

Total No. of Questions : 5]

SEAT No. :

P8431

[Total No. of Pages : 5

[5860]-11

M.B.A.

(305Fin) : DIRECT TAXATION

(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.

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

- i) Income
- ii) Assessment Year
- iii) Person
- iv) Firm

OR

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

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

- i) Basic salary Rs.25,000 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) From 01-09-2016 onwards he was provided an accommodation by his employer. (Rent-free unfurnished)
- vii) House Rent Allowance ₹6,000 p.m.

(For the period from 01-04-2021 to 31-08-2021 i.e. for 5 months)  
He was paying house rent ₹7,000 p.m. in Mumbai. Compute Gross income from salary for the A.Y. 2021-22.

OR

P.T.O.

- b) Ramesh provides following information about his salary income received from his employer in Pune for the F.Y. 2020-21. [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.
- vii) The fair rental value of the house is ₹24,000 p.a.

Compute Gross Income from salary for Ramesh in respect of A.Y. 2021-22.

- Q3) a) Mr. Ram owns a house property which is being let out. The particulars about the property are as follows : [10]

- 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 2021-22. However, the owner couldn't realise the rent for March 2022. Compute the Income from house property for the A.Y. 2021-22.

OR

- b) Ms. Deepali owns a property which is let out throughout the year 2021-22. The details of residential property are as follows : [10]

- 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. 2021-22.

- Q4) a)** Following is the Profit and Loss A/c for the Financial year ending on 31-03- 2022 of M/s G.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		
	<u>4,25,000</u>		<u>4,25,000</u>

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 2017-18 and allowed by IT authorities.
- vi) FD & shares is personal investments of the proprietor.

Compute taxable income from business for the A.Y. 2021-22.

OR

- b) Dr. Kshitij is a medical practitioner and owns Sri Clinic for which following Receipt and Payment A/c is provided for 2021-22. [10]

Receipts	Amount ₹	Payments	Amount ₹
To Balance (b/d)	35,000	By <u>Rent of Clinic</u> :	
To <u>Consultation fees</u> :		2020-21 40,000	
2020-21 2,05,000		2021-22 <u>20,000</u>	60,000
2021-22 <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		By Purchase of Car	2,40,000
purpose		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.

- One-third car expenses are related to personal use and remaining for profession
- Depreciation applicable for car and surgical equipment's is at the rate of 15%.
- Depreciation on professional books is at 60%.
- 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 31-03-2021. **[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. 2021-2022.

OR

**b)** Following details are provided regarding an income for the F.Y. 2020-21. 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. :

P8432

[Total No. of Pages : 2

**[5860]-12**

**M.B.A. (IT Specialization)**

**305-IT: IT MANAGEMENT & CYBER LAWS**

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

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates :*

- 1) *All questions are compulsory.*
- 2) *Elqual marks to all questions.*

**Q1)** a) Explain various Computer Peripherals - Input-Output Devices in detail with examples. **[10]**

OR

b) Elaborate Networking Trends in the current industrial scenario with example. **[10]**

**Q2)** a) How Application Software such as Software Suites, Messaging and Groupware are helpful to the organization write with example each. **[10]**

OR

b) Write appropriately Managerial considerations in selection, maintenance, controlling and replacement of Software in an Organization with example. **[10]**

**Q3)** a) What is the need of Security Management in IT, write the reasons with small incidences you have heard. **[10]**

OR

b) Explain the process of Selection, Recruitment – Training – Retention – Performance Measurement of any large IT Company. **[10]**

*P.T.O.*

**Q4)** a) What is the need and importance of Cyber Laws for a Large Business Organization. [10]

OR

b) Explain use of electronic records and digital signatures in Government and its agencies with reference to E-Governance and IT Act 2000. [10]

**Q5)** a) Who can be a Certifying Authority for Digital Signature, Certifications Generation, Suspension and Revocation of Digital Signature Certificate-support with an example. [10]

OR

b) “In today’s world Cyber Crimes are heard in almost all the Business Sectors” - Justify with relevant examples and give some remedial measures for the same. [10]

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Total No. of Questions : 5]

SEAT No. :

**P8411**

**[5860] - 13**

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

**M.B.A.**

**306 I.T : E-BUSINESS AND BUSINESS INTELLIGENCE  
(2016 Pattern ) (Semester - III)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** What is E-Business? How E-Business acts as a significant business segment of future?

