[5860]-101

First Year M.B.A.
101 - GC - 01 : MANAGERIAL ACCOUNTING
(2019 Pattern) (Semester - I)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:
1) *All questions are compulsory.*
2) *Each question earries equal marks.*

Q1) Solve any five: **[5 × 2 = 10]**

A) Match the following pairs:

	Group A		Group B
a)	Business Entity Concept	i)	Segmentation of the existence of the organization into time periods.
b)	Going Concern Concept	ii)	Permanency Nature of a business
c)	Money Measurement Concept	iii)	Separation between the business and its owner
d)	Accounting Period Concept	iv)	Recording of the business resources at cost only
		v)	Transactions expressed in monetary term to be recorded in the books of accounts

B) Give one word for the following:

a) Amount which is irrecoverable from the debt.

b) Articles in which a business deals.

C) What are elements of cost?

P.T.O.

D) Match the following pairs:

	Group A		Group B
a)	Variable Cost	i)	Relationship of Gross Margin to Turnover
b)	Margin of Safety	ii)	Contribution = Fixed Cost
c)	P/V ratio	iii)	Break – Even Analysis
d)	Break – Even Point	iv)	Zero at BEP
		v)	Controllable in nature

E) a) Overhead refers to:

   i) Direct or Prime Cost

   ii) All Indirect costs

   iii) Only Factory indirect costs

   iv) Only indirect expenses

b) Which of the following items is not shown on Credit column of trial balance?

   i) General Reserve

   ii) Commission Received

   iii) Purchase Return

   iv) Goodwill and Patents

F) a) State the advantages of double entry accounting system.

b) Enumerate the concept of Real A/C and give examples.

G) a) A flexible budget requires careful study and classification of expenses into _____.

   i) Past and current expenses

   ii) Fixed, Semi-variable and variable expenses

   iii) Administrative, Selling and factory expenses

   iv) None of the above

b) Cost Variance is the difference between _____

    i) The standard cost and marginal cost

    ii) The standard cost and budgeted cost

    iii) The standard cost and actual cost

    iv) None of the above

H) a) Interest on loan paid by business is an example of _____.

    i) Deferred expenditure

    ii) Capital expenditure

    iii) Revenue expenditure

    iv) None of the above

b) Which item shows a debit balance in the Trial balance?

    i) Purchase Return

    ii) Salary Outstanding

    iii) Sales

    iv) Prepaid expense

Q2) Solve any two: **[2 × 5 = 10]**

a) A firm maintains subsidiary books and journals, then why is it essential for it to prepare ledger accounts?

b) How does cost volume profit (CVP) analysis help the management of a firm in its decision making?

c) Explain variable, fixed and semi-variable costs and cite examples for these.

Q3) Solve any one: **[1 × 10 = 10]**

a) From the following Trial Balance of B & B Sons., Bhopal, prepare Trading and Profit & Loss Account for the year ended 2020 and a Balance Sheet as on that date after considering the following adjustments.

Trial Balance as on 31st March 2020

Particulars	Debit (Rs.)	Credit (Rs.)
Bharat's Capital	-----	2,00,000
Land & Buildings	87,000	
Plant & Machinery	17,500	
Goodwill	20,000	
Bharat's Drawing	22,600	
Cash in hand	1,795	
Stock as on April 2020	27,000	
Wages	10,000	
Purchases Less Returns	69,000	
Carriage Inward	600	
Traveller's Commission and Expenses	6,000	
Insurance Premium	2,000	
Motor Car	3,000	
Carriage Outward	1,400	
Sales Less Returns	----	94,000
Salaries	15,000	
Bank Charges	105	
Reserve for Doubtful Debts	---	1,500
Debtors	20,000	
Creditors	---	7,500
Total		

Adjustments:

i) On 31st March 2020 the stock was valued at Rs.46,000.

ii) Insurance Premium amounting to Rs.800 is prepaid.

iii) Outstanding salaries amounted to Rs.1000.

iv) Depreciate Plant & Machinery @ 10% p.a. and Motor Car @ 20% p.a.

v) Create a Reserve for Doubtful Debts @ 10% on Debtors.

b) Prepare a Statement of Cost from the following information relating to Shah Traders, Mumbai for the year ended 31.03.2020.

