

Total No. of Questions : 5]

SEAT No. :

P4060

[Total No. of Pages : 5

[5565]-1001

M.B.A.

101 : ACCOUNTING FOR BUSINESS DECISIONS

(2016 Pattern) (Semester - I)

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Write short notes on :

- i) Users of accounting information.
- ii) Concepts in accounting.

[5]
[5]

OR

b) Differentiate between Cost Accounting and Financial Accounting. [10]

Q2) a) Given below is the Trial Balance of Mrs. XYZ as on 31st March 2018.

Trial Balance as on 31-3-2018.

Dr.

Cr.

Particulars	Amount	Particulars	Amount
Cash in hand	6,000	Bank Loan	20,000
Sundry Debtors	23,300	Sundry Creditors	15,000
Bills Receivable	10,000	Sales	65,800
Opening stock	16,000	Purchase Return	3,700
Purchases	37,900	Bills Payable	8,000
Sales returns	800	Discount received	25,000
Salaries	11,000	Capital	55,000
Wages	2,000		
Advertisements	3,200		
Discount allowed	1,000		
Machinery	40,000		
Carriage	2,500		
Insurance	1,800		
Drawings	2,500		
Octroi Duty	800		
Furniture	8,000		
Office Rent	3,200		
	1,70,000		1,70,000

P.T.O.

Adjustments :

- i) Closing stock of goods on 31-3-18 was valued at 21,000/-
- ii) Depreciate Furniture by 5% and Machinery by 10% p.a.
- iii) Outstanding salary Rs. 1000/- and wages Rs. 500/-
- iv) Prepaid insurance Rs. 300/-

Prepare Trading & Profit and Loss A/c for the year ending 31-3-2018 and Balance Sheet as on that date. **[10]**

OR

- b) The Trial Balance of Mr. PQR as on 31-3-2018 was as under.

Dr.

Cr.

Particulars	Amount	Particulars	Amount
Plant & Machinery	78,000	Capital	2,00,000
Furniture	20,000	Sales	1,47,000
Purchases	60,000	Returns	750
Returns	3,000	Discount	800
Opening Stock	30,000	Creditors	30,625
Discount	425		
Sundry Debtors	1,45,000		
Salaries	7,550		
Wages	10,000		
Carriage outward	1,200		
Rent	10,000		
Advertisement	2,000		
Cash	12,000		
	3,79,175		3,79,175

Adjustments :

- i) Closing stock was valued at Rs. 54,220/-
- ii) Provision for Bad Debts is to be kept Rs. 500/-
- iii) Interest on capital at 5% p.a.
- iv) Depreciate Plant & Machinery @ 10% p.a.
- v) The proprietor has taken goods worth Rs. 5,000/- for personal use and distributed goods worth Rs. 10,000/- as free samples.

Prepare Trading A/c, Profit & Loss A/c and Balance Sheet as on 31-3-2018. **[10]**

- Q3)** a) i) From the following information, calculate Prime cost, Works cost, Cost of production cost of Sales and Profit. [5]

Direct Material	30,000/-
Direct wages	20,000/-
Factory overheads	15,000/-
Administrative overheads	19,500/-
Selling & Distribution overheads	13,000/-
Sales	1,20,000/-

- ii) Write the important objectives of cost accounting. [5]

OR

- b) i) From the following information, prepare a simple cost sheet. [5]

Sales	2,50,000
Factory Rent	30,000
Direct Material	90,000
Showroom Rent	10,000
Audit fees	5,000
Office Salaries	40,000
Direct Wages	60,000
Direct expenses	4,000

- ii) Write in brief classification of cost as per elements. [5]

- Q4)** a) From the following details of stores receipts and issues of materials in a manufacturing unit, prepare the Stores Ledger using FIFO Method. [10]

1-2-2018	Purchased 500 tons at Rs. 2/- per ton
10-2-2018	Purchased 300 tons at Rs. 2.10/- per ton
12-2-2018	Issued 600 tons
15-2-2018	Purchased 400 tons at Rs. 2.20/- per ton.
18-2-2018	Issued 300 tons.
20-2-2018	Purchased 500 tons at R. 2.10/- per ton
25-2-2018	Issued 200 tons.

OR

- b) Royal Ltd. has three Production departments and two Service departments. The expenses for the period are :

Particulars	Amount	Particulars	Amount
Power	2,200	Depreciation	30,000
Lighting	800	Repairs	6,000
Stores overheads	1,600	Rent	550
Staff welfare	3,000	General expenses	12,000

Other information :

	Production Departments			Service Departments	
	A	B	C	X	Y
Direct wages	60,000	90,000	1,20,000	30,000	60,000
Direct Material	15,000	30,000	30,000	22,500	22,500
Staff (Nos)	150	225	225	75	75
Electricity (KWH)	6,000	4,500	3,000	1,500	1,500
Assets value	60,000	40,000	30,000	10,000	10,000
Light points	10	16	4	6	4
Area sq. ft.	1,500	2,500	500	500	500

Ascertain total overheads of Production departments and Service departments. [10]

- Q5)** a) From the following information, find out [10]
- PV Ratio
 - Sales required to Break Even Point.
 - Sales required to earn profit of Rs. 3,20,000/-

Information :

Selling price Rs. 80 per unit

Variable costs per unit

Direct material Rs. 20/-

Direct Labour Rs. 14/-

Variable overheads :

100% of Direct Labour cost

Fixed expenses Rs. 1,28,000/-

OR

- b) A company is expecting to have Rs. 25,000/- cash in hand on 1st April 2018 and it requires you to prepare an estimate of cash position in respect of 3 months from April to June 2018 from the information given below :

[10]

	Sales Rs.	Purchase Rs.	Wages Rs.	Expenses Rs.
February	70,000	40,000	8,000	6,000
March	80,000	50,000	8,000	7,000
April	92,000	52,000	9,000	7,000
May	1,00,000	60,000	10,000	8,000
June	1,20,000	55,000	12,000	9,000

Additional information :

- i) Period of credit allowed by suppliers 2 months.
- ii) 25% of sale is for cash & period of credit allowed to customers - one month.
- iii) Delay in payment of wages & expenses one month.
- iv) Income tax to be paid in June 2018 Rs. 25,000/-.

Total No. of Questions : 5]

SEAT No. :

P4061

[Total No. of Pages : 2

[5565]-1002

M.B.A. (Semester - I)

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

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Solve any one from each questions.*
- 2) *All questions are compulsory.*
- 3) *All questions carry equal marks (10 marks).*

Q1) a) What is Circular Flow of Economic Activity? Explain four sector model of Circular Flow.

OR

b) Explain the difference between Accounting profit & Economic profit. Also, elaborate role of profit in the market system.

Q2) a) What is demand forecasting? Elaborate objectives of demand forecasting.

OR

b) Discuss pricing & importance of pricing under monopolistic competition in short & long run.

Q3) a) Define 'Cost'. Describe the following costs with example (Any two) :

- i) Opportunity Cost
- ii) Incremental Cost
- iii) Sunk Cost.

OR

b) What is Risk? Explain Risk Management & its tools.

P.T.O.

Q4) a) What is 'Stock Exchange'. Explain the role & functions of 'Stock Exchange' in India.

OR

b) Describe role & functions of Reserve Bank of India.

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

- i) GATT
- ii) WTO
- iii) GDP
- iv) PPP (Purchasing Power Parity)

OR

b) Explain various concepts of 'Union Budget of India'.

Total No. of Questions : 5]

SEAT No. :

P4062

[Total No. of Pages : 2

[5565]-1003

M.B.A.

103 : LEGAL ASPECTS OF BUSINESS

(2016 Pattern)

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) What is a contract of guarantee? What are the parties to a contract of guarantee? Distinguish between a contract of indemnity and a contract of guarantee.

OR

b) What is a contract of agency? How is it created?

Q2) a) Who is an unpaid seller? Explain various rights given to an unpaid seller under the Sale of Goods Act.

OR

b) Define Contract of Sale. Explain fully essentials of a contract of Sale of Goods.

Q3) a) What do you mean by a negotiable instrument? What are the characteristics of a negotiable instrument?

OR

b) What is an endorsement? Explain various types of endorsement.

P.T.O.

Q4) a) Define 'Prospectus'. Who are responsible for mis-statements in a prospectus?

OR

b) "A Certificate of Incorporation is conclusive evidence that the requirements of the companies Act have been complied with." Discuss.

Q5) a) What are different consumer Disputes Redressal agencies? How are they established?

OR

b) Short Notes (any two) :

- i) Digital Signature.
- ii) Objectives of the IT Act, 2000.
- iii) Patent.
- iv) Trademark.



Total No. of Questions : 5]

SEAT No. :

P4063

[Total No. of Pages : 2

[5565]-1004

M.B.A.

**104 : BUSINESS RESEARCH METHODS
(2016 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/subquestion.*
- 5) *Support your answers with suitable line examples.*
- 6) *Your answers should be specific and to the point.*
- 7) *Draw neat diagram & illustrations supportive to your answer.*
- 8) *Use of simple calculator is permitted.*

Q1) a) Briefly describe the steps involved in research process? **[10]**

OR

b) Draft a research proposal for any one of the following : **[10]**

- i) An airline company interested in evaluating the effectiveness of its services.
- ii) To study the growing demand pattern for organic fruits & vegetables in domestic Indian market.

Q2) a) Explain the following terms with example. **[10]**

- i) Independent variables
- ii) Dependent variable
- iii) Concomitant variable
- iv) Extraneous variable

OR

b) What is hypothesis? What are the good qualities of hypothesis? Give one example for hypothesis. **[10]**

P.T.O.

- Q3)** a) Write in details : **[10]**
- i) Likert scales.
 - ii) Semantic differential scales.
 - iii) Constant sum scales.
 - iv) Graphic Rating scales.

OR

- b) Prepare a questionnaire for any one of the following situation. **[10]**
- i) To conduct a study on job satisfaction in company.
 - ii) To study need and importance of public transport system in your city.

- Q4)** a) What is sample? Explain sampling errors & non sampling error in details. **[10]**

OR

- b) Write in detail probability sampling. **[10]**

- Q5)** a) Draw Histogram of the following data. **[10]**

Wt. in kg	30-35	35-40	40-45	45-50	50-55	55-60	60-65
No. of students	3	5	12	18	14	6	2

Also find mode from the Histogram.

OR

- b) Explain the structure of research report & characteristics of good Research reports. **[10]**



Total No. of Questions : 5]

SEAT No. :

P4064

[Total No. of Pages : 1

[5565]-1005

M.B.A.

105 : ORGANIZATIONAL BEHAVIOR

(2016 Pattern)

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Answer any one from (a) or (b).

Q1) a) Define Scope & importance of Organizational Behavior in a workplace setting, using suitable examples. [10]

OR

b) Explain Cognitive and behavioristic frame work of Organizational Behavior. [10]

Q2) a) Define “Personality”. Explain role of Personality in performance. Explain Personality & job fit theory. [10]

OR

b) Write a note on Personality Tests and their practical applications. [10]

Q3) a) Write a note on 5 stage model of Group development. [10]

OR

b) Write a note on meaning and significance of contemporary leadership.[10]

Q4) a) Write a note on ‘workplace spirituality explaining the significance in organizational context. [10]

OR

b) Explain meaning of stress, sources of stress & types of stress. [10]

Q5) a) Write note on Meaning, definition and nature of Organizational change.[10]

OR

b) Explain Kotter’s Eight step plan for implementing change. [10]



Total No. of Questions : 5]

SEAT No. :

P4065

[Total No. of Pages : 2

[5565]-1006

M.B.A.