OR

What is the concept of information publishing technologies? How does it importance of the business?

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

OR

Write a short note. (Any Two)

- a) e-SCM
- b) e-CRM
- c) Online community building.

**Q3)** What is E-Business Strategy? Explain legal issues and challenges related to E-Business?

OR

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

**Q4)** Define the terms-Data, Information, Knowledge and Wisdom. Explain the Significance of Business Intelligence in modern trade?

OR

Discuss the role of mathematical models in Business Intelligence.

**P.T.O.**



**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.



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Total No. of Questions :5]

SEAT No. :

**P 8412**

**[5860]-14**

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

**M.B.A.**

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

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Define explain the concept of Human Resource Accounting (HRA) What are objectives of HRA. **[10]**

OR

b) What is Balance Score Card? Explain its benefits. **[10]**

**Q2) a)** Explain the elements of Human capital. **[10]**

OR

b) Explain various elements of acquisition & training cost in detail. **[10]**

**Q3) a)** Explain the process of Human Resource Accounting for Recruitment. **[10]**

OR

b) Explain the procedure to be followed for conducting HR Audit. **[10]**

**Q4) a)** Define compensation. Explain the advantages & disadvantages of compensation. **[10]**

OR

**P.T.O.**

b) Write short notes on (any Two) [10]

- i) Wage concepts.
- ii) Objectives of International compensation.
- iii) Difference between salary & wages.

**Q5)** a) What do you mean by VRS? Give reasons of VRS offered by the corporates. [10]

OR

b) What do you mean by fringe Benefits? Discuss features, objectives & types of fringe benefits. [10]



Total No. of Questions : 5]

SEAT No. :

P8434

[Total No. of Pages : 2

[5860]-15

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

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

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** a) “*Rural Marketing is Real Marketing*”. Justify the statement highlighting the challenges and opportunities of Rural market in India, compared to the urban market. **[10]**

OR

- b) Explain the factors, which have made rural markets attractive. If you wish to enter into rural market, how will you assess the different factors of environment and why? Elaborate. **[10]**

**Q2)** a) Discuss the role played by *Uttam Bandhan* in Rural Market Development. **[10]**

OR

- b) Briefly explain the role played by Hindustan Lever in the Indian rural market. **[10]**

**Q3)** a) Identify the key differences in the environmental factors affecting rural buyer behaviour. **[10]**

OR

- b) Explain the role of opinion group in the context of rural markets and comment upon how does it differ from the urban markets? **[10]**

**P.T.O.**

- Q4) a)** Frame and discuss detailed market research steps that you would undertake to find marketability of 'high yield maize seeds' of Krishidhan company? **[10]**

OR

- b) Discuss various methods, approaches and tools of gathering information in a rural market. **[10]**

- Q5) a)** "*Marketing approaches vary with degree of segmentation*". Describe with suitable examples the approaches for segmentation of Rural Marketing. **[10]**

OR

- b) Identify life styles of men and women in rural India and show their influence on product preferences with suitable examples. **[10]**

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Total No. of Questions : 5]

SEAT No. :

P8873

[Total No. of Pages : 2

[5860]-16

M.B.A. (Management)

**306 : INFORMATION TECHNOLOGY IN HEALTHCARE  
(2016 Pattern)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates :*

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

**Q1)** Elaborate role of Hospital Management Information System in today's healthcare?

OR

Discuss IT architecture models in healthcare organizations?

**Q2)** What is the role of mobile IT devices in healthcare industry? Discuss with suitable examples.

OR

"Telemedicine was instrumental in managing healthcare in recent Pandemic". Discuss this statement.

**Q3)** How Electronic health records help to build efficient data management system?

OR

Discuss ethical and medico-legal issues in patient information exchange?

**Q4)** Explain challenges faced by corporate hospitals for compliance of national and international regulations?

OR

Elaborate the importance of data collection, data analysis and data presentation in medical systems?