Particulars	Amount (Rs.)
Cost of Direct Materials	2,00,000
Sales	4,00,000
Direct Wages	1,00,000
Office Indirect Materials	5,000
Cost of special patterns	40,000
Postage and Telegram	2,000
Factory Rent and Insurance	5,000
Outstanding Chargeable expenses	2,000
Carriage Outward	2,500
Interest on Loan	2,150
Printing and Stationery	500
Factory Indirect Wages	3,000
Selling expenses	4,000
Travelling and Salesman's Salary	4,000
Factory Indirect Materials	1,000
Royalties	8,000
General Works Overheads	2,000

5

Q4) Solve any one: [1 × 10 = 10]

   a)   Sales Rs.1,00,000; Profit Rs.10,000; Variable cost 70%.

         Find out:

         i)   P/V ratio

         ii)   Fixed Cost

         iii)   Sales volume to earn a Profit of Rs.40,000.

   b)   The sales turnover and profit during two years were as follows:

Year	Sales (Rs.)	Profit (Rs.)
2020	1,40,000	15,000
2021	1,60,000	20,000

         You are required to calculate:

         i)   P/V ratio

         ii)   Sales required to earn a profit of Rs.40,000.

         iii)   Profit when sales are Rs.1,20,000.

Q5) Solve any one: [1 × 10 = 10]

   a)   The Standard mix to one unit of product is as follows:

Material	Standard		Actual	
	Quantity	Rate (Rs.)	Quantity	Rate (Rs.)
Material A	40	Rs.10/kg	20	Rs.35/kg
Material B	20	Rs.20/kg	10	Rs.20/kg
Material C	20	Rs.40/kg	30	Rs.30/kg

         From the following information compute the following variances:

         i)   Material Cost Variance

         ii)   Material Price Variance

         iii)   Material Usage Variance

b) Bright Co. Ltd. wishes to arrange overdraft facilities with its bankers from the period March to August 2021 when it will be manufacturing mostly for stock. Prepare a cash budget for the above period from the following data given below:

Month	Sales (Rs.)	Purchases (Rs.)	Wages (Rs.)	Manufacturing expenses (Rs.)	Office expenses (Rs.)	Selling expenses (Rs.)
January	1,70,000	80,000	15,000	10,000	5,000	7,000
February	1,60,000	84,000	16,000	11,000	5,500	7,500
March	1,82,000	83,000	16,800	8,000	4,500	6,500
April	1,55,000	83,000	12,000	10,500	4,750	6,800
May	1,65,000	76,000	18,000	12,000	5,400	7,400
June	2,00,000	68,000	16,000	9,600	5,700	7,000
July	1,80,000	70,000	17,000	8,000	5,000	6,000
August	2,20,000	56,000	16,500	9,600	5,500	5,500

Additional Information:

i) Opening Cash Balance on 1st March, 2021 was Rs. 20,000.

ii) Credit period allowed to customers - 1 month.

iii) Credit period allowed by suppliers - 1 month.

iv) Lag in payment of manufacturing expenses, office expenses and Selling expenses - 1 month.

v) Machinery purchased for Rs. 30,000 in March payable on delivery.

vi) Building purchased in April for Rs. 1,50,000 payable in two equal installments in May and July.

vii) Delay in payment of wages - 1 month.

viii) 5% commission of sales payable two months after sales.

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[5860]-102

M.B.A.

102 - GC - 02 : ORGANIZATIONAL BEHAVIOUR

(2019 Pattern) (Semester - I) (Theory)

Time : 2 Hours]   *[Max. Marks : 50*

Instructions to the candidates:

1) ***All questions are compulsory.***

2) ***Each question carries 10 marks.***

3) ***Figures to the right side indicate full marks.***

Q1) Answer any 5 :   **[10]**

a)   What is organisational Behaviour?

b)   What are values?

c)   Define personality.

d)   What is Fundamental Attribution error.

e)   Define the concept of instrumentality from Vroom's model.

f)   Name any 3 traits of leaders.

g)   What are the 3 components of attitude.

h)   What is Eustress?

Q2) Answer any 2 :   **[10]**

a)   Explain the importance of informal groups in organizations.

b)   What are complimentary transactions and crossed transaction? When should a crossed transaction be used?

c)   Elaborate upon any 5 strategies for managing resistance to change.

