant Banking and explain its legal and regulatory frameworks.[10]

*Or*

- (b)** State the structure of Indian Financial System in the pre-1991 and post 1991 period. [10]

- 2. (a)**
- (i) Define the term 'Underwriter'. State its types. [5]
  - (ii) Book building process. [5]

*Or*

- (b)** Write short notes on :
- (i) Post issue activities undertaken by lead manager. [5]
  - (ii) Pricing models. [5]

P.T.O.

3. (a) Do you agree with the statement-‘Mergers and Acquisition can generate cost efficiency through economies of scale and enhance the revenue through gain in market share’. Elucidate. [10]

*Or*

- (b) What is Portfolio Management ? Explain the duties and responsibilities of Portfolio Manager. [10]

4. (a) Describe the term ‘Financial Services’. Explain the evolution of financial services in India. [10]

*Or*

- (b) Write short notes on : [10]  
(i) Difference between hire purchase and leasing Insurance  
(ii) Insurance.

5. (a) “We have one of the largest pools of scientific and technical manpower, yet many of our young people and new entrepreneurs find it difficult to raise the necessary capital.”–Finance Minister. Elucidate the statement. [10]

*Or*

- (b) (i) Define the term ‘Credit Rating’. Why there is need of credit rating in India ? [5]  
(ii) How the consumer finance helps the ultimate consumer and at the same time gives boost to development of economy ? [5]

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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**[5476]-415**

**P.G.D.B.M. (IV Sem.) EXAMINATION, 2018**

**404-HR : INDUSTRIAL RELATIONS**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) There are *five* questions each of **10** marks.

(ii) *All* questions are compulsory with internal choice.

1. What do you understand by the term 'Industrial Relations' ? Explain its importance in Industrial Growth in our country. [10]

*Or*

Define Industrial Relation. Explain the factors to have a smooth Industrial Relations.

2. What is Industrial Dispute ? Explain the causes of Industrial Disputes. [10]

*Or*

Explain the machineries to solve industrial dispute under Industrial Dispute Act, 1947.

3. Discuss the provisions contained in the "Trade Union Act, 1926 regarding political fund. Discuss how it has been used. [10]

*Or*

Define Trade Union. Elaborate types and structure of Trade Union.

P.T.O.

4. Explain the provisions for welfare and Health of contract labour Act, 1970. [10]

*Or*

Explain the procedure for certification and submission of draft under Industrial Employment (Standing Order) Act, 1946.

5. Define collective bargaining. State the various alternatives to collective bargaining. [10]

*Or*

Explain the process of collective bargaining and causes of failure of collective bargaining.

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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**[5476]-416**

**P.G.D.B.M. (IV Sem.) EXAMINATION, 2018**  
**404-IB : EXPORT AND IMPORT PROCEDURE**  
**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) Attempt *five* questions.

(ii) *All* questions carry equal marks.

1. Explain the characteristic features of INCO terms.

*Or*

Comment on “Procedures and documentation in International Trade is complex but not difficult.

2. Describe in detail the procedure and related documentation involved in custom clearance of export cargo.

*Or*

Comment on Forwarding agents play important role in Export-Import Business Operations.

3. What are the various methods of payment use in International Trade ?

*Or*

Write a short note on preshipment and post-shipment finance.

4. Comment on “Role of Export promotion councils is very crucial for organization which involve in Exports.”

P.T.O.

*Or*

Write short note on ITPO.

5. Explain the Major Laws governing India's Export-Import Trade.

*Or*

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

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Total No. of Questions—6]

[Total No. of Printed Pages—1

Seat No.	
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**[5476]-417**

**P.G.D.B.M. (IV Sem.) EXAMINATION, 2018**

**404 (IT) : E-BUSINESS**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) *All* questions carry equal marks.

(ii) Q. No. 6 is compulsory. Solve any *four* from the remaining.

1. Suggest an architecture for an organization involved in electronics business. [10]
2. Explain e-business models in detail with suitable examples. [10]
3. What is the importance of e-SCM in e-business ? Explain the implementation process of e-SCM in e-business. [10]
4. What are different legal aspects to be taken into consideration for e-business ? [10]
5. What is m-commerce ? Explain m-commerce framework and models in detail. [10]
6. Write short notes on (any *two*) : [10]
  - (a) e-CRM
  - (b) e-business on Social Media
  - (c) Search Engine Optimization (SEO).

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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**[5476]-418**

**P.G.D.B.M. (IV Sem.) EXAMINATION, 2018**

**404 MKT : CONSUMER BEHAVIOUR**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) *All questions carry equal marks.*

(ii) *All questions are compulsory.*

(iii) *Internal options are provided.*

1. Discuss the concept of Consumer Vs Customer. Explain how culture affect Consumer Behaviour.

*Or*

Explain the Family Life Cycle and how it affects purchasing decisions ?

2. What is personality ? How does it influence buying behaviour ?

*Or*

Explain the types of buying motives and the motive Hierarchy. Give relevant examples.