**P.T.O.**

**Q5)** What is the role of Information technology in hospital administration?

OR

Write short notes (Five marks each) :

- a) Nursing Information System
- b) Pharmacy Information System



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Total No. of Questions : 5]

SEAT No. :

**P8438**

[Total No. of Pages : 2

**[5860] - 21**

**M.B.A.**

**403 - IT : SOFTWARE PROJECT MANAGEMENT**

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

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates :*

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

**Q1)** What is Estimation? Enlist various software estimation techniques. Explain Expert Judgment method of estimation in brief. **[10]**

OR

Highlight on steps in project planning and project evaluation.

**Q2)** Discuss resource monitoring and control w.r.t. software projects. **[10]**

OR

Explain forward pass and backward pass with suitable example. (Make your own assumptions).

**Q3)** Explain following terms : **[10]**

- a) Cash flow forecasting.
- b) Extreme programming.

OR

Explain the importance of PERT as a tool of risk management.

**P.T.O.**



**Q4)** Enlist and explain various activities under technical project management in brief. **[10]**

OR

Write short notes on :

- a) Microsoft project.
- b) Software quality.

**Q5)** Draw the network diagram and determine the critical path for the following project : **[10]**

Activity	Time estimate (Weeks)
1-2	5
1-3	6
1-4	3
2-5	5
3-6	7
3-7	10
4-7	4
5-8	2
6-8	5
7-9	6
8-9	4

OR

Write a statement of scope, project initiation and project planning for the following project.



Total No. of Questions : 5]

SEAT No. :

P8433

[Total No. of Pages : 2

[5860]-22

M.B.A.

**403OPE : OPERATIONS STRATEGY AND RESEARCH  
(2016 Pattern) (Semester - IV)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates :*

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

**Q1)** What is Operations Strategy? How to apply it at three levels of business organization? **[10]**

OR

Explain importance of operation research in business, how to use it in manufacturing sector?

**Q2)** Explain Porters Value Chain Concept, how you will use it for cost minimization. **[10]**

OR

Which are issues in strategic management explain it for telecom organization in India.

**Q3)** What is Lean manufacturing process, explain it for automotive sector in India. **[10]**

OR

What is new product development, explain the process with examples.

**Q4)** Solve following LPP using Simplex method. **[10]**

$$\begin{array}{ll}\text{Max} & Z = 3x_1 + 2x_2 + 5x_3 \\ \text{Subject to} & x_1 + 2x_2 + x_3 \leq 430 \\ & 3x_1 + 2x_3 \leq 460 \\ & x_1 + 4x_2 \leq 420 \\ & x_1, x_2, x_3 \geq 0\end{array}$$

OR

What is Linear Programming? Explain it applications in management.

**P.T.O.**

**Q5)** What is decision tree? Explain in details about building new plant or out sourcing with example. **[10]**

OR

Construct decision tree for following case

	Growing	Declining
Stocks	70	−13
Mutual Funds	53	−5
Bonds	20	20
Probability	0.4	0.6

▽▽▽▽

Total No. of Questions : 5]

SEAT No. :

**P8413**

**[5860] - 23**

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

**M.B.A.**

**403 SCM: STRATEGIC SUPPLY CHAIN MANAGEMENT  
(2016 Pattern) (Semester -IV) (Paper - II)**

*Time: 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Explain impact of customer needs' and impact of uncertainty. **[10]**

OR

b) What is the concept of strategic fit? Explain the steps in achieving strategic fit. **[10]**

**Q2) a)** What is the concept of SCM? Explain the strategic objective of SCM. **[10]**

OR

b) Explain the importance of customer relationship management function from the perspective of supply chain. **[10]**

**Q3) a)** Elaborate the idea of supply chain faced challenges and to overcome adoption strategies for the future. **[10]**

OR

b) Explain the need of outsourcing? Why firms outsource the non core competency functions? Elaborate the benefits of outsourcing. **[10]**

**Q4) a)** Discuss the strategic partnership and alliances. **[10]**

OR

b) Explain the impact of multiple product and customer segments for managing supply chain. **[10]**

**P.T.O.**

**Q5) a)** Write short notes on (any two): **[10]**

- i) Ethical Supply Chain
- ii) Organizational Supply Chain challenges
- iii) Intelligent system
- iv) Globalization

OR

**b)** Explain Managing supply chain for strategic fit based on the impact of customer needs and impact of uncertainty. **[10]**



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Total No. of Questions : 5]

SEAT No. :

P8439

[Total No. of Pages : 1

[5860]-24

M.B.A.