Q3) a) How will social perception affect the selection process and performance appraisal in an organisation. **[10]**

OR

b) With the help of JOHARI window discuss how interpersonal interaction can be made more effective.

Q4) a) Do you feel that 'Loves of Control' of a person will affect his/her job satisfaction? Explain with a relevant example. **[10]**

OR

b) Differentiate between the custodial and collegial models of OB.

Q5) a) What are the probable individual stressors for an employee who is working from home? How can they be managed? **[10]**

OR

b) Your subordinate Amit is a very sincere, knowledgable and committed but is always hesitant in taking decisions. Being his boss how will you motivate Amit to take decisions?

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[5860]-103

First Year M.B.A.

103 GC - 03 : ECONOMIC ANALYSIS FOR BUSINESS DECISIONS

(2019 Pattern) (Semester - I)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

    1)   *Draw neat labeled diagrams wherever necessary.*

    2)   *Figures to the right side indicate full marks.*

    3)   *All questions are compulsory.*

Q1) Solve any five :   **[10]**

    a)   Define Economics and managerial Economics.

    b)   List the objectives of the firm.

    c)   Write down the exceptions of the law of demand.

    d)   State the uses of concept of elasticity.

    e)   List the methods of demand forecasting.

    f)   State the law of supply.

    g)   Define elasticity of demand.

    h)   What is economic costs?

Q2) Solve any 2 :   **[10]**

    a)   What is demand? What are the factors that affect demand?

    b)   Explain price leadership?

    c)   What is private costs and social costs?

Q3) Solve any one :   **[10]**

    a)   Explain the cost output relationship in short run.

<div align="center">OR</div>

    b)   State the law of demand. Explain the elasticity of demand.

Q4) Solve any one :   **[10]**

    a)   What are the importance and limitations of demand forecasting? Explain any two methods of demand forecasting.

<div align="center">OR</div>

    b)   Explain the need for Government intervention in the market.

Q5) Solve any one :   **[10]**

    a)   What is business cycle? Explain the phases of business cycle.

<div align="center">OR</div>

    b)   Write down the objectives of pricing policies. Explain cyclical pricing price skimming and transfer pricing.

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[5860]-104

F.Y. M.B.A.

104 : GC-04 : BUSINESS RESEARCH METHODS

(2019 Pattern) (Semester - I)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

1) *All questions are compulsory.*
2) *Figures to the right indicate marks for question/sub question.*
3) *Answers to the questions should be specific and to the point.*
4) *Draw sketches wherever necessary with pencils.*
5) *Graph paper will not be provided.*

Q1) Solve any five :   **[10]**

   a) What is research? Why is research essential in Business, give two reasons?

                                                                      [2]

   b) List the stages in the Research process.   **[2]**

   c) Discuss the two basic means of obtaining primary Data.   **[2]**

   d) Under what circumstance would you recommend stratified and cluster probability sampling.   **[2]**

   e) What is Reliability?   **[2]**

   f) Mention two major differences between descriptive type of research and Exploratory type of research.   **[2]**

   g) Explain in short about cross-sectional study design.   **[2]**

   h) What do you understand about extraneous variables?   **[2]**

Q2) Solve any two :   **[10]**

   a) Compare and contrast In-depth Interview with focus groups.   **[5]**

   b) What are the advantages of internet-based questionnaires from personal interviewing?   **[5]**

   c) What are the scientific differences between nominal, ordinal, interval and ratio scale?   **[5]**

Q3) Solve any one : **[10]**

a) Develop a questionnaire to determine how households plan to buy and use major appliances. This questionnaire is to be used in national wide study.

b) What is research hypothesis? What are the good qualities of a hypothesis? Give one example of a hypothesis?

Q4) Solve any one : **[10]**

a) List and scrutinize any four probability sampling methods with their relative merits and drawbacks.

b) Prepare a research proposal on Pune based households about their interest in home gardening.

Q5) Solve any one : **[10]**

a) Draw histogram for the following also find mode from the graph.