3. Discuss the Store and Non-store Buying process in detail with examples.

*Or*

Explain the various sources of information search. Explain the search, credence and experience aspects.

P.T.O.



4. Discuss the Howard Sheth Model in detail.

*Or*

Discuss the Engel-Blackwell Miniard model in detail.

5. To launch a new wrist watch in India, conduct the socio-economic profiling of consumers.

*Or*

Explain the concept of BoP and customers. Discuss their characteristics.

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Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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**[5476]-419**

**P.G.D.B.M. (IV Sem.) EXAMINATION, 2018**

**404 (OPE) : MRP-I AND MRP-II**

**(Specialization-III)**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) *All questions carry equal marks.*

(ii) *Answer five questions.*

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

*Or*

Explain the impact of various time horizons of demand on MPS process with an example.

2. Explain BOM in brief. Develop BOM for :

(a) Table

(b) Chair.

*Or*

What is role of MRP-I in industry ? Explain with example.

3. Explain the term capacity. Explain CRP process for a fast-food chain.

*Or*

Explain the backward and forward scheduling strategies with example.

P.T.O.

4. Explain the MRP-II framework.

*Or*

Explain the MRP-II functions with example.

5. Explain the problems and benefits of MRP-II.

*Or*

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

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Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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**[5476]-420**

**P.G.D.B.M. (IV Sem.) EXAMINATION, 2018**  
**404 (RABM) : RURAL CREDIT AND FINANCE**  
**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) *All questions are compulsory.*

(ii) *All questions carry equal marks.*

**1.** “Indian Economy is predominantly dependent upon agriculture.” Explain.

*Or*

Give the characteristics of Indian agriculture.

**2.** Explain the various financial intermediaries in agriculture with their functions.

*Or*

Discuss the role played by NABARD in rural development.

**3.** Give the structure of cooperative credit system in India. Discuss its special features.

*Or*

Discuss how cooperative banking system is significant for credit delivery in India.

P.T.O.

4. Explain kind loans and cash loans. Give 3Cs and 3Rs of credit.

*Or*

Discuss the productive Vs. consumption theory. Give 7Ps of credit.

5. “The role of BDS in rural finance is significant.” Explain.

*Or*

Discuss in detail the microfinance approach of rural credit.

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Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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**[5476]-421**

**P.G.D.B.M. (IV Sem.) EXAMINATION, 2018**

**404 (SCM) : LOGISTICS MANAGEMENT**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

- N.B. :—** (i) *All* questions are compulsory.  
(ii) Each question has an internal option.  
(iii) Each question carry **10** marks.

- 1.** (a) Define Logistics and discuss various activities involved in logistic management.

*Or*

- (b) What is logistics management ? Explain scope and importance of logistics management.

- 2.** (a) Discuss 'Logistics add value on macro and micro level.'

*Or*

- (b) What is fragmented logistics ? Discuss the problem related with fragmented logistics.

- 3.** (a) What is integrated logistics system ? Explain the benefits of integrated logistic system.

*Or*

- (b) Explain in brief the types of logistic relationship.

P.T.O.

4. (a) Discuss logistic outsourcing activities.

*Or*

(b) Explain logistic channel and cost perspective.

5. Write short notes on (any *two*) :

(a) Concept of 3 PL and 4 PL

(b) Global Service Issues

(c) Service location and layout

(d) Value added role of logistic management.

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Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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**[5476]-422**

**P.G.D.B.M. (IV Sem.) EXAMINATION, 2018**  
**TECHNOLOGY MANAGEMENT (Specialization)**  
**(Elective Core)**  
**(404 TM) : Technology Forecasting)**  
**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

- N.B. :—**
- (i) All questions are compulsory.
  - (ii) Each question has an internal option.
  - (iii) Each question carries **10** marks.
  - (iv) Figures to the right indicate marks for that question/sub-question.
  - (v) Draw neat diagrams and illustrations supportive to your answer.

- 1. (a)** What is technology forecasting method ? Explain the Participatory Techniques. [10]

*Or*

- (b)** Explain the Monitoring and Intelligence Method. Discuss environmental scanning. [10]

- 2. (a)**
- (i) Write a short note on Field Anomaly Relaxation. [5]
  - (ii) Write a short note on Scenario simulation. [5]

*Or*

- (b)** Explain the Nominal Group Process. Discuss creativity workshop with example. [10]

- 3. (a)** What is simulation ? Describe the simulation process with example. [10]

P.T.O.



*Or*

- (b) What is modeling ? State the steps involved in modeling process for a managerial decision making. Discuss. [10]

4. (a) Elaborate the concept of Decision Tree State the various applications of decisions tree in the field of technology forecasting. [10]

*Or*

- (b) Explain Cost-benefit analysis. Discuss in detail valuing and Decision method. [10]

5. Explain in detail Descriptive and Matrices method. Discuss Analogies method. [10]

*Or*

- (i) Write a short note on check list for impact identification. [5]  
(ii) Write a short note on Mitigation analysis. [5]