**106 : BASICS OF MARKETING
(2016 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) *Figure to the right indicate marks for question.*

Q1) Now a days the market is increasingly becoming complex; and uncertain. What might once have been considered a “strategy” is little more than dynamic in today’s changing environment. Discuss the meaning and core concepts of marketing in the light of above statement. **[10]**

OR

Discuss the tips of marketing mix with an example of a shopping Mall. **[10]**

Q2) In marketing, consumer is the most significant element. Consumer’s likes and dislikes play a vital role in regards to marketing plans & policies of any company. Explain consumer buying behavior and its characteristics in the light of above statement. **[10]**

OR

Analyse the steps involved in buying decision process for a LED TV. **[10]**

Q3) Explain various elements of Micro Environment. How do they affect any business/company. Explain with any suitable example. **[10]**

OR

P.T.O.

Conduct a macro level environmental at analysis for any one of the following market: [10]

- a) Medical shop.
- b) Tourism company.

Q4) Define Market Segmentation. What are the basis of Market Segmentation for consumer goods. [10]

OR

As a Marketing Manager of an organization develop “Market segment, targetting and position for following : [10]

- a) FM Radio channel.
- b) Detergent powder.

Q5) Explain goods and services continuous with respect to the situation where you checked in a five star hotel room. [10]

OR

What do you mean by product? Classify consumer product and industrial product. [10]



Total No. of Questions : 5]

SEAT No. :

P4066

[Total No. of Pages : 2

[5565]-2001

M.B.A.

201 : MARKETING MANAGEMENT

(2016 Pattern) (Semester - II)

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Define the concept 'New Product Development'. Discuss the steps to 'New Product Development' with special reference to any FMCG product.

OR

What is 'Branding'? Explain 'brand equity' and 'brand elements' with examples.

Q2) Explain 'Geographical Pricing' and 'Promotional Pricing' with example.

OR

Define 'Price change'. Explain 'Initiating and responding' to price change.

Q3) What are the channel options? Explain e-Commerce Marketing practices.

OR

Explain the major considerations in the selection of distribution channel for consumer goods with example.

Q4) What is the concept of 'Advertising'? Which advertising media will you choose for durable goods with example?

OR

P.T.O.

Write short notes on (any two) :

- i) Direct Marketing.
- ii) Integrated Marketing Communication.
- iii) Personal Selling.

Q5) Explain the 'Marketing Evaluation' and 'Control'.

OR

Discuss the 'Nature' and 'Contents' of Marketing Plan.

munotes.in

Total No. of Questions : 5]

SEAT No. :

P4068

[Total No. of Pages : 2

[5565]-2003

M.B.A.

(203) : HUMAN RESOURCE MANAGEMENT

(2016 Pattern) (Semester - II)

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Define strategic Human Resource Management and State HR strategies to achieve global competitiveness [10]

OR

b) Define Human Resource Management and explain its nature, scope & objectives. [10]

Q2) a) Explain the job characteristics model by Hackman & Oldham. [10]

OR

b) Explain Human Resource Planning & state its process. [10]

Q3) a) Distinguish between Training and Development and state the benefits of training. [10]

OR

b) Explain various types of training (on-the-job & off-the-job training). [10]

P.T.O.

Q4) a) Explain the advantages and disadvantages of linking compensation with performance. [10]

OR

b) Explain the methods of Performance Appraisal. [10]

Q5) a) Explain various employee separation methods in detail. [10]

OR

b) Write short notes on : [10]

i) Employee Discipline

ii) Down sizing.

Total No. of Questions : 5]

SEAT No. :

P4070

[Total No. of Pages : 1

[5565]-2005

M.B.A.

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

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Explain the challenges and current priorities of Operations Management.

OR

Define Quality. Explain customer's view and manufacturer's view of 'Quality'.

Q2) Discuss the 'Continuous Flow system' and 'Intermittent Flow system'.

OR

Explain the 'Process' and 'Product' layout.

Q3) Illustrate the 'Role' and 'Functions' of Production Planning and Control.

OR

Explain 'Master Production Schedule' and 'Capacity Planning'.

Q4) What is the concept of Inventory costs? Explain the types of Inventory costs.

OR

Describe the 'Basic EOQ Model'. Explain the limitations of 'EOQ' model.

Q5) Write the 'Key - issues' in SCM.

OR

Write short notes on (any two) :

- a) Functions of SCM.
- b) Evolution from 'Physical Distribution' to 'SCM'.
- c) Supply Chain Integrated Framework.



Total No. of Questions : 10]

SEAT No. :

P4071

[Total No. of Pages : 2

[5565]-2006

M.B.A.

206 : MANAGEMENT INFORMATION SYSTEM

(2016 Pattern) (Semester - II)

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) 'Information as a strategic resource'. Elaborate this statement with various examples.

OR

Q2) In STAR IT Ltd, for their back office they have 350 computers. IT manager wants to design highly reliable computer network. Suggest the right topology.

Q3) Explain the role of Database Manager of an online shopping company for managing 'Data as a business resource'.

OR

Q4) Write short notes on :

- a) Prototyping.
- b) CASE Tools.

Q5) "An Expert System is a computer system that emulates the decision making ability of a human expert". Justify this statement with appropriate diagram.

OR

Q6) Suggest suitable DSS model for reputed transport agency which has 5 different offices all over India.

P.T.O.

Q7) Why should information control and security be a prime concern to the management?

OR

Q8) What are the Intellectual Property Rights issue that becomes so significant with Information System Products.

Q9) M/s Rajkumar Gandhi is a wholesale trading firm engaged in a business for over 30 years. It has over 40 vendors, about 1200 retailers, deals in 150 items. The firm has now decided to move into computerization for their operations. Being MIS executive, describe & design two reports expects from the information system to enhance their business. Justify your answer from the point of view of business.

OR

Q10) How MIS is applied in Hospital Management? Discuss in detail its critical control application.



Total No. of Questions : 5]

SEAT No. :

P4072

[Total No. of Pages : 4

[5565]-3001

M.B.A. - II

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

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Case Study :

FIFFO LIMITED

At the end of the recent five-year plan, it was estimated that there would be a considerable demand in the manufacturing capacity of power transformers in the country. It was further projected that the gap between demand and the manufacturing capacity would be even larger in the subsequent plans. Thus, anticipating the country's demand in future, FIFFO Limited decided to set up a new unit for manufacturing transformers. This was in addition to the manufacturing capacity already built up at one of the existing factories.

Formal Planning Process

Formal planning was introduced in the very first year of the commencement of activities at the new unit. The planning process at FIFFO Limited included the setting up of broad objectives and the preparation of the three-year forecast. In a letter addressed to departmental heads, the General Manager, Mr. S.K. Patil said, "The time has come to put down on paper the objectives and goals of our organisation and to develop a proper framework whereby we can take a more systematic look at the future we are heading for. This, I believe, can be achieved by involvement and cooperation of all the departmental heads in putting into practice a culture of planning." The responsibility for developing a three-year plan was entrusted to the planning cell, which reported directly to the General Manager. There was a separate controller's office, which looked after budget preparation and the subsequent monitoring of actual performance.

P.T.O.

Goal Setting

Process Planning began each year in the month of April with the establishment of goals by the top management. The top management group consisted of the General Manager and his various functional heads. The goals were set both in qualitative as well as quantitative terms. The quantitative goals were in terms of growth in sales and profits. Commenting on the quantitative goals, Mr. Patil observed that: "Profit is the primary goal".

The planning cell, after collecting all the information, consolidated and integrated the data and prepared operating results and cash flow projections for the three-year period.

Exhibit-I

FIFFO LIMITED

Date	Steps in planning
1st Week of April	Planning cell sends relevant formats to departmental heads, with detailed explanations.
4th Week of April	By the fourth week, the various departments send the formats back to the planning cell, duly filled.
1st Week of May	Planning officer compiles all the data and puts it in an integrated form.
2nd Week of May	The first draft of the plan is discussed in a management group meeting, wherein several suggestions emerge and the draft is thoroughly revised by resolving the conflicting objectives of various departments.
1st Week of June	The final draft of the plan is ready and is sent to corporate headquarters.

b) Responsibility for Plan Preparation

Segment of the Plan	Responsibility
Sale Plan (Order Book Position)	Manager Marketing
Production Plan	Manager (Production)
Materials Plan	Materials Manager
Manpower Plan	Personnel Manager
Township Development Plan	Manager (Projects)
Plan and Final Plan Document	Planning Officer

Before finalising the plans as prepared by the various functional/department heads, a detailed discussion was held. During these discussions various departmental heads explained the basis of their respective plans. The final plan was arrived after resolving the conflicting objectives of various departments.

The Planning-Budgeting Linkage

Immediately after the plan was approved by the Management Group, the process of preparing a detailed budget for the next year was initiated. The three-year plan set out the broad objectives for the first year and projections for the next two years. A detailed exercise had already been conducted in preparing the broad objectives, which served as a basis for the preparation of a detailed budget for the ensuing year. Thus the first year of the plan document, with necessary modifications, became the budget for the next year. The three - year plan document and the budget were, therefore, closely inter-related. It was said that the preparation of a three - year plan was, in a way, a process of creating an organisational climate for a rigorous and time consuming process of budgeting.

Reactions of Executives

A few executives from the production department had the following comments to make with regard to the formal plan: “The forms are time-consuming and tiresome. Here, when we are already overburdened with our daily routine, who has got time to fill in figures in these lengthy forms. We are more worried about day-to-day problems, rather than about the 3rd year from now.”

Executives from other departments commented: “Planning has led to greater participation in the management process and thus, has created a culture of management by participation. The involvement of all of us in the planning process has given us an opportunity to take a wider perspective and has broadened our horizon. Some of us now understand each other’s problems in a better way. This has paved the way for better mutual coordination.”

“Some of us now feel more confident of taking up higher responsibilities in future. Planning has helped to groom leaders. It has turned us from technocrats to managers and has prevented us from becoming bureaucrats.”

“Figures by themselves are not very important. Figures without understanding the process of how to obtain them are irrelevant.— What is important is the process of planning, rather than filling the figures in

prescribed formats. This process had led to greater management participation in shaping the future. Planning has become a frame of mind and a way of thinking. It has become part of our management process.”

Questions:

- i) Evaluate the formal planning process at FIFFO Limited.
- ii) Critically examine the reactions of the various executives as stated in the case.

OR

- b) Define Strategy. Explain any two Corporate Level Strategies with examples.

Q2) a) Explain Value-Chain-Analysis using Porter’s Model?

OR

- b) Write a detail note on Core Competencies of a company. Give industry example.

Q3) a) What do you mean by Generic Competitive Strategies? Explain their use in Strategic Management.

OR

- b) Explain Growth Strategies adopted by Reliance Jio in highly competitive market.

Q4) a) Explain in detail Mc Kinsey’s 7s framework with suitable examples.

OR

- b) What is the role of Balance Score Card in Strategic Management.

Q5) a) Elaborate E – Commerce business models along with strategies for the same.

OR

- b) Write short notes the following: (Any two)

- i) Triple Bottom line.
- ii) People – Planate – Profits.
- iii) Environmental Sustainability.



Total No. of Questions : 5]

SEAT No. :

P4073

[Total No. of Pages : 2

[5565]-3002

M.B.A.

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

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Do the responsibility centers really help in exercising effective management control? Explain with suitable example of two responsibility centers.

OR

- b) ABC company fixes the inter divisional transfer price for its products on the basis of cost plus return on investment in the division. The budget for the division A for 2017-18 is as under.

Fixed assets	2,50,000
Current assets	1,50,000
Debtors	1,00,000
Annual fixed cost of division	4,00,000
Variable cost per unit of product	10
Budgeted volume	2,00,000 units per year
Desired ROI	28%

- i) Determine the transfer price for division A.
- ii) If the volume (units) can be increased by 10%. What will be the impact on transfer prices?

P.T.O.

Q2) a) Explain various tools and techniques of capital expenditure control.

OR

b) Write short notes on :

- i) Technical performance measurement.
- ii) Post completion audit.