Salary '000 in Rs.	30-40	40-50	50-60	60-70	70-80	80-90	90-100
No. of Employees	20	30	60	75	115	100	60

b) Develop suitable sample design for the following situation.

   i) To study work-life balance of working women in IT-Industry of Pune. **[5]**

   ii) To study employee satisfaction among the employees of small scale company of 100 employees about employee welfare policies. **[5]**

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[5860]-105

First Year M.B.A.

105 - GC - 05 : BASICS OF MARKETING

(2019 Pattern) (Semester - I)

Time : 2 Hours]   *[Max. Marks : 50*

Instructions to the candidates:

    1)   *All Questions are Compulsory.*

    2)   *Figures to the right indicate full marks.*

Q1)   Solve Any 5 out of 8:   **[10]**

    a)   List the competing concepts under which organisations has carried out marketing activities.

    b)   Write the concepts that states that if consumers and businesses are left alone, they will not buy enough of the organisation products. Explain.

    c)   Define need & provide two examples.

    d)   List five elements of Macro environment.

    e)   List the major consumer market segmentation variables.

    f)   Identify the two points of distinction between organisation and consumer buying behaviour.

    g)   List components of marketing mix.

    h)   Mention the stages of product life cycle.

Q2) Solve Any Two out of Three: **[10]**

   a) Explain components of Micro Environment analysis with proper example.

   b) What is long tail marketing and niche marketing. Explain with appropriate example.

   c) Explain concept of market share & potential for smart phones in India.

Q3) Solve Any One: **[10]**

   a) Explain the term "Targeting" and "Positioning". How these concepts applied to Android phones? Explain with appropriate example.

<div align="center">OR</div>

   b) Ayust pvt. ltd. is manufacturer with variety of fruit juices. As a marketing manager design segmentation strategy for it.

Q4) Solve Any One: **[10]**

   a) Explain various steps involved in buying a laptop for personal use.

<div align="center">OR</div>

   b) Analyse the term "Post purchase behaviour", "Moment of truth", "Zero moment of truth: write selection of B School.

Q5) Solve Any One: **[10]**

   a) Describe strategies adopted at each level of PLC for a F.M.C.G. product of your choice.

<div align="center">OR</div>

   b) Formulate marketing mix for a new electric SUV brand in India.

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[5860]-106

First Year M.B.A.

106 - GC - 06 : DIGITAL BUSINESS

(2019 Pattern) (Semester - I)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

   1)   *All Questions are Compulsory.*

   2)   *Figures to the right indicates full marks.*

   3)   *Give relevant examples.*

Q1)   Solve any Five:

    a)   Define E-health.   **[2]**

    b)   List any five limitations of E-commerce.   **[2]**

    c)   Define e-training with example.   **[2]**

    d)   Describe affiliate marketing.   **[2]**

    e)   Name the business model of amazon.   **[2]**

    f)   Define web stores and malls.   **[2]**

    g)   Describe M. government.   **[2]**

    h)   List the drivers of web 2.0.   **[2]**

Q2) Solve any Two:

    a) Compare and contrast traditional auction with e-auction. **[5]**

    b) Identify the importance of social media marketing for country like India.**[5]**

    c) Classify e-business models and discuss with suitable examples. **[5]**

Q3) Solve any one:

    a) Identify the major personal finance services available online and illustrate the factors for growth. **[10]**

    b) Illustrate the role of intermediaries in E-market-place. Give suitable examples in relation to ecommerce company. **[10]**

Q4) Solve any one:

    a) Analyze the importance of e-training in IT organization and classify them with suitable examples. **[10]**

    b) Analyze the difference between G2B and G2G models with suitable examples. **[10]**

Q5) Solve any one:

    a) You have been appointed as Senior Manager in Multi-national company. Design the business model for digital gaming business you want to launch on digital platform. **[10]**

    b) Design in detail the structure of Supply Chain Management of e-commerce company starting business in grocery items. **[10]**

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[5860]-107

First Year M.B.A. (Programme)

GE - UL - 01 - 107 : MANAGEMENT FUNDAMENTALS

(2019 Pattern) (Semester - I)

Time : 3 Hours]   *[Max. Marks : 50*

Instructions to the candidates:

1) *All questions are compulsory with internal choice with in question.*

2) *Five questions each carries 10 marks.*

Q1) Answer any 5:   **[5×2=10]**

    a) Explain organization structure.

    b) Discuss various factors Affecting Structure.

    c) List down the Approaches of Management.

    d) What is Case Study approach in planning.

    e) List out the types of Plan.

    f) Discuss the concept of Span of Control.

    g) List out Managerial Skill.

    h) Explain the concept of Learning Organization.