**403 RABM : RURAL CREDIT AND FINANCE  
(2016 Pattern) (Semester - IV)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates :*

- 1) Attempt all questions.*
- 2) All questions carry 10 marks each.*

**Q1)** Explain the Role and Characteristics of Indian Agriculture.

OR

What are the major features of Indian Economy?

**Q2)** How Credit plays an important role in Agriculture?

OR

Define the various types of Agricultural Finance.

**Q3)** Explain the concept and features of co-operative banking.

OR

How Liberalization affected Co-operative banks in India?

**Q4)** Explain the various features of Moral Theory.

OR

What are the 3 R's of Credit?

**Q5)** What are the different Players and Approaches in Rural Finance?

OR

Explain the Concept of Triangle of Microfinance.



Total No. of Questions : 5]

SEAT No. :

**P8414**

[Total No. of Pages : 2

**[5860]-25**

**M.B.A.**

**403-MC : STRATEGIC BRAND MANAGEMENT**

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

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Define Brand. Differentiate between brand and product. **[10]**

OR

- b) 'Customers have more trust on 'Brands' rather than Products' - Critically analyse the statement with the role and importance of branding. **[10]**

**Q2) a)** Assume, that you have been appointed as a brand manager of car company. Company is planning to launch new EV-car (Electric Car). As a Brand Manager, how will you design positioning for new EV-car. **[10]**

OR

- b) Explain the concept of 'Internal Branding and 'Brand Audit' with suitable example. **[10]**

**Q3) a)** What is Brand Hierarchy? Describe different levels of brand hierarchy. **[10]**

OR

- b) How to manage FMCG brands over a period of time? **[10]**

**P.T.O.**

**Q4) a)** What is Brand Extension? Discuss its advantages, disadvantages and types of brand extensions. **[10]**

OR

b) Explain how brand extension impact on parent brand with example. **[10]**

**Q5) a)** What is Global Branding? Discuss advantages and disadvantages of global marketing programmes. **[10]**

OR

b) Explain the significance of Global Customer based brand equity and Global brand positioning. **[10]**





Total No. of Questions : 5]

SEAT No. :

P8435

[Total No. of Pages : 2

[5860]-26

M.B.A.

(403 Fin) : INDIRECT TAXATION

(2016 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Explain Indirect Tax structure in India. [10]

OR

b) Discuss the meaning of GST with the evolution of GST. [10]

Q2) What is composition scheme under GST? What conditions must be satisfied in order to opt for composition scheme? [10]

OR

Write short notes on: (5 each) [10]

- i) Registration Number format
- ii) Regular Tax payer

Q3) a) Krishna Enterprises had made supplies of Rs. 5,50,000 to B Enterprises. Municipal Authorities of Jaipur on such supplies levied the tax @ 10% of Rs. 55,000. CGST and SGST chargeable on the supply was of Rs. 66,000. Packing charges not included in the price of Rs. 5,50,000 amounted to Rs. 15,000. Subsidy of Rs. 25,000 was received from an NGO on the sale of such goods and the price of Rs. 5,50,000 is after taking in to account the amount of subsidy so received. Discount offered is @ 1% which was mentioned on the invoice. Determine the value of supply? [10]

OR

P.T.O.

The marked price of an article is Rs. 12,500. A- dealer in Kolkata sells the article to a consumer in the same city at a profit of 8%. If the rate of GST is 18%, find:

- i) The selling price (excluding tax) of the goods
- ii) IGST, CGST and SGST paid by the dealer to the Central and State governments
- iii) The amount which the consumer pays for the article.