Q3) a) “Credit Appraisal process and NPAs are one of the performance evaluation parameters of the Commercial banks”. Discuss.

OR

b) Explain the Multiple Attribute Method and Gross Margin Return on investment as the performance evaluation parameters for retail business.

Q4) a) Elaborate in detail the steps involved in performance evaluation of a project.

OR

b) “Performance measurement of non-profit organisations is different from profit making organisations.” Do you agree? Justify your answer.

Q5) a) How can an audit be used as a tool for measuring the performance of a business.

OR

b) Write notes on :

- i) Financial Audit.
- ii) Cost Audit.



Total No. of Questions : 5]

SEAT No. :

P4074

[Total No. of Pages : 2

[5565]-3003

M.B.A.

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

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Discuss in detail how entrepreneurial activity leads to economic development. [10]

OR

b) Design an entrepreneurship development programme (EDP) for science and technology graduates. [10]

Q2) a) What is an entrepreneurial opportunity? Discuss the process of opportunity search and selection. [10]

OR

b) What is intellectual property? Discuss its importance for entrepreneurs. [10]

Q3) a) Define Small Scale Industries and explain the formalities of setting up a Small Scale unit in India. [10]

OR

b) Prepare a specimen project report for any industrial unit of your choice. [10]

P.T.O.

Q4) a) Discuss the role of any two support institutions in the development of Small Scale units in India. [10]

OR

b) Discuss the assistance provided by Technology parks in setting up of a new venture. [10]

Q5) a) Discuss the case of any successful entrepreneur you know and explain the factors for his/her success. [10]

OR

b) Discuss the reasons and remedies for Industrial sickness in India. [10]

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Total No. of Questions : 5]

SEAT No. :

P4075

[Total No. of Pages : 4

[5565]-3004

M.B.A.

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

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question has an Internal option.*
- 3) *Figures to the right indicate full marks.*
- 4) *Use of simple calculator is allowed.*

Q1) Explain in detail the role of Foreign players in Indian Banking. **[10]**

OR

Write short notes on :

- a) Co-operative Banks **[5]**
- b) Foreign Banks **[5]**

Q2) What is a NPA? Explain in detail the effect of NPA on Banks profitability?**[10]**

OR

Explain in detail commercial laws with reference to Indian Banks. **[10]**

Q3) What is a Bank Reconciliation statement? Explain the need for Bank Reconciliation statement. **[10]**

OR

P.T.O.

Explain the following terms in brief.

[10]

- a) OCR
- b) OMR
- c) DATANET
- d) MICR
- e) RTGS

Q4) From the following figures extracted as at 31st March 2016 from the books of Rohan Bank Ltd. You are required to prepare the Profit & Loss Account for the year ended 31st March 2016. [10]

Particulars	Amount (Rs.)	Particulars	Amount (Rs.)
Exchange Credit	17,000	Allowances to employees	32,080
Discount Received	65,000	Rent Received	20,200
Interest on customers deposit	70,900	Rent paid	53,000
Interest paid on borrowings	15,100	Brokerage earned	28,000
Salaries	61,600	Miscellaneous Revenue earnings	39,000
Taxes	10,000	Advertisements	15,000
Insurance	15,330	Stamps	2,500
Lighting	5,000	Postage & Telegrams	16,300
Local Committee fees	2,000	Repairs to Bank	1,000
Directors fees	4,790	Depreciation to Bank property	12,000
Law charges	8,000	Loss on sale of Govt. securities	2,500
Interest on advances	2,39,500	Stationery & Printing	30,000
Commission earned	95,000	Other Revenue expenditure	40,300

OR

Following figures are taken from the books of Manasi Bank Ltd. as on 31-3-2016.
Prepare its Profit & Loss Account with necessary schedules. [10]

Particulars	Amount (Rs.)
Interest on loans	3,10,000
Interest on cash credits	2,90,000
Interest on overdrafts	2,00,000
Interest on Balances with RBI	40,000
Income on Investments	10,000
Interest on Fixed deposits	2,60,000
Interest on Savings Accounts	1,10,000
Discount on Bills discounted	1,90,000
Interest on Borrowings from other Banks	10,000
Profit on sale of Investments	40,000
Loss on sale of Investments	5,000
Income from Joint Ventures	25,000
Profit on Revaluation of Investments	35,000
Loss on Revaluation of Investments	10,000
Dividend Received from Joint Stock companies	25,000
Salaries to staff	65,000
Rent & Taxes	8,000
Depreciation on Banks Assets	21,000
Sundry Income	18,000
Printing & Stationery	17,000
Repairs & Maintenance	14,000
Advertisement	6,000
Directors fees & Allowances	9,000
Audit fees	6,000
Law charges	8,000
Postage & Telephone charges	11,000
Other Expenses	4,000
Profit on 1-4-2015	1,20,000

Write off Rs. 19,000 as Bad debts & provide 50% for taxation.

Q5) Find the difference between Compound Interest and Simple Interest on ₹500 for 2 years at 10% p.a. (Compounded yearly). **[10]**

OR

a) Find the Compound Interest on ₹10,000 for 4 years at 5% p.a. **[5]**

b) Find the Simple Interest on ₹1,250 for $2\frac{1}{2}$ years at 12% p.a. **[5]**



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Total No. of Questions : 5]

SEAT No. :

P4076

[Total No. of Pages : 2

[5565]-3005

M.B.A.

**305-DFM : EVOLUTION OF STRATEGIC THOUGHT OF
DEFENCE**

(2016 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Elaborate functions of defence management. **[10]**

OR

b) Describe Modern Organizational Theories. **[10]**

Q2) a) What do you mean by organizational climate? Discuss factors that affect organizational development. **[10]**

OR

b) Write short note on :

i) Managerial values & Ethos. **[5]**

ii) Sources of power **[5]**

Q3) a) Describe theory of Heartland by Mackinder and theory of Rimland. **[10]**

OR

b) Explain sea power theory by Mahan & Air Power Theory by Douhet. **[10]**

P.T.O.

Q4) a) Elaborate core values and national interests in the paradigm of national security. [10]

OR

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

Q5) a) Discuss the techniques of carrying out Net Assessment. [10]

OR

b) Write short note on :

i) BMC Analysis. [5]

ii) PESTL Analysis. [5]

* * *

Total No. of Questions : 5]

SEAT No. :

P4077

[Total No. of Pages : 2

[5565]-3006

M.B.A.

**305-ED : CHANGE, CREATIVITY, INNOVATION AND
ENTREPRENEURSHIP**

(2016 Pattern) (Semester - III)

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Creativity is a pre-requisite to innovation. Comment on the statement. **[10]**

OR

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

Q2) a) Discuss different types of Motivation. **[10]**

OR

b) Explain the process of team development. **[10]**

Q3) a) Differentiate between a Manager and a Leader. **[10]**

OR

b) Which are the key ingredients of leadership? **[10]**

P.T.O.

Q4) a) Differentiate between Centralization and Decentralization organizational structure. [10]

OR

b) Explain in detail the Balanced Score Card. [10]

Q5) a) Explain in detail Principles of creativity. [10]

OR

b) Can strong, cohesive cultures hinder innovation? Discuss. [10]

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Total No. of Questions : 5]

SEAT No. :

P4078

[Total No. of Pages : 2

[5565]-3007

M.B.A.

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

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) What are the dilemmas and challenges for family business? **[10]**

OR

Comment on special strengths of family business. **[10]**

Q2) How can family runned businesses bring about a balanced approach? **[10]**

OR

Discuss the life cycle stages of family business. **[10]**

Q3) Why do values and shared vision play a important role in family business? **[10]**

OR

Shed lightan qualities beholded by effective business families. **[10]**

Q4) How do outside experience play a pivotal role in family business? **[10]**

OR

How do overlapping systems give rise to human resource management issues in family business? **[10]**

P.T.O.

Q5) Write short notes on any two :

[10]

- a) To join or not to join
- b) Creative versus destructive conflict
- c) Benefits of Non-family managers.
- d) Classic family business syndromes.



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Total No. of Questions : 5]

SEAT No. :

P4079

[Total No. of Pages : 6

[5565]-3008

M.B.A.

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

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Explain the following terms as per Income Tax Act. **[10]**

- i) Income
- ii) Indian Company
- iii) Person
- iv) Firm

OR

b) Explain the incidence of tax with reference to residential status. **[10]**

Q2) a) Mr. Kaushal submits the following information regarding his salary income from his employer in Mumbai. **[10]**

- i) Basic salary ₹15,000 p.m.
- ii) D.A 40% of Basic salary forming part of retirement benefits.
- iii) City Compensatory Allowance ₹300 p.m.
- iv) Children Education Allowance ₹400 p.m. (for 3 children)
- v) Transport Allowance ₹1,800 p.m.
- vi) House Rent Allowance ₹6,000 p.m.

(For the period from 01-04-2016 to 31-08-2016 i.e. for 5 months)

He was paying house rent ₹7,000 p.m. in Mumbai.

- vii) From 01-09-2016 onwards he was provided an accommodation by his employer. (Rent-free unfurnished)

Compute Gross income from salary for the A.Y. 2017-18.

P.T.O.

OR

- b) Ramesh provides following information about his salary income received from his employer in Pune for the F.Y. 2016-17. [10]

- i) Basic salary ₹20,000 p.m.
- ii) D.A. (forming part of retirement benefits) 60% of Basic salary.
- iii) City Compensatory Allowance ₹400 p.m.
- iv) Children Education Allowance ₹600 p.m. for two children.
- v) Transport Allowance ₹2,000 p.m.
- vi) The employer provided a rent-free unfurnished accommodation to Ramesh. The fair rental value of the house is ₹24,000 p.a.

Compute Gross Income from salary for Ramesh in respect of A.Y. 2017-18.

- Q3) a) Mr. Shyam owns a house property which is being let out. The particulars about the property are as follows : [5]

- i) Municipal value ₹4,20,000.
- ii) Fair Rent ₹5,00,000.
- iii) Standard Rent ₹4,50,000.
- iv) Actual Rent ₹40,000 p.m.
- v) Municipal Taxes paid by owner ₹50,000.
- vi) Interest on borrowed capital used for purchase of property ₹2,00,000.

The property was let-out throughout the year 2016-17. However, the owner couldn't realise the rent for March 2017. Compute the Income from house property for the A.Y. 2017-18.

- b) What is 'Indexation of Capital Assets? [5]

OR

- c) Ms. Deepali owns a property which is let out throughout the year 2016-17. The details of residential property are as follows : [5]

- i) Municipal valuation ₹1,80,000.
- ii) Fair Rent ₹1,85,000.
- iii) Standard Rent ₹1,75,000.

- iv) Actual Rent p.m. ₹13,000.
- v) Municipal Taxes paid by tenant as per agreement ₹8,000.
- vi) Interest on loan taken for the purchase of this property ₹65,000.

The rent for one month couldn't be realised from tenant while there was a loss due to vacancy for two months. Compute the 'Income from House property' for the A.Y. 2017-18.

- d) What are the incomes those are taxed under the head 'Income from other sources'? [5]

- Q4)** a) Following is the Profit and Loss A/c for the Financial year ending on 31-03-2017 of M/s S.V. Traders. [10]

Profit and Loss A/c

Dr.		Cr.	
Particulars	Amount ₹	Particulars	Amount ₹
To Salary	40,000	By Gross Profit	3,57,000
To Repairs	32,000	By Interest on FD	19,000
To Advertisement	15,000	By Dividend	6,000
To Depreciation	36,000	By Bad debts recovered	15,000
To Rent and Taxes	22,000	By Commission	25,000
To VAT	25,000	By Sundry Receipts	3,000
To Legal charges	12,500		
To RDD	5,000		
To Bank charges	8,000		
To Interest on borrowing	7,500		
To Bad Debts	9,000		
To Net Profit	2,13,000		
	4,25,000		4,25,000

Additional information :

- i) Salary contains ₹3,000 paid to domestic servant.
- ii) Repairs include ₹3,500 spent on residential property.
- iii) Permissible depreciation as per IT provisions is ₹32,000.
- iv) VAT contains 3,000 as penalty & 2,000 as interest for delayed payment.
- v) Bad Debts recovered were written-off in 2012-13 and allowed by IT authorities.
- vi) FD & shares is personal investments of the proprietor.