Q2) Answer any 2: **[2×5=10]**

   a) Planning and Controlling are very closely related management functions. Justify your answer with example.

   b) Coordination is the Essence of Management. Discuss the statement.

   c) Briefly explain the of Departmentation.

Q3) a) Compare the methods of span of control in government organisation and private organisation. **[10]**

OR

   b) Draw an organisation chart for any organisation and also explain the need of organisation chart. **[10]**

Q4) a) Analyse various managerial competencies expected from a manager working in a manufacturing industries. **[10]**

OR

   b) Elucidate concept of Boundary less organization and virtual organization. **[10]**

Q5) a) What are the essential characteristics of good decision? How can a manager make effective decisions? **[10]**

OR

   b) Management is regarded as an art by some a science and inexact science by other the truth seems to be somewhere in between. In the light of this statement explain the nature of management. **[10]**

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[5860]-108
First Year M.B.A.
108 - GE - UL - 02 : INDIAN ECONOMY
(2019 Pattern) (Semester - I)

Time : 2 Hours]   *[Max. Marks : 50*

Instructions to the candidates:
1) *All questions are compulsory.*
2) *Figures to the right indicate full marks.*
3) *Each question has an internal options.*

Q1) Solve any five :   **[10]**

    a) _____ is the type of Indian Economy.

       i) Socialist   ii) Communist

       iii) Capitalist   iv) Mixed

    b) The impact of Green Revolution was mainly on

       i) Cerelas   ii) Pulses

       iii) Fruits   iv) Vegetables

    c) NABARD is a

       i) Bureau   ii) Bank

       iii) Board   iv) Department

    d) India becomes world's _____ largest producer of rice & wheat due to the green revolution.

       i) First   ii) Second

       iii) Third   iv) Fourth

    e) Define Inequality

    f) Which sector contributes the most to Indian GDP?

g) WTO aims at :

    i) Establishing rules for domestic trade

    ii) Restricting Trade Practices

    iii) Liberalizing International Trade

    iv) None of these

h) Name any four types of Mergers & Acquisitions.

Q2) Solve any two :   **[10]**

a) Explain the Functions of RBI.

b) Explain the concept of Hard Infrastructure & Soft Infrastructure.

c) Explain the concept of Balance of Payment crisis.

Q3) Solve any one :   **[10]**

a) State any five Trends in Indian Economy.

b) Differentiate between secondary and Territory Sectors with suitable Examples.

Q4) Solve any one :   **[10]**

a) Discuss the issues in Indian Agriculture.

b) Discuss the role of SSI in Indian economy.

Q5) Solve any one :   **[10]**

a) How do you differentiate between private and public sector.

b) Write a detailed note on Globalization & impact on Indian economy.

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[5860]-109

First Year M.B.A.

109 - GE - UL - 03 : ENTREPREPRENEURSHIP DEVELOPMENT
(2019 Pattern) (Semester - I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

    1)   *All questions are compuslory.*

    2)   *Figures to the right indicate full marks.*

Q1) Solve any five :   **[10]**

    a)   Define entrepreneur, entrepreneurship and enterprise.

    b)   Define innovative entrepreneur.

    c)   Expand N-Ach/N-pow./N.All/N.Aut.

    d)   Define business model.

    e)   What is social sector?

    f)   What is mobility of entrepreneur.

    g)   Define networking in business.

    h)   List two ways on entrepreneur can prevent business failure.

Q2) Solve any 2 :

    a)   Examine the role of SISI in Entrepreneurship development.

    b)   Compare and contrast between network and aliances in business.

    c)   Write in your own words - Entrepreneurial competencies.

Q3) Solve any one : **[10]**

a) The social Entrepreneurs are governments best friend-Evaluate the statement.

b) Illustrate the objectives of the National Institute for Entrepreneurship and Small Business Development (NIESBUD) for entrepreneurship development.