[10]

**Q4)** Discuss the return filling process of GST? [10]

OR

How Input Tax Credit can (ITC) be utilized? Under what conditions there can be reversal of ITC? [10]

**Q5)** Discuss the following terms relating to Customs Act [10]

- a) Customs area
- b) Import report
- c) Foreign going vessel or Aircraft
- d) Bill of Export
- e) Indian Custom water

OR

What is Custom duty? Discuss the objectives and types of Custom duty?[10]



Total No. of Questions : 5]

SEAT No. :

**P8436**

[Total No. of Pages : 2

**[5860]-27**

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

**404 IT : ENTERPRISE RESOURCE PLANNING**

**(2016 Pattern)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) All questions are compulsory.*
- 2) Each question carries 10 marks.*
- 3) Draw neat diagrams if required.*

**Q1)** How has ERP changed the nature of IS function and job profile of IT professionals?

OR

Why is ERP called the most important tool for Business Process Reengineering?

**Q2)** What is the role of ERP implementation team?

OR

Explain ERP Life-cycle in details and discuss different ERP projects.

**Q3)** Explain the modules in production planning and operations of ERP systems.

OR

What are the challenges caused by the integration of ERP software with those of the suppliers and customers? Explain with a diagram.

**Q4)** Why do many ERP implementations fail?

OR

What is Data Mining? How is it different from Business Intelligence? Explain various applications of these.

**P.T.O.**

**Q5)** List some questions that should help in formulating a correct plan of action during the pre-implementation stage.

OR

Draft a case on the implementation of ERP in a manufacturing organization.



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Total No. of Questions : 5]

SEAT No. :

**P8422**

**[5860] - 28**

[Total No. of Pages : 2

**M.B.A.**

**404OPE - TOTAL QUALITY MANAGEMENT  
(2016 Pattern ) (Semester - IV)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** What is the Concept of Quality? Explain Internal and External perspectives of Quality. **[10]**

OR

What is the role of Quality circles in improving quality at shop floor? What are the limitations of quality circles? **[10]**

**Q2)** Discuss the contribution of Ishikawa, Taguchi, Feigenbaum. Explain the Concept and Application of Quality Function Deployment (QFD) with an Example. **[10]**

OR

What is the concept of 'quality philosophy'? Discuss Deming's 14 point philosophy of quality? **[10]**

**Q3)** Explain any 5 QC Tools. **[10]**

OR

Write short note on: **[10]**

- a) Flow Charts
- b) Histograms
- c) Pareto Analysis
- d) Regression Analysis

**P.T.O.**

**Q4) Explain the concept Statistical Process Control and Six Sigma in Brief. [10]**

OR

Explain the terms.

[10]

- a) AOQI
- b) OC Curve
- c)  $\bar{X}$  bar
- d) R Chart

**Q5) Explain the Deming Prize and National Quality Award.**

[10]

OR

Explain ISO QMS and Tata Business Excellence Model (TBEM).

[10]



Total No. of Questions : 5]

SEAT No. :

**P8423**

[Total No. of Pages : 1

**[5860]-29**

**M.B.A.**

**404 IB : INDIAN ECONOMY AND TRADE DEPENDENCIES  
(2016 Pattern) (Semester-IV)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** Explain the growth of National Income since 1991.

OR

b) Critically evaluate New Industrial Policy 1991.

**Q2) a)** What do you understand by Foreign aid? Discuss the role of Foreign aid in India?

OR

b) Examine the economic reforms for reduction of poverty in India.

**Q3) a)** 'Outsourcing proved competitive strength of Indian IT Industry in the world' Do you agree? Discuss with the help of suitable examples.

OR

b) Critically evaluate industrial growth under 11<sup>th</sup> Five Year Plan.

**Q4) a)** Explain the concept of 'Foreign Capital' and its importance in Indian Economy.

OR

b) What is Balance of Payment? Explain Balance of Payment crisis since 1991?

**Q5) a)** What are forex reserves? Explain the need to hold forex reserves?

OR

b) Discuss the globalization strategies and its impact on Indian economy.