Compute taxable income from business for the A.Y. 2017-18.

OR

- b) Dr. Kshitij is a medical practitioner and owns Sri Clinic for which following Receipt and Payment A/c is provided for 2016-17. [10]

Receipts	Amount ₹	Payments	Amount ₹
To Balance (b/d)	35,000	By <u>Rent of Clinic:</u>	
To <u>Consultation fees:</u>		2015-16 40,000	
2015-16 2,05,000		2016-17 <u>20,000</u>	60,000
2016-17 <u>2,65,000</u>	4,70,000	By Electricity and water	10,000
To Visiting Fees	1,30,000	By Purchase of	10,000
To Loan from Bank	2,25,000	Professional books	
for professional purpose		By Purchase of Car	2,40,000
		By Telephone bill	5,000
To Gifts from patients	15,000	By Surgical Equipment	40,000
To Remuneration from	25,000	By Salary to staff	75,000
articles published		By Expenses on	15,000
in professional		IT proceedings	
Magazines		By Advance Income Tax	43,000
To Interest on	17,000	By Interest on Loan	12,000
NSC (Personal)		By Car Expenses	30,000
		By Purchase of	1,00,000
		medicines	
		By Balance (c/d)	2,87,000
	<u>9,17,000</u>		<u>9,17,000</u>

Compute taxable income from profession considering following information.

- i) One-third car expenses are related to personal use and remaining for profession
- ii) Depreciation applicable for car and surgical equipments is at the rate of 15%.
- iii) Depreciation on professional books is at 60%.
- iv) Closing stock of medicines is ₹10,000

Q5) a) Mr. Rajeev is an advocate employed with a law firm. He provides following details of his income related to the F.Y. ending on 31-03-2017.

[10]

- i) Gross salary ₹7,20,000
- ii) Professional fees ₹1,80,000
- iii) Income from House property (let-out) ₹1,20,000
- iv) Interest on borrowing (since May 2010) for a house property self-occupied. ₹1,70,000
- v) Dividends received from an Indian company listed on Stock Exchange ₹5,000
- vi) Professional Tax paid ₹2,500
- vii) Interest on bank deposit ₹12,000
- viii) Life Insurance Policy premium (Amount insured ₹3,00,000) ₹24,000
- ix) Instalment on borrowing for purchase of House property ₹1,20,000
- x) Investment into PPF ₹30,000

Compute Income tax liability for Rajeev in relation to A.Y. 2017-18.

OR

b) Following details are provided regarding an income for the F.Y. 2016-17.
Compute the tax liability. **[10]**

- i) Income from salary ₹12,60,000
- ii) Income from House property ₹40,000
- iii) Income from Consultancy ₹50,000
- iv) Interest from investment ₹30,000
- v) Interest on loan taken for purchase of House property ₹1,50,000
- vi) Investment into Equity Linked Saving Scheme (ELSS) ₹50,000
- vii) Investment into PPF ₹25,000
- viii) Contribution made to Recognised Provident Fund ₹48,000
- ix) Insurance Premium on LIC policy ₹25,000
- x) Professional Tax paid ₹3,000



Total No. of Questions : 5]

SEAT No. :

P4800

[Total No. of Pages : 2

[5565]-3009

M.B.A. (Semester - III)

**305 HM : Introduction to Healthcare Management
(2016 Pattern)**

Time : 2¼ 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. Each question carries 10 marks.*

Q1) a) What is the role of Hospitals in Health Care delivery.

OR

- b) Explain the theory involved in organisational development with reference to a hospital.

Q2) a) Describe the functions of a Hospital.

OR

- b) Write Short notes on :
 - i) Ethics in Healthcare.
 - ii) Healthcare communication.

Q3) a) Highlight the functions of Support services in a Hospital.

OR

- b) Explain the difference between Hospital management and Hospital administration.

P.T.O.

Q4) a) Describe classification of hospitals on the basis of different category.

OR

b) Explain Maslow theory of motivation and the impact on Hospital management.

Q5) a) Explain centralised and decentralized Management in a Hospital setup

OR

b) Highlight the importance of Structure in a Hospital for effective Health Care management



Total No. of Questions : 5]

SEAT No. :

P4080

[Total No. of Pages : 2

[5565]-3010

M.B.A.

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

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Explain Indian Constitution and Labour Legislation in brief.

OR

- b) Briefly elaborate the concept, evaluation and classification of Labour Laws.

Q2) a) Explain in detail Health and Safety provisions under the Factory Act, 1948.

OR

- b) Elaborate detailed provisions with respect to welfare under the Factory Act, 1948.

Q3) a) What are the permissible deductions allowed under the payment of Wages Act 1936?

OR

- b) Explain the provisions of Bonus Act 1965 related to pay the maximum & minimum bonus and who is qualified to get the bonus.

P.T.O.

- Q4)** a) What are the events on which gratuity becomes payable under the payment of gratuity Act? Can gratuity be forfeited?

OR

- b) Explain the term “Partial Disablement”. When does the Employer become liable to pay under the workmen’s compensation Act, 1923?

Q5) Attempt any two :

- a) Sickness and funeral benefits.
- b) Latest Amendment of the maternity benefits Act 1961.
- c) Employee Pension Scheme.
- d) Various schemes available under EPFRMP Act 1952.

Total No. of Questions : 5]

SEAT No. :

P4081

[Total No. of Pages : 2

[5565]-3011

M.B.A.

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

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) What is globalization? Describe the concept of globalization of markets.

OR

b) Explain importance of International Business.

Q2) a) What are basis for trade & pattern of trade according to David Ricardo?

OR

b) State and explain the modern theory of international trade. How does it is different from classical theory.

Q3) a) “No Single estimate of the effects of economic integration should be taken too seriously’. Discuss this statement with reference to EU.

OR

b) What is meant by term foreign Direct Investment (FDI)? Describe the difference between the flow of foreign direct investment and stock of foregin Direct Investment.

P.T.O.

Q4) a) “Forecasting exchange rates is essentially a waste of efforts’. Discuss the statement.

OR

b) Define foreign exchange market & explain functions of this market.

Q5) What are Special Drawing Rights (SDR’s). Explain role of SDR.

OR

Explain how international reserve allows nations to cope with Balance of Payments disequilibrium.

Total No. of Questions : 5]

SEAT No. :

P4082

[Total No. of Pages : 2

[5565]-3012

M.B.A.

305-IT : IT MANAGEMENT AND CYBER LAWS

IT Specialization

(2016 Pattern) (Semester - III)

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Differentiate between input and output devices. Can a device be used as both input and output device? If no explain why and if yes explain with an examples of such devices. [10]

OR

b) Explain computer Networking. Discuss various types of networking media. [10]

Q2) a) Write short notes on (Any Two) : [10]

- | | |
|-----------------|---------------------------|
| i) ERP | ii) Programming languages |
| iii) E-Commerce | iv) CRM |

OR

b) Define Operating System and discuss how database Management programs, servers and system utilities are helpful for an organization.[10]

Q3) a) Explain the need and tools of Security Management. [10]

OR

b) What are the processes of recruitment, training & retention along with performance measurement in IT organization. [10]

P.T.O.

Q4) a) What do you understand by Digital signature? Discuss the use of digital signature in e-governance. [10]

OR

b) Explain about Encryption Techniques and differentiate between Secret Key (Private) Encryption and Public Key Encryption. [10]

Q5) a) Define Certifying Authorities and discuss the need of CA. [10]

OR

b) Define Cyber-crime and discuss offences related to Breach of confidentiality and privacy and offences related to Digital Signature Certificate under IT Act 2000. [10]

* * *

Total No. of Questions : 5]

SEAT No. :

P4083

[Total No. of Pages : 1

[5565]-3013

M.B.A.

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

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.*
- 2) All questions carry equal marks.*
- 3) Cite relevant examples where necessary.*

Q1) What is IMC? Discuss in detail importance of IMC in today's scenario. [10]

OR

Discuss in detail the five-step strategic planning process. [10]

Q2) What is Sales Promotion? Elaborate the techniques for retail promotions. [10]

OR

Define advertising. Explain the various types of advertising. [10]

Q3) Discuss in detail importance of Mobile marketing in today's business. [10]

OR

What is Public relation? Discuss the advantages & disadvantages of Public relation. [10]

Q4) Discuss in detail creative execution and state its importance. [10]

OR

What is Brand awareness? Discuss in detail Brand awareness creative tactics. [10]

Q5) Describe in detail the IMC Planning Process. [10]

OR

Explain the process of identifying communication task and media options while finalizing the IMC plan. [10]



Total No. of Questions : 5]

SEAT No. :

P4084

[Total No. of Pages : 2

[5565]-3014

M.B.A.

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

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Discuss various applications of Consumer Panels in Marketing Research. [10]

OR

b) Prepare a Marketing Research Proposal for a company which intends to launch new Sports bike. [10]

Q2) a) Discuss Reliability and Validity Testing of Measurement Scales used in Marketing Research. [10]

OR

b) Design a Questionnaire for consumer behaviour at online food delivery service. [10]

Q3) a) Explain the importance of Experimental Designs in Marketing Research. Explain Before-After and Before-After with Control Group Design. [10]

OR

b) What are the objectives of Test Marketing. Suggest a Test Marketing Procedure for launch of new health supplement product for working women. [10]

P.T.O.

- Q4)** a) Discuss ANOVA methods in testing the hypotheses in Marketing Research. [10]

OR

- b) Please examine the relationship between consumption of Green Tea and income using the data summarised in the table below. [10]

The Critical value of Chi Square for 5% level of significance and 1 degree of freedom is 3.84.

Income	Consumption of Green Tea		Total
	Low	High	
Low	30	12	42
High	10	28	38
Total	40	40	80

- Q5)** a) What is Multi Dimensional Scaling? Discuss its applications in Positioning Research with suitable examples. [10]

OR

- b) What is Discriminant Analysis? Discuss its applications in Marketing Research. [10]



Total No. of Questions : 5]

SEAT No. :

P4085

[Total No. of Pages : 2

[5565]-3015

M.B.A.

305(OPE) : PLANNING AND CONTROL OF OPERATIONS

Specialization: Operations Management

(2016 Pattern) (Semester - III)

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Explain in detail Needs and Functions of Planning and Control of Operations. Elaborate. [5]

OR

b) Explain the shop loading and dispatch in detail. Discuss relationship with other departments. [10]

Q2) a) i) Write note on Demand of forecasting systems. [5]
ii) Write note on Sources of Data. [5]

OR

b) Explain causal methods of Forecasting. Discuss models for forecasting with suitable example. [10]

Q3) a) Explain basic strategies for Aggregate Production Planning with suitable examples. [10]

OR

b) What is Aggregate Production Planning? Explain in detail about Master Production Scheduling. [10]

P.T.O.

Q4) a) Explain in detail Resources Planning? Discuss multiple levels in products. [10]

OR

- b) i) Write note on Enterprise Resource Planning. [5]
ii) Write note on Manufacturing Resources Planning. [5]

Q5) a) Explain in detail Operational Control issues in Mass Production Systems with example. [10]

OR

- b) Explain Input-Output Control. Discuss Scheduling of Operations in details. [10]

* * *

Total No. of Questions : 5]

SEAT No. :

P4086

[Total No. of Pages : 2

[5565]-3016

M.B.A.