Q4) Solve any one : **[10]**

a) Discuss the theory of profit by knight. Theory of social change by Everett-Hagen cile examples supporting the theories.

b) Evaluate the opportunities available in case of export oriented units (EOU) with reference to support by government agencies.

Q5) Solve any one : **[10]**

a) Amit runs his own enterprise in an area of the out skills of Kota, Rajasthan. He manages a collective of people with disabilities who make Rajasthani puppets in a traditional style, mainly selling to tourists through local shops and pays them a basic salary as well as profit share. The puppets are all made to Amit's own designs and are quite different to the standard items in most tourist stores. His quickly designs and their popularity with shoppers have come to the attention of Manish. Who runs a relatively large factory producing puppets and other tourist friendly wares. Manish's approaches Amit to suggest that he buy his enterprise, including his designs, and that Amit and his employees all come and work at Manish's factory. He is offering a lot of money and Amit doesn't know whether he wants to maintain his independence or go for the security offered by a lamp cash sum and guaranteed employment. He uses a SWOT analysis to take a snapshot of his current situation and help him consider the decision.

Read through the case study and develop a SWOT analysis for Amit's business decision.

b) Examine the role of EDH in Entrepreneur ship Development.

[5860]-110

F.Y. M.B.A.

110 - GE - UL - 04 : ESSENTIALS OF PSYCHOLOGY FOR MANAGERS

(2019 Pattern) (Semester - I)

Time : 2 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 side indicate marks.
   4)   Answer to be specific and to the point.

Q1) Answer any 5 :   **[2 each]**

   a)   Where the word "Psychology" come from?

      i)   Italian   ii)   Greek

      iii) Latin   iv)   None of the above

   b)   Psychology is said to be the scientific study of _____ and _____

      i)   Behaviour, mental process

      ii)   Mental illness, mental health

      iii) Physical states, mental states

      iv)   None of the above

   c)   Suppose when you enter washroom and notice a disgusting smell on
        your first walk in, but you stop noticing it when you stay there for a
        while. What does it illustrate?

      i)   Selective attention   ii)   Synesthesia

      iii) Sensory adaptation   iv)   Sensory attention

   d)   Cultures are characterized as collectivistic when _____

      i)   each member of the group maintains his/her individuality

      ii)   there is a clear dichotomy between self and others

      iii) self and group remain at a distance

      iv)   self and group have a harmonious co-existence

P.T.O.

e) 'Three processes are involved in memory.' The process in which information is placed or stored in memory by making mental representations is called _____.
   i) Encoding　　　　　　　　ii) Decoding
   iii) Storage　　　　　　　　iv) Retrieval

f) "Classical conditioning" theory of learning was proposed by
   i) Thorndike　　　　　　　ii) Ivan pavlov
   iii) Watson　　　　　　　　iv) Ernold

g) Define "Psychology as a science".

h) List down the types of memory.

Q2) Answer any 2 : [5 each]
   a) Explain the parts of neuron and its functions.
   b) Describe the process of observational learning.
   c) Explain the perceptual process.

Q3) Answer any 1 : [10]
   a) Identify and discuss the different aspects involved in learning.

   OR

   b) What is cognitive psychology? Explain the relationship between language and thinking.

Q4) Answer any 1 : [10]
   a) Elaborate the concept of memory and explain the information processing model.

   OR

   b) Describe in detail how learning and memory works as intertwined process with suitable example.

Q5) Answer any 1 : [10]
   a) Compare James Lang theory and Cannon Bard theory of emotion with suitable examples.

   OR

   b) What are the different ways through which a manager can influence the behaviour of an employee with the help of the knowledge of psychology.

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[5860]-111

First Year M.B.A.

111 - GE-UL - 05 : LEGAL ASPECTS OF BUSINESS

(2019 Pattern) (Semester - I)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

1) All questions are compulsory.

2) All questions carry equal marks.

Q1) Answer any 5 out of the following.

a) Define agreement.

b) Define patent.

c) Define promissory note.

d) Jurisdiction & composition of district forum.

e) List out types of companies.

f) Define Digital signature.

g) Define MoU.

h) Contingent contract.

Q2) Answer any two :

a) What is guarantee? What are the provisions of discharge of surety?

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

c) Who is unpaid seller? Explain various rights given to unpaid seller.