Total No. of Questions : 5]

SEAT No. :

**P8415**

**[5860]-30**

[Total No. of Pages : 2

**M.B.A.**

**SCM - 404 : KNOWLEDGE MANAGEMENT IN SUPPLY CHAINS  
(2016 Pattern) (Semester - IV)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** Explain in detail the IT frome work in supply chain? **[10]**

OR

What are the benefits of CRM and its impact on customer satisfaction. **[10]**

**Q2)** State and explain the need for reconfiguration of supply chain? **[10]**

OR

Explain the defferent benefits of Supply chain information systems. **[10]**

**Q3)** What is digital market. Explain digital markets in current scenario. **[10]**

OR

What are the key business processes in Web enabled supply Chain? **[10]**

**Q4)** Explain upstream perspective in E- business and supply Chain? **[10]**

OR

What are key benifits of collaborative demand planning. **[10]**

**P.T.O.**



**Q5)** Write short note on following (any two)

**[10]**

- a) Global data Synchronization.
- b) Impact of E - Commerce on SCM.
- c) GPRS.

**\*\*\***

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Total No. of Questions : 5]

SEAT No. :

**P8416**

**[5860]-31**

[Total No. of Pages :2

**M.B.A.**

**404 RABM : RURAL MARKETING-II  
(2016 Pattern) (Semester-IV)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

*All questions are compulsory and carry equal marks.*

**Q1) a)** Discuss the significance of product strategy with respect to product Pricing and environmental factors

OR

b) Write short note on.

i) IMC Strategy

ii) Retailing by urban players.

**Q2) a)** How rural pricing strategies differ from urban pricing Strategies. Discuss in detail.

OR

b) Explain in detail current distribution trends in rural markets, also discuss rural logistics with suitable examples.

**Q3) a)** Discuss in detail various environmental factors influencing pricing decisions for rural products.

OR

b) What are different Direct and Indirect marketing channel strategies used in rural markets? Explain with various examples.

**P.T.O.**

**Q4)** a) What are different product identify strategies for rural markets explain with suitable examples

OR

b) Write short notes on.

- i) Rural coverage decision
- ii) Rural logistics

**Q5)** a) Describe various distribution Practices adopted by well known fancu company in rural areas.

OR

b) Discuss the various steps involved in designing the communication strategy for rural markets.



Total No. of Questions :5]

SEAT No. :

**P 8424**

**[5860]-32**

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

**M.B.A.**

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

**MANAGEMENT**

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

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** What do you mean by strategy Map? Prepare a strategy map for polyclinic.

OR

What is strategic management? Explain in detail the different types of strategies.

**Q2)** “Planning the strategies for your organization starts by vision” comment.

OR

Explain the strategies used in Global environment for restructuring healthcare industry.

**Q3)** Explain Blue & Red ocean strategies in healthcare industry state its effects in detail.

OR

“Healthcare industry is booming with each passing day in such a competitive environment”. What are the corrective steps involved in formulation & implementation of strategies to sustain the competitive advantage over competitors in health care industry.

**P.T.O.**

**Q4)** Explain in detail the tools to evaluate the internal & external environment.

OR

Elaborate on the role of strategic thinking in Healthcare industry.

**Q5)** Develop a Business model for Home delivery of Medicine using E-commerce.

OR

How the strategy scorecard plays an important role in Healthcare organization.



Total No. of Questions : 5]

SEAT No. :

**P8425**

**[5860] - 33**

[Total No. of Pages : 2

**M.B.A.**

**404 TM: MANAGING INNOVATION-II  
(2016 Pattern) (Semester -IV)**

*Time: 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

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

OR

b) What are various Generic Strategies for world Wide Innovation? Elaborate the strategies with examples. **[10]**

**Q2) a)** “Understanding Techno-economic factors for innovation is important”. Do you agree? Why? **[10]**

OR

b) Explain a product Lifecycle for an Innovative Product. Elaborate the stages with suitable examples. **[10]**

**Q3) a)** Explain various actions taken by Government in promoting innovation in the country. **[10]**

OR

b) What are public complementary assets? Explain the role of government as provider of public complementary assets. **[10]**

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

OR

**P.T.O.**

- b) Write a short notes (Any two) [10]
- i) Customer blending in Service Innovations.
  - ii) Customer Mind Mapping.
  - iii) Customer Ecosystem Mapping.

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

OR

b) Compare Innovations in India with any developed country. [10]



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