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

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Explain the changes in Indian Agriculture since 1951.

OR

b) What is Green Revolution? Explain the effects of the Green Revolution on Indian economy.

Q2) a) Critically examine the working of Public Distribution System (PDS).

OR

b) Write a note on 'Drip Irrigation'?

Q3) a) What are the causes of low productivity of livestock in India.

OR

b) Write a note on Soil conservation and reclamation.

P.T.O.

Q4) a) Analyze the various land reforms measures.

OR

b) Analyze the tenancy reforms measures.

Q5) a) Discuss measures to improve the conditions of agriculture labour.

OR

b) Write short note on :

i) Informal economy.

ii) Bonded labour.

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Total No. of Questions : 5]

SEAT No. :

P4087

[Total No. of Pages : 2

[5565]-3017

M.B.A.

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

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Discuss scope & challenges for Retail Marketing in India.

OR

Define Retail Marketing. Discuss its need & functions.

Q2) Organised retailing is growing in India. Will it continue in the present scenario of global meltdown. Justify your answer.

OR

Discuss various Sales Promotion strategies adopted by retail chains with special reference to in-store promotions and events.

Q3) “Brewers Int. Ltd.” a coffee retail chain is planning to enter Indian market through franchising. What factors should the company consider before selecting a franchisee.

OR

Explain classification of retail formats. Discuss in detail non-store retailing with suitable examples.

P.T.O.

Q4) “Merchandise Management is the analysis, planning, acquisition, handling & control of the Merchandise”. Discuss importance & scope of Merchandising with reference to this statement.

OR

Describe different types of store location. Explain different factors for determining store location.

Q5) Write short notes on any two :

- a) Role of IT in Retailing.
- b) Retail space productivity.
- c) Pop promotion in Retailing.
- d) Co-operative Retailing.



Total No. of Questions : 5]

SEAT No. :

P4088

[Total No. of Pages : 2

[5565]-3018

M.B.A.

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

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Explain the concept 21st Century Supply Chains. Discuss role of Supply Chain with example. [10]

OR

b) Define Supply Chain. Explain Logistics and Supply Chains with suitable example. [10]

Q2) a) Explain the identifying appropriate Push and Push based strategy for supply chain. Discuss. [10]

OR

b) i) Write short note on Agile Supply Chain. [5]

ii) Write short note on Structure of Supply Chain. [5]

Q3) a) Explain the Total Supply Chain Management. Discuss growth in outsourcing with example. [10]

OR

b) Explain the Driving forces shift from Operations to Services. Discuss impact of globalization. [10]

P.T.O.

- Q4)** a) Describe in brief the distribution Management in Supply Chain Management give example to support your answer. **[10]**

OR

- b) Describe the Supply Chain Management Building blocks. Explain in Inventory Management System with suitable example. **[10]**

- Q5)** a) Explain the Value added service. Discuss Customer Value Requirement Mapping. Considerations for Supply Chain Customer Satisfaction. **[10]**

OR

- b) i) Write note on Limitation of Customer Satisfaction. **[5]**
ii) Write note on Operational Performance. **[5]**

* * *

Total No. of Questions : 5]

SEAT No. :

P4089

[Total No. of Pages : 1

[5565]-3019

M.B.A.

**305 SM : SERVICES BUSINESS MANAGEMENT
(2016 Pattern) (Semester - III)**

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Differentiate between Product Life Cycle and Service Life Cycle.

OR

Explain how economic and demographic changes influencing the service loom.

Q2) What are the reasons for failure of new service products? Explain how to achieve success in new service development.

OR

Explain the role of Internet in global distribution system with the suitable example.

Q3) What is PESTEL analysis? Give it's advantages.

OR

Design a Blue Print for a new launching of a Boutique.

Q4) Explain in detail 7's Framework for fostering relationship in Service Business.

OR

Explain Evolution of relationship marketing.

Q5) Explain the growth and development of service sector in India.

OR

“Research plays an important role in success of Service Sector in India”. Elaborate with two examples.



Total No. of Questions : 5]

SEAT No. :

P4090

[Total No. of Pages : 1

[5565]-3020

M.B.A.

**305 THM : FUNDAMENTALS OF HOSPITALITY
MANAGEMENT**

(2016 Pattern) (Semester - III)

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Discuss the factors affecting Hospitality and Tourism Industry. **[10]**

OR

Tourism is a growing industry. Comment on the employment opportunities in this sector. **[10]**

Q2) Elaborate the elements and characteristics of Tourism products. **[10]**

OR

Discuss the various tourism activities and its impact on customer satisfaction. **[10]**

Q3) Define Hotels. Explain the star ratings of Hotels. **[10]**

OR

Discuss the Global standards for hotels. **[10]**

Q4) What is Travel agency? Explain its linkages and arrangements with transport agencies. **[10]**

OR

Discuss the impact of science and technology on travel and transport. **[10]**

Q5) How does E-Commerce influence the hospitality sector? **[10]**

OR

Write a note on importance of Hospitality industry in India. **[10]**



Total No. of Questions : 5]

SEAT No. :

P4091

[Total No. of Pages : 2

[5565]-3021

M.B.A.

TECHNOLOGY MANAGEMENT SPECIALIZATION

305 TM : Fundamentals of Technology Management

(2016 Pattern) (Semester - III)

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Define Technology and write characteristics of Technology in detail with example. [10]

OR

b) Explain the Technology Management in an Election Commission Department of India. [10]

Q2) a) Write in detail Role of Technology in wealth creation for country like India. [10]

OR

b) Explain the evolution of Production Technology in India and Global Scenario. [10]

Q3) a) Explain the types of innovation and creativity with examples. [10]

OR

b) Explain the impact of proper Technology Management on Quality. Productivity and Services for an Organization. [10]

P.T.O.

Q4) a) Write a note on (Any Two) : **[10]**

- i) Technology Trends in India.
- ii) Business Environment in India.
- iii) Management of Human Resource & its trends.

OR

b) How technology bring integration and harmony in an organization. **[10]**

Q5) a) Explain standard of living increases with innovation in Technology Management of an Organization. **[10]**

OR

b) Differentiate between competitiveness capabilities of India & China. **10]**

Total No. of Questions : 5]

SEAT No. :

P4092

[Total No. of Pages : 1

[5565]-3022

M.B.A.

BANKING & INSURANCE MANAGEMENT
306-BIM : Principles and Practices of Insurance
(2016 Pattern) (Semester - III)

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Answer Five questions.*
 - 2) *All questions carry equal marks.*
- Q1)** a) What do you mean by Insurance? Explain scope and benefits of Insurance.
OR
b) Explain process of risk management with suitable examples of different risks.
- Q2)** a) Difference between Life Insurance and General Insurance.
OR
b) Explain the common terms used in Insurance.
- Q3)** a) Explain the essentials of Insurance contract.
OR
b) Define principle of Indemnity. Explain how it works in Insurance.
- Q4)** a) Explain the role and functions of IRDA.
OR
b) Why there is a need to Reinsurance? Explain types of Reinsurance with suitable examples.
- Q5)** a) Discuss the overview of Indian Insurance Market.
OR
b) Explain the key challenges faced by Indian Insurance Industry.



Total No. of Questions : 5]

SEAT No. :

P4095

[Total No. of Pages : 1

[5565]-3023

M.B.A.

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

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) How Strategic Management is important in National Security? Explain in light of contemporary Indian issues. **[6 + 4]**

OR

b) What is strategic intent? Explain its importance in strategic defence management. **[3 + 7]**

Q2) a) Perception of leader plays crucial role in managing team. Comment. **[10]**

OR

b) Understanding culture helps in leading organization. Comment. **[10]**

Q3) a) What is emotional Intelligence? How it could be used strategically be leader? **[4 + 6]**

OR

b) How values and beliefs can influence formation of strategy. **[5 + 5]**

Q4) a) Explain EVR congruence model and its importance in strategic management. **[7 + 3]**

OR

b) Write in short on :

- i) Socialization and negotiations. **[2.5 + 2.5]**
- ii) Managerial values and ethos. **[5]**

Q5) a) Explain SWOT analysis for strategic defence taking suitable examples. **[10]**

OR

b) What is Scenario building? How it helps in formulation of strategies. **[5 + 5]**



Total No. of Questions : 5]

SEAT No. :

P4096

[Total No. of Pages : 3

[5565]-3024

M.B.A.

**ENTREPRENEURSHIP DEVELOPMENT
SPECIALISATION**

**(306 ED) : Finance for Entrepreneurs
(2016 Pattern) (Semester - III)**

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

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

OR

- b) Write short notes on (Any two) : **[10]**
- i) Relevant and irrelevant costs.
 - ii) Classification of costs.
 - iii) Differential costs.

Q2) a) Write a short note on (Any two) : **[10]**

- i) Net Present Value.
- ii) Concept of capital budgeting.
- iii) ARR decision making under risk and uncertainty

OR

- b) A project cost Rs. 5,00,000 and yields annually profit of Rs. 80,000 after depreciation @ 12% p.a but before tax of 50%. Calculate the payback period. **[10]**

P.T.O.

Q3) a) Explain in detail the determinants of working capital. [10]

OR

b) Management of XY limited seeks your assistance on assessing the working capital requirements for a level of activity of 1,00,000 units of output for the year 2011. The cost details of the product are as follows : [10]

Particulars	Cost per unit (Rs.)
Raw materials	20
Direct Labour	5
Overheads	15
Total cost	40
Profit	10
Selling Price	50

The other details are :

- i) In order to ensure smooth flow of production, two months raw material inventory is to be held in the stores.
- ii) Finished goods remain in stores for one month.
- iii) Credit allowed for purchase of raw material is one month.
- iv) Credit allowed to customers is two months.
- v) Cash balance to be maintained is Rs. 25,000.
- vi) Assuming that the products process is uninterrupted and even during the year.
- vii) Lag in payment of overheads 1 month.

Q4) a) Describe the concept of “Risk in Business”. Explain in detail the different risks associated with specific business operations. [10]

OR

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

- i) Government funding for risky ventures.
- ii) Managing risk to tangible property.
- iii) Managing risks to using insurance.

Q5) a) What is tax planning? Highlight the importance of tax planning with reference to financial management decisions. **[10]**

OR

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

- i) Tax planning for Mergers.
- ii) Tax planning for Acquisitions.
- iii) Tax planning for professional.

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Total No. of Questions : 5]

SEAT No. :

P4097

[Total No. of Pages : 1

[5565]-3025

M.B.A.

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Explain in detail the Myths Surrounding Creativity. [10]

OR

b) Define Creativity & Innovation. How do you differentiate Creativity & Innovation? [10]

Q2) a) Explain in detail dynamic models of Innovation. [10]

OR

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

Q3) a) Differentiate between Value Chain & Value Network. [10]

OR

b) Explain relationship between Competencies & Assets. [10]

Q4) a) Explain the Concepts of Pioneers, Migrators & Settlers. [10]

OR

b) Explain the concept of Innovation Portfolio in detail. [10]

Q5) a) Explain the Circumstantial Sources of Innovation with examples. [10]

OR

b) Explain the functional sources of Innovation with examples. [10]



Total No. of Questions : 5]

SEAT No. :

P4098

[Total No. of Pages : 2

[5565]-3026

M.B.A.

**306-FIN : FINANCIAL SYSTEM OF INDIA, MARKETS
AND SERVICES (Finance Specialization)
(2016 Pattern) (Semester - III)**

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Differentiate between Money Market & Capital Market.

[10]

OR

Explain the role of Banking & Non-Banking institutions in Indian Financial System.

[10]

Q2) “The role of SEBI is inevitable in current scenario of Indian Capital Market.”
- Comment.

[10]

OR

Explain the structure & functions of Pension Fund Regulatory and Development Authority.