Q3) a) Define free consent. When the consent is said to be free?

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

OR

b) Define Negotiable instrument. Which are the recognised Negotiable instruments under Negotiable Instrument Act.

P.T.O.

Q4) a) What are the various modes of discharge from liability of parties to a negotiable Instrument.

<div align="center">OR</div>

b) Explain the doctrine of Caveat Emptor under sale of Goods Act. Briefly explain the exceptions of the Doctrine of Caveat Emptor under the sale of Goods Act.

Q5) a) A goes to 'B's shop & purchases a silk saree thinking that it is made of Banarasi silk. The shopkeepers knows that 'A's thinking is wrong. He however, does not correct 'A's impression latter on, when 4 discovers that the sari is not made of Banarasi silk. He wants to avoid the contract on the basis of above case answer the following.

    i) What is Caveat Emptor, under what circumstances the rule of Caveat emptor is not applicable under sale of Goods Act?

    ii) Do you agree with A in avoiding the contract? Give reason.

<div align="center">OR</div>

b) What do you mean by offer. What are the essential elements of a valid offer/Justify your answers with an example.

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[5860]-112

MBA

(112): MANAGEMENT

GE-UL-06: Demand Analysis & Forecasting

(2019 Pattern) (Semester - I)

Time : 2 Hours]   *[Max. Marks : 50*

Instructions to the candidates :

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

Q1) Answer any Five (2 marks each) :   **[10]**

a) What is the scope and significance of Demand Forecasting?

b) What is Macro Level and Firm Level Forecasting?

c) Describe Expert Opinion Method.

d) What are the different Qualitative Forecasting Methods?

e) What is trend Analysis?

f) Explain Income Elasticity of Demand with suitable example.

g) What is Demand Estimation?

h) Define Evolutionary and Revolutionary New Product.

Q2) Answer any Two (5 marks each) :   **[10]**

a) Summarize qualitative methods of demand forecasting used by HR manager.

b) Explain how time series analysis is used by Marketing manager with real life examples.

c) Outline the steps involved in New Product Forecasting.

Q3) Answer any One (10 marks each) :   **[10]**

a) What are the strengths and weakness Holt's Winter's Method?

OR

b) What are the strengths and weaknesses of cross impact analysis? Justify with appropriate example.

Q4) Answer any one (10 marks each) :   **[10]**

a) What is barometric method of demand forecasting? Specify the different indicators is used in barometric method of demand forecasting? Cite appropriate example for each indicator.

OR

b) List different Exponential Smoothing Methods and elaborate it with appropriate examples.

Q5) Answer any One (10 marks each) :   **[10]**

a) Historical demand for a product is :

Month	Demand
January	13
February	12
March	16
April	13
May	17
June	16

i) Using a weighted moving average method with weights of 0.50 (June), 0.30 (May) and 0.20 (April), find the July forecast.

ii) Using a simple three-month moving average method, find the July forecast.

<div align="center">OR</div>

b) Given the following data, calculate forecasts for months 4, 5, 6 and 7 using a three-month moving average method and an exponential smoothing forecast with an alpha of 0.3.

Assume a forecast of 61 for month 3 :

Month	Actual Sales
1	56
2	76
3	58
4	67
5	75
6	76
7	

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[5860]-201

F.Y. MBA (Semester - II)
201 : (GC-07) MARKETING MANAGEMENT
(2019 Pattern)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:
 1) *Draw neat labeled diagrams wherever necessary.*
 2) *All questions carry equal marks.*
 3) *Attempt all questions.*

Q1) Solve any five of the following : **[10]**

 a) Define premium pricing.

 b) State the concept of 'Brand Equity'.

 c) Memorise the concept of marketing control.

 d) Enlist different levels of product.

 e) Which of the following is <u>not a stage</u> in the new product development :

  i) Idea generation

  ii) Idea screening

  iii) Grading

  iv) Concept testing

 f) The companies that practice online marketing into their traditional operations are classified as :

  i) Premium companies

  ii) Direct marketing companies

  iii) Click only companies

  iv) Click and mortar companies

 g) Recall the concept of marketing channel.

 h) Define the term 'personal selling'.

Q2) Solve any two of the following : **[10]**

    a)   Compare between FMCG and Industrial product.

    b)   Compare and contrast product Vs Brand.

    c)   Explain push & pull strategy used in Marketing.