[10]

Q3) Explain the following with features :

[10]

- a) Treasury Bills
- b) Certificate of Deposit.

OR

Explain the various methods of Raising Funds in Primary Market.

[10]

P.T.O.

Q4) “Role of Financial services has increased significantly in India” - Comment. [10]

OR

Explain the following concepts in detail. [10]

- a) Venture Capital.
- b) Mutual Fund.

Q5) Explain the functions and working of following development institutions.[10]

- a) NABARD (National Bank for Agriculture and Rural Development)
- b) SIDBI (Small Industries Development Bank of India)

OR

“Credit Rating Agencies provide valuable insights to investors in making their investment decisions.” - Comment. [10]



Total No. of Questions : 5]

SEAT No. :

P4099

[Total No. of Pages : 2

[5565]-3027

M.B.A.

**306-HM : INFORMATION TECHNOLOGY IN HEALTHCARE
(2016 Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.*
- 2) Each question has an internal option. Solve any one from each question.*
- 3) All questions carry equal marks. Each question carries 10 marks.*

Q1) What is a Hospital Information System and why does a Hospital need it?

OR

What are the objectives of having an IT System in a Hospital?

Q2) What are the building blocks of an IT system in a Hospital?

OR

What is the difference between LAN & WAN? Explain with reference to a Hospital setup.

Q3) Differentiate between Data & Information by providing examples related to a HIS?

OR

Explain the need for Management Information System (MIS) in a Hospital?

P.T.O.

Q4) What data is Patient Information System made up of with regard to Demographics, Past Medical History and Allergies?

OR

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

Q5) Compare the Paper-based system and the Electronic System for data collection in a Hospital setup.

OR

Differentiate between the different systems being used by Hospital Management and Hospital Administration.

Total No. of Questions : 5]

SEAT No. :

P4100

[Total No. of Pages : 1

[5565]-3028

M.B.A.

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

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) What are the objectives of HR Accounting? Discuss the importance of HR Accounting in the context of Human Capital. **[10]**

OR

b) Discuss the contemporary developments in the field of HRA.

Q2) a) What is Human Capital investment? Discuss Human capital in the context of expenditure and productivity. **[10]**

OR

b) Explain the methods used in determining Human Resource Value.

Q3) a) Explain the procedure and process of HR Audit. **[10]**

OR

b) Explain in detail the classification of various costs of HR Accounting.

Q4) a) Discuss the factors influencing wage and salary structure. **[10]**

OR

b) "Designing Executive compensation is a challenge to HR Manager". List out the challenges faced in designing Executive compensation.

Q5) a) Discuss in detail various determinants affecting Dearness Allowance. **[10]**

OR

b) Describe in detail the various Retirement plans for employees.



Total No. of Questions : 5]

SEAT No. :

P4101

[Total No. of Pages : 2

[5565] - 3029

M.B.A. (Semester - III)

BOS : FOREIGN TRADE

**306 (IB) : Export Documentation & Procedures
(2016 Pattern)**

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Explain any Five INCOTERMS used in international business. [10]

OR

- b) What is Aligned Documentation System (ADS) methodology in export business? What are the various documents covered under ADS system? [10]

Q2) a) Write in detail the processing of an export order. [10]

OR

- b) Explain the role of forwarding agent the movement of goods. [10]

Q3) a) Explain the methods of payment in international trade. [10]

OR

- b) Write a short note on : [10]
- i) Pre-Shipment Finance.
 - ii) Post-Shipment Finance.

P.T.O.

Q4) a) Describe any 3 Commodity boards in export. **[10]**

OR

b) Explain various promotion schemes of export. **[10]**

Q5) a) What are the regulations under FEMA, 2000. **[10]**

OR

b) Explain the provisions of Customs Act, 1962. **[10]**



Total No. of Questions : 5]

SEAT No. :

P4102

[Total No. of Pages : 2

[5565] - 3030

M.B.A. (Semester - III)

306 I.T. : E-Business and Business Intelligence
(2016 Pattern)

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) What is E-Business? Explain E-Business architecture in detail.

OR

What is the concept of information publishing technologies? How is it important to the business?

Q2) Define M-Commerce. What are the advantages and challenges of M Commerce?

OR

Explain the E-Business security/payment services and online community building system.

Q3) Describe the ethical and legal issues related to E-Business.

OR

Explain in detail “Launching e-Business : From Idea to Realization”.

P.T.O.

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

OR

Discuss the role of mathematical models in Business Intelligence.

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

OR

How is Business Intelligence changing the Manufacturing industry? Discuss with the help of an example.



Total No. of Questions : 5]

SEAT No. :

P4103

[Total No. of Pages : 2

[5565] - 3031

M.B.A. (Semester - III)

306 MC : INTERNET MARKETING - I

(2016 Pattern)

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) What is Internet Marketing? How Internet is changing consumer buying behaviour?

OR

Differentiate between Internet Marketing Communication and Traditional Marketing Communications.

Q2) Explain in detail the components of Internet Micro-Environment.

OR

What precautionary measures you will take while making online transactions in turbulent internet marketing environment?

Q3) How will you design online communication mix for any product/service?

OR

Discuss how Internet Strategy can be a channel marketing strategy?

P.T.O.

Q4) What are the new pricing approaches in Internet Marketing?

OR

Explain in brief strategies to build Brand Online.

Q5) Define e-retailing. Explain implications of e-retail marketing strategy.

OR

Comment on development status of e-retailing business in Indian Context.



Total No. of Questions : 5]

SEAT No. :

P4104

[Total No. of Pages : 2

[5565] - 3032

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

MKT - 306 : CONSUMER BEHAVIOUR

(2016 Pattern)

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Define culture. What are the most important characteristics of culture that affect marketing decisions? **[10]**

OR

b) Discuss the influence of marketing mix variables on consumer behaviour. Elaborate by taking example of consumer durables. **[10]**

Q2) a) Define motivation. Describe types of buying motives. **[10]**

OR

b) Explain how the product manager of a company manufacturing instant noodles might change consumer attitude towards brand? **[10]**

Q3) a) What is 'Post Purchase Dissonance' & what can companies do to reduce it? **[10]**

OR

b) Discuss the 'role of problem recognition' stage in consumer decision making process. Elaborate on types of problem recognition. **[10]**

P.T.O.

Q4) a) Explain 'Engel-Blackwell' model with diagram. **[10]**

OR

b) According to 'Howard Sheth' Model there are four major set of variables'. Elaborate the 'Howard Sheth Model' on Consumer Behaviour in detail. **[10]**

Q5) a) How will you classify Indian consumers with the help of socio-economic classification? **[10]**

OR

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

i) Living Standard Measures (LSM).

ii) Demographic Profile.



Total No. of Questions : 10]

SEAT No. :

P4105

[Total No. of Pages : 2

[5565] - 3033

M.B.A. (Semester - III)

306 OPE : INVENTORY MANAGEMENT

(2016 Pattern)

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) What is Inventory Management? Explain the techniques of Inventory Management.

OR

Q2) Write short note on :

- a) Safety stock.
- b) Anticipation inventories.

Q3) What is inventory control system? Explain the importance of inventory control system.

OR

Q4) What is ABC analysis? Explain the advantages & disadvantages of the ABC analysis.

Q5) Write short note on :

- a) Minimum Stock Level.
- b) Maximum Stock Level.

OR

Q6) Discuss Basic EOQ model. Explain its advantages & disadvantages.

P.T.O.

Q7) Explain the principles of JIT with its benefits.

OR

Q8) What is vendor managed inventory (VIM)? Give its advantages & disadvantages.

Q9) Explain the factors influencing make or buy decisions.

OR

Q10) Write short note on :

- a) HML analysis.
- b) XYZ analysis.



Total No. of Questions : 5]

SEAT No. :

P4106

[Total No. of Pages : 2

[5565] - 3034

M.B.A. (Semester - III)

**RABM - 306 : Rural Marketing - I
(2016 Pattern)**

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Explain in detail the Bottom of the Pyramid Approach.

OR

- b) How does Economic and Technological Environment affecting Rural Economy? Explain.

Q2) a) Discuss experiences & learnings from “Project Shakti”.

OR

- b) Enumerate learnings from “Colgate Education”.

Q3) a) Explain Consumer Behaviour Model with example.

OR

- b) Explain buyer characteristics, buying Behaviour Patterns and Brand Loyalty.

P.T.O.

Q4) a) Discuss challenges in Rural Marketing.

OR

b) Elaborate on Sources of Information in Rural Marketing Research.

Q5) a) How will you segment Rural Market for following products?

i) Bicycles and

ii) Footwear.

OR

b) Explain in detail emerging segments along with examples.



Total No. of Questions : 5]

SEAT No. :

P4107

[Total No. of Pages : 2

[5565] - 3035

M.B.A.

**306 RM : Retail Stores and Operation Management
(2016 Pattern)**

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Explain the nature and significance of retail location. **[10]**

OR

Design organisation structure of a retail firm with the help of an appropriate example. **[10]**

Q2) What is visual merchandising? Briefly discuss its techniques. **[10]**

OR

Explain objectives and nature of store layout. **[10]**

Q3) Explain the problems encountered by retail store with respect to logistics. **[10]**

OR

Discuss the roles & responsibilities of store manager. **[10]**

P.T.O.

Q4) Discuss the cost associated with global sourcing. **[10]**

OR

Discuss the concept of manufacturer brand and private label brand. **[10]**

Q5) Discuss in detail various elements of mall management. **[10]**

OR

Discuss in detail importance of information system in today's retail operations. **[10]**



Total No. of Questions : 5]

SEAT No. :

P4108

[Total No. of Pages : 2

[5565] - 3036

M.B.A. (Semester - III)

**306 SCM : Logistics Management
(2016 Pattern)**

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) What are the activities of logistics? Discuss the concept of value addition from logistics perspective.

OR

Discuss the aim of logistics. Explain the role and importance of logistics in today's economy.

Q2) Explain the micro dimensions of logistics. What are the problems with fragmented logistics?

OR

Discuss about integrating logistics within an organisation and along the supply chain.

Q3) Elaborate and compare the concept of materials management v/s physical distribution.

OR

Write short notes on any two :

- a) Cost centers.
- b) Logistic channel.
- c) Level of optimality.

P.T.O.

Q4) Illustrate the need for collaborative relationships in logistics. Differentiate between product relationship and spatial relationship.

OR

Write short notes on any two:

- a) 3PL.
- b) 4PL.
- c) Competitive relationship.

Q5) Explain the concept of service response logistics. Giving suitable examples.

OR

What do you understand by the terms-service delivery system, service location and layout?



Total No. of Questions : 5]

SEAT No. :

P4801

[Total No. of Pages : 2

[5565]-3037

M.B.A. (Semester - III)

SPECIALIZATION SERVICES MANAGEMENT

Service Performance Management

(2016 Pattern)

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Elaborate the concept of 4 C's of customer service mix. **[10]**

OR

b) Explain various factors influencing the customer satisfaction. Explain customer loyalty with any example. **[10]**

Q2) a) Explain in detail, importance of a customer's role in service delivery. **[10]**

OR

b) What is concept of service processes? Explain relationship between profitability and service process. **[10]**

Q3) a) Discuss the various effects of implementation of TQM in any service sector. **[10]**

OR

b) Explain in brief the concepts of Market Perceived Quality (MPQ) & Return on Quality (ROQ). **[10]**

P.T.O.

Q4) a) Elaborate Gronroos model of service quality. [10]

OR

b) “Root-cause analysis : fishbone is an effective tool to address service quality problems”. Do you agree with the statement? Discuss. [10]

Q5) a) Explain current scenario of travel & tourism sector in India with example. [10]

OR

b) Discuss the various factors contributing growth of Health care sector in India. [10]



Total No. of Questions : 10]

SEAT No. :

P4093

[Total No. of Pages : 1

[5565]-3038

M.B.A.

TOURISM AND HOSPITALITY MANAGEMENT

306-THM: Tourism and Travel Management

(2016 Pattern) (Semester - III)

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Answer any Five questions from below.*
- 2) *All questions carry equal marks (10 marks).*

Q1) Explain the role and functions of International agencies in hospitality industries.

Q2) Explain the different components of Tourism.

Q3) Explain the various travel motivators of Tourism.

Q4) Explain the importance of ECO Tourism in India.

Q5) Explain various activities and impacts of Western & Eastern Ecotourism.

Q6) Explain the various types of costs.

Q7) Explain the differentiate between Ecotel and Eco resorts.

Q8) Explain the alternative forms of Tourism with Tourism products & types.

Q9) Explain in detail documentation process for IATA Accreditation.

Q10) Write short notes on :

- a) Geographic components of Tourism.
- b) MICE.



Total No. of Questions : 5]

SEAT No. :

P4094

[Total No. of Pages : 1

[5565]-3039

M.B.A.

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

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Discuss the role of Innovation in changing world of business along with examples. **[10]**

OR

Explain the Functional Sources of Innovation in Business. **[10]**

Q2) Describe the Incremental versus Radical Innovation model of innovation. **[10]**

OR

Explain the Foster's S Curve in managing the Innovation. **[10]**

Q3) What is Value Chain, Value Network? Explain its significance in technology business. **[10]**

OR

Discuss the relationship between Competencies and Assets in Innovation Management. **[10]**

Q4) What is Innovation Portfolios? Discuss Innovation Portfolios for established organizations. **[10]**

OR

Explain what is Process Innovation and its application in business. **[10]**

Q5) Explain the challenges of Managerial Decision Making in the changing technological environment. **[10]**

OR

What is Disruptive Technological change? Explain its characteristics in detail. **[10]**



Total No. of Questions : 5]

SEAT No. :

P4109

[Total No. of Pages : 2

[5565] - 4001

M.B.A. (Semester - IV)

401 : Managing for Sustainability
(2016 Pattern)

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Explain the scope and significance of corporate social responsibility.

[10]

OR

- b) Explain the statement “Issues & opportunities for business in socially and environmentally are sustainable.

[10]

Q2) a) What is sustainable development? Explain difference between sustainable development & Green development.

[10]

OR

- b) Explain Gandhian thought on sustainable development with example.

[10]

Q3) a) What is the concept of sustainability reporting explain triple bottom line reports?

[10]

OR

- b) Discuss Social Accountability Standard - ISO 26000 & its importance.

[10]

P.T.O.

Q4) a) What is the Organization for Economic Cooperation & Development (OECD). Explain the OECD principles of Corporate Governance. [10]

OR

b) Briefly explain Sarbanes - Oxley Act 2002 & CEO/CFO certifications. [10]

Q5) Discuss Ethics & Corporate excellence in detail. [10]

OR

Write a short notes on any two : [10]

- a) Ethical value system.
- b) Ethical values in different culture.
- c) Importance of Indian Values & Ethics.



Total No. of Questions : 5]

SEAT No. :

P4114

[Total No. of Pages : 2

[5565] - 4006

M.B.A. (Semester - IV)

403 FIN : INDIRECT TAXATION

(2016 Pattern)

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) In the context of One Nation-One Tax, explain the evolution of GST in India. [10]

OR

Discuss the Indirect Tax Structure in India. [10]

Q2) Explain the threshold limits for GST registration and also enumerate the registration process in brief. [10]

OR

Short Notes on : [10]

- a) Non-resident Taxable person.
- b) Registration Number format.

Q3) Admission to Apollo Theater is Rs. 120 per ticket for a Marathi Movie as well as for a Hindi Movie plus entertainment tax 5% on Marathi Movie and 10% on other languages. In the month of November, Apollo Theater sold 1000 tickets of Marathi Movie and 500 tickets of Hindi Movie. Find the value of taxable supply of service. Applicable rate of GST 18% and 28%. Find the GST liability if any? [10]

OR

P.T.O.

M/S Akshay Ltd. is engaged in doing job work for M/S Rajesh Ltd. M/S Rajesh Ltd. Supplies raw material for Rs. 2,00,000 and packing material for 22,500 to M/S Akshay Ltd. for completion of job work. M/S Akshay Ltd. has agreed to supply services for the purpose of performing the activities specified by M/S Rajesh Ltd. for Rs. 1,00,000. Job worker profit of Rs. 70,000 and material consumed for Rs. 3,500. Find Transaction value (i.e. sole consideration) to levy GST in the hands of M/S Akshay Ltd. [10]

Q4) Explain the negative list for Input tax credit. [10]

OR

What is Input Tax Credit? Discuss the requirements for Input tax credit under GST. [10]

Q5) Short Notes : [5 x 2 = 10]

- a) Indian Custom Water.
- b) Dutiable goods.
- c) Bill of export.
- d) Foreign Going vessel or Aircraft.
- e) Imported goods.

OR

What is custom duty? Explain the objectives and types of custom duty. [10]



Total No. of Questions : 5]

SEAT No. :

P4119

[Total No. of Pages : 2

[5565] - 4011

M.B.A. (Semester - IV)

**403 (MC) - STRATEGIC BRAND MANAGEMENT
(2016 Pattern)**

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) What is brand? Why is it considered the most valuable asset for a company?

OR

b) As a brand Manager of any product in a company. What steps will you take to create brand value for your product?

Q2) a) What is meant by “Brand Positioning”? Discuss it’s importance in terms of success of a brand.

OR

b) How brand positioning through celebrity endorsement affect the brand image and explain the match-up between brand image and brand celebrity image?

Q3) a) How a company can develop appropriate brand strategy?

OR

b) What is “Intellectual Property Rights” and give difference between discoveries and innovations?

P.T.O.

Q4) a) What is brand extension and why it is needed? Give it's advantages and disadvantages.

OR

b) What are the main rules and risk in the extension of the brand? Explain with example.

Q5) a) What are the benefits the organisation will have on adoption of global branding?

OR

b) Discuss five strategies for a successful global brand with the help of example.



Total No. of Questions : 5]

SEAT No. :

P4121

[Total No. of Pages : 2

[5565] - 4014

M.B.A. (Semester - IV)

403 (RABM) : RURAL CREDIT & FINANCE

(2016 Pattern)

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Explain the characteristics of Indian agriculture.

OR

b) Discuss the role of agriculture in the economic development of India.

Q2) a) Explain various financial intermediaries in agriculture with their respective functions.

OR

b) What is the role of 'credit' in Agriculture? State the structure of Agriculture Finance in India.

Q3) a) Explain the structure and functions of District Central Cooperative banks.

OR

b) Explain the following in context of Co-operative Banks and Agriculture Finance ;

- i) Primary level credit institutions.
- ii) Special features of Co-operative banking.

P.T.O.

Q4) a) Discuss and explain the concept of 3C's, 7P's and 3R's of credit.

OR

b) Explain the principle of Micro and Macro finance.

Q5) a) Explain various players and approaches in the area of rural and micro finance.

OR

b) Illustrate the role of BDS in rural finance.



Total No. of Questions : 5]

SEAT No. :

P4122

[Total No. of Pages : 2

[5565] - 4015

M.B.A. (Semester - IV)

**403 RM : E-Commerce and Digital Marketing in Retail
(2016 Pattern)**

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Define E-Commerce. Elaborate advantages of implementing E-commerce in today's market situation. [10]

OR

b) Difference between Pure Online Vs Brick & Click Business. [10]

Q2) a) What are different types of Electronic payment? How electronic payment can help business to grow at rapid space? [10]

OR

b) Elaborate different tools used to promote Website. [10]

Q3) a) Explain the term Search Engine Optimization. [10]

OR

b) What do you mean by Digital Marketing? Explain its importance and significance in retail. [10]

P.T.O.

Q4) a) Discuss the spread of Social Media Marketing with examples and how it can impact on marketing of products and services? **[10]**

OR

b) Write a short note on Campaign Marketing & Blog Marketing. **[10]**

Q5) a) Elaborate the term copy writing and its importance in Digital Marketing. **[10]**

OR

b) What do you mean by Mobile Marketing? Explain advantages of Mobile Marketing. **[10]**



Total No. of Questions : 5]

SEAT No. :

P4123

[Total No. of Pages : 2

[5565] - 4017

M.B.A. (Semester - IV)

403 SER : Strategic Services Marketing
(2016 Pattern)

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Choose a service firm that pays attention to both price and differentiation routes and explain the measures of success achieved by employing both the strategies. [10]

OR

b) 'In service industry the demand that cannot be met is often lost'. Comment. [10]

Q2) a) Explain in detail 'Mystery Shopping'. How it is useful for beauty parlour chain? [10]

OR

b) Explain critical incidence studies in detail. As a customer of fast food restaurant, think of an event when you have particularly had satisfying interaction. What made you felt satisfying? [10]

Q3) a) What are the major drivers for a banking industry to go in for CRM systems? [10]

OR

b) 'A marketing decision support system is one that is designed specifically for marketing decisions'. Discuss. [10]

P.T.O.

- Q4) a)** Identify a service brand which according to you is a good example of successful brand management. Explain the reasons. **[10]**

OR

- b) “Cobranding is used to create a strong brand identity using strong expression of both brands”. Discuss in detail. **[10]**

- Q5) a)** Explain the additional three P’s for the ‘chain of retail stores’. **[10]**

OR

- b) You have been appointed a marketing consultant by a catering service provider from Pune. They are specialist in pure vegetarian food. Design a marketing mix for this services. Clearly state the assumptions made, if any. **[10]**



Total No. of Questions : 5]

SEAT No. :

P4124

[Total No. of Pages : 2

[5565] - 4018

M.B.A. (Semester - IV)

403 THM : Strategic Hospitality Management
(2016 Pattern)

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Discuss in detail origin & scope of strategic management. [10]

OR

b) Describe the strategic management process in detail. [10]

Q2) a) Why do we need to analyze the External Stakeholders? [10]

OR

b) Discuss “Managing the Operating Environment” in detail. [10]

Q3) a) Write a detailed note on Strategy Formulation at the Business-Unit Level. [10]

OR

b) Explain in detail Strategic Group Mapping. [10]

P.T.O.

Q4) a) Discuss in detail Organizational Control. **[10]**

OR

b) Explain Inter Organizational Relationships and the Tourism Cluster. **[10]**

Q5) a) Write a note on Innovation and Corporate Entrepreneurship. **[10]**

OR

b) Explain in detail International Market Selection. **[10]**



Total No. of Questions : 5]

SEAT No. :

P4125

[Total No. of Pages : 2

[5565] - 4019

M.B.A. (Semester - IV)

TECHNOLOGY MANAGEMENT SPECIALIZATION

403 TM : Technology Competition and Strategy

(2016 Pattern)

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) What do you mean by Competitive Domains and explain its Technological Characteristics? [10]

OR

b) Explain the influence of Environmental trends on Competition. [10]

Q2) a) Explain the importance of Technology Intelligence with an example. [10]

OR

b) Write in detail contemporary challenges in Mapping the Technology Environment. [10]

Q3) a) What do you mean by Business Strategy and Technology Strategy give one example of each? [10]

OR

b) Explain in detail Technology's Interface with Market, Customers and Suppliers with relevant example. [10]

P.T.O.

Q4) a) What do you mean by Linkages between Technology choice and Competitive Advantage write with one example? [10]

OR

b) Explain the Role of Chief Technology office in an organisation. [10]

Q5) a) What do you mean by R & D Alliance, Marketing Alliance and Outsourcing Alliance give one example for each? [10]

OR

b) Explain Deployment of technology in New products and Deployment of Technology in the value chain with relevant example. [10]



Total No. of Questions : 5]

SEAT No. :

P4126

[Total No. of Pages : 1

[5565]-4020

M.B.A.

**404 BIM : TRENDS IN INSURANCE MANAGEMENT
(2016 Pattern) (Semester - IV)**

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Attempt all questions.*
- 2) *Each question carry 10 marks.*
- 3) *Give relevant example.*

Q1) Define Insurance. List the various life and non - life insurance covers available in India.

OR

How insurance companies have evolved after privatisation of insurance sector?

Q2) Discuss the role, mission and objectives of IRDA.

OR

Protection of Policy holders is a very important aspect in the insurance business. Explain the provisions for protection of the interest of policyholders provided by IRDA.

Q3) Define group Medi claim policy.

OR

Give in detail about the principles of health insurance and health insurance products. Give examples.

Q4) Explain the functions and advantages of reinsurance.

OR

Discuss the various factors responsible for loss in health insurance business.

Q5) Explain the Role of Information Technology in Insurance Industry.

OR

Explain International Trends in Insurance Regulation.



Total No. of Questions : 5]

SEAT No. :

P4127

[Total No. of Pages : 1

[5565]-4021

M.B.A. (Semester - IV)

**404DFM: NATIONAL POWER AND DEFENCE POLICY
(2016 Pattern)**

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Discuss the elements and limitations of national power. **[10]**

OR

b) Discuss the role of national interest and ideology in international relations.

Q2) a) Explain the origin of World Bank. Discuss the objectives and functions of World Bank. **[10]**

OR

b) Explain the impact of terrorism in the economy.

Q3) a) Explain the nature, of basis and sources of international law. **[10]**

OR

b) Elaborate the relationship between international law and municipal law.

Q4) a) Discuss the concept of management of war. **[10]**

OR

b) Explain the center of gravity and lines of communication.

Q5) a) Discuss on ordinance factories and defence public sector undertakings (DPSU's) **[10]**

OR

b) Explain the role of private sector in defence production.



Total No. of Questions : 5]

SEAT No. :

P4128

[Total No. of Pages : 2

[5565]-4022

M.B.A. (Semester - IV)

**404-ED : INVESTING IN SCIENCE & TECHNOLOGY
(2016 Pattern)**

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to candidates:

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

Q1) a) "Investing in technology is important for success of entrepreneurship" comment. **[10]**

OR

b) What is technology obsolescence? Discuss its impact on success and failure of enterprise with example.

Q2) a) Explain the steps of Investment planning in brief. **[10]**

OR

- b) Write short notes on (any two)
- i) Matching projects to available fund
 - ii) Budget document for capital programs.
 - iii) Project selection criteria

Q3) a) Discuss current trends & opportunities in technology entrepreneurship. **[10]**

OR

b) Discuss the role of technology entrepreneurship in socio economic development of region, with examples.

Q4) a) Discuss some of the government of India's initiatives related to investing in science & technology. **[10]**

P.T.O.

OR

- b) Write short notes on (any two) [10]
- i) Role of UNESCO in funding technology entrepreneurship.
 - ii) Role of WORLD Bank in funding technology entrepreneurship
 - iii) Work of BILL GATES FOUNDATION INDIA.

- Q5)** a) Discuss the success story of any technology startup venture you know. What Factors made the venture successful? [10]

OR

- b) Explain the Factors responsible for success of an entrepreneurship. Give example of your choice.



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Total No. of Questions : 5]

SEAT No. :

P4129

[Total No. of Pages : 2

[5565]-4023

M.B.A. (Semester - IV)

404 (FBM) : MANAGING INNOVATION - II

(2016 Pattern)

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) How Innovators can protect Entrepreneurial Rents? Elaborate with examples. [10]

OR

b) What are various Generic Strategies for World Wide Innovation? Elaborate the strategies with examples.

Q2) a) Explain a product lifecycle for an Innovative product. Elaborate the stages with suitable examples. [10]

OR

b) Explain stages involved in Implementation of Innovation.

Q3) a) Elaborate the Government's role in promoting innovation in the country. [10]

OR

b) What are the Macro Economic Fundamentals supporting innovation in the country?

P.T.O.

Q4) a) Explain CI - 3 frame work with suitable examples. **[10]**

OR

b) Elaborate the concept of Innovation in Service Industry. What different innovations have been done in Service Industry in India? Explain any two of those.

Q5) a) Explain a case of any social Innovator you know. **[10]**

OR

b) Compare innovations in India with any developed country.



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Total No. of Questions : 5]

SEAT No. :

P4130

[Total No. of Pages : 2

[5565]-4024
M.B.A. (Semester - IV)
404-FIN : INTERNATIONAL FINANCE
(2016 Pattern)

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Describe the Role of information technology and financial integration in the process of Globalization. **[10]**

OR

b) What do you mean by the term international finance? Explain its nature and scope.

Q2) Explain the role played by various participants of foreign exchange. **[10]**

OR

Write short notes on

- i) Cross Rate **[5]**
- ii) Spot and Forward Rate **[5]**

Q3) Define the concept of deregulation. State its characteristics and factors causing deregulations. **[10]**

OR

Write short notes on

- i) Securitizations **[5]**
- ii) Globalization **[5]**

P.T.O.

Q4) Define floating Rate Note. State the types, features and advantages of FRN.[10]

OR

What are the rights and duties of managing and agent banks in International bond market?

Q5) Discuss the objectives. Scope of Indian Accounting Standards (IAS) on foreign transactions. [10]

OR

What are the strategies uses for international cash management?



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Total No. of Questions : 5]

SEAT No. :

P5555

[Total No. of Pages : 2

[5565]-4025

M.B.A

**404HM : STRATEGIC PLANNING & HEALTHCARE
MANAGEMENT**

(2016 Pattern) (Semester - IV)

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) What is Strategic Management? Explain in detail the different types of strategies and the process of strategic management in healthcare industry.

OR

- b) What do you mean by Strategy Map? Prepare a Strategy map for Dental Hospital.

Q2) a) Explain the strategies used in global environment for restructuring healthcare industry.

OR

- b) "Avoiding failures and sustaining competitive advantage in healthcare industry". Justify the statement with a suitable example.

Q3) a) "Healthcare Industry is booming with each passing day in such a competitive environment". What are the corrective steps involved in formulation and implementation of strategies to sustain the competitive advantage over competitors in healthcare industry.

OR

- b) What is the importance of Blue & Red Ocean Strategies in healthcare industry. State its effects in detail.

P.T.O.

Q4) a) Elaborate on the role of strategic thinking in Healthcare Industry. What are the different methods of Strategy Analysis with respect to Healthcare Sector?

OR

b) How do the internal and external environment plays an important role in Healthcare Industry. Explain in detail the tools to evaluate.

Q5) a) Design a Business model for a Pathology Lab using E-commerce.

OR

b) How the Strategy Scorecard plays an important role in healthcare organization. Explain in detail the concept of financing a strategy and the returns on Strategic Investment.



Total No. of Questions : 5]

SEAT No. :

P4133

[Total No. of Pages : 2

[5565]-4028
M.B.A. (Semester - IV)
ERP-404IT: ENTERPRISE RESOURCE PLANNING
(2016 Pattern)

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Explain the ERP architecture in details. **[10]**

OR

Explain vendor selection strategy for ERP Implementation.

Q2) What is ERP? Discuss ERP benefits of the organisation. **[10]**

OR

Explain the ERP implementation life cycle?

Q3) Explain the details about ERP functional modules like production & planning. **[10]**

OR

Explain the details about ERP functional modules like purchse & inventory.

Q4) Explain the business intelligence and anlaytics in enterprise application with help of ERP. **[10]**

OR

Explain the data ware housing and datamining in details.

P.T.O.

Q5) "E-Market" is online shopping company providing various buying selling of products to many customer. However currently the company is facing lot of problem due to huge competition in E-commerce sector. You as ERP consultant suggest how ERP implementation can prove as better tool to improve companies overall functioning. Discuss all modules & submodules of ERP which will be suitable for E-Commerce companies. [10]

OR

"Victory auto care" is an organization engaged in servicing and sales of Spare parts of four wheeler in major cities in Gujarat. They have 418 services centers across the state. Top management has decided to convert their semi automated services centre based system into a central and full automated ERP system for administering all their service centers prepare a detail ERP pre and post Implementation plan.



Total No. of Questions : 10]

SEAT No. :

P4134

[Total No. of Pages : 2

[5565]-4029
M.B.A. (Semester - IV)
DIGITAL MEDIA AND COMMUNICATION
MARKETING
Internet Marketing - II (Theory)
(2016 Pattern)

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to candidates:

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

Q1) What is E-CRM? Discuss benefits & it's marketing applications of CRM.[10]

OR

Q2) Explain the concept of customer lifecycle management with suitable example. [10]

Q3) Explain the process of website development. [10]

OR

Q4) a) Explain the role of people involved in a website project. [5]

b) What is website prototyping? Explain stages of website prototyping.[5]

Q5) What is interactive marketing communication? Distinugh between traditional and digital media. [10]

OR

Q6) Explain offline promotional techniques with their advantages & limitations.[10]

Q7) Describe various online promotion techniques used by companies to promote a product. [10]

OR

P.T.O.

Q8) What is public relation? Explain the difference between online PR and traditional PR. **[10]**

Q9) Define performance metrics framework. Explain tools & techniques used for information collection. **[10]**

OR

Q10) Explain website maintenance process and responsibilities in website maintenance. **[10]**



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Total No. of Questions : 5]

SEAT No. :

P4137

[Total No. of Pages : 2

[5565]-4032
M.B.A. (Semester - IV)
(404-RABM) : RURAL MARKETING - II
(2016 Pattern)

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) What are different product identity strategies for Rural Markets, Explain with suitable examples. **[10]**

OR

- b) Write short notes on
- i) Customer value strategies for Rural Markets.
 - ii) Product innovation strategies for Rural Markets.

Q2) a) Discuss various pricing policies adopted by seed manufacturing & Marketing Organisation in Rural area. **[10]**

OR

- b) Explain in detail pricing strategies for Rural markets & also discuss how they are different than urban market pricing strategies.

Q3) a) What are different direct & indirect marketing channel strategies used in Rural Markets? Explain with various examples. **[10]**

OR

- b) Write short note on-
- i) Rural logistics
 - ii) Rural coverage decision

P.T.O.

- Q4) a)** Explain various types of Retail outlets with specific Rural Market. Also discuss role of training for Retailers. **[10]**

OR

- b) What are Government initiated retail outlets in Rural areas? How it has contributed Rural retailing in India. **[10]**

- Q5) a)** Discuss in detail framework of IMC with suitable, examples. **[10]**

OR

- b) Describe promotional mix strategies for Rural markets, explain the role of the Rural Advertising. **[10]**



Total No. of Questions : 5]

SEAT No. :

P4139

[Total No. of Pages : 2

[5565]-4035
M.B.A. (Semester - IV)
(404-SER) - SECTORIAL SERVICES MANAGEMENT
Services Management Specialisation
(2016 Pattern)

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Differentiate between goods and services? Give an overview of banking and insurance services?

OR

b) "The service sector majorly contributes to the Indian Economy"
Comment?

Q2) a) What do you mean by health care services? Explain the use of market segmentation in context of health care services.

OR

b) Discuss different types of Insurance Services?

Q3) a) Elaborate and Explain the types of channels in the chain of distribution of Tourism services?

OR

b) Describe Indian and Global Environment in context with the 'Travel and Tourism services'?

P.T.O.

Q4) a) Discuss the main characteristics of Hotel industry? Explain the marketing mix with respect to Hotel marketing?

OR

b) Discuss the concept of Hotel and catering services? State its scope, importance? Explain the evolution of Hotel services?

Q5) a) Define retailing? Discuss the different types of Retailing?

OR

b) Describe the functions of retailer? What are the services rendered by Retailer? Explain in brief e-retailing?