Q3) a)   You are appointed as a marketing manages of an electronic company. Design suitable distribution channels for the company. **[10]**

<div align="center">OR</div>

    b)   A popular FMCG company is planning to plan launch a new brand of Antiseptic liquid. Besign suitable distribution channels for the product.**[10]**

Q4) a)   Develop an Integrated marketing communication plan (IMC) for launching Hindi Quiz show an popular Hindi Television channel. Make suitable assumptions. **[10]**

<div align="center">OR</div>

    b)   Develop an Integrated marketing communication (IMC) plan for launching a new Hindi commercial movie across the country. Make suitable assumptions. **[10]**

Q5) a)   Design a marketing plan for a company; planning to launch an 'Online Travel Portal'. **[10]**

<div align="center">OR</div>

    b)   Design a marketing plan for a company launching Electric scooter in India. **[10]**

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[5860] - 202
M.B.A. - I
202 : GC - 08 : FINANCIAL MANAGEMENT
(2019 Pattern) (Semester - 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) *Use of simple calculator is allowed.*

Q1) Answer the following Multiple Choice Question (Any 5).   **[10]**

i) Funds are financial resources in the form of:

    a) Corporate capital   b) Business Funds

    c) Cash Equivalents   d) All of these

ii) The sum of short term and long therm sources of finance is know as :

    a) Capital structure   b) Both of these

    c) Financial structure   d) None of these

iii) The decisions of investing in long term or fixed assets on the basis of cost - benefit analysis or risk - return analysis are known as:

    a) Working capital decisions   b) Financial Decisions

    c) Capital budgeting decision   d) None of these

iv) The decisions relating to the use of profit or income of an entity or organization are known.

    a) Finance decision   b) Dividend decisions

    c) Investment decision   d) Any of these

v) The concept that value of a rupee to be received in future is less than the value of a rupee on hand today is named as what.

    a) Recovery factor concept   b) Time value of money

    c) Compounding factor concept d) None of these

vi) The method of converting the amount of cash and cash equivalents value in present is known as:

    a) Compounding   b) Annuity

    c) Discounting   d) None of these

vii) The decisions which are concerned with allocation of funds to the short term investment proposal are known as:

a) Capital investment   b) Working Capital decisions

c) Capital budgeting   d) None of these

viii) Through leaverage analysis the financial manager measure the relationship between.

a) Cost and earning   b) Sales revenue and earning

c) Cost and sales revenue   d) Cost sales, revenue and earning

Q2) Write short notes: (Any 2)   **[10]**

a) Financial forecasting.

b) Factoring.

c) Operating cycle.

d) Trading on equity.

Q3) The following is the Balance Sheet of Global India Pvt. Ltd .., Ahmednagar as on 31ˢᵗ March 2022.   **[10]**

Balance Sheet as on 31.03.2022.

Liabilities	Amount	Assets	Amount
Share capital	2,00,000	Land and Building	1,40,000
Profit and loss A/C	30,000	Plant and Machinery	3,50,000
General Reserve	40,000	Stock in Trade	2,00,000
12% Debenture	4,20,000	Debtors	1,00,000
Creditors	1,00,000	Bills Receivable	10,000
Bills payable	50,000	Bank	40,000
Total	8,40,000	Total	8,40,000

Calculate:

1) Current Ratio.

2) Quick Ratio.

3) Inventory to working capital.

4) Debt to Equity.

5) Proprietary Ratio.

OR

The following Balance Sheet of Amrish Ltd. in as follow:

Balance Sheet As on 31.03.2022

Liabilities	Amount	Assets	Amount
Equity capital	1,00,000	Goodwill	5,00,000
6% per share	5,00,000	Plant and Machinery	6,00,000
General Reserve	1,00,000	Land and Building	7,00,000
Profit and loss A/c	4,00,000	Further	1,00,000
provision for tax	1,76,000	Inventory	6,00,000
Bills payable	1,24,000	Bills Receivable	30,000
Bank o/d	20,000	Debtor	1,50,000
Creditors	80,000	Bank	2,00,000
12% Debenture	5,00,000	Short term Investment	20,000
Total	29,00,000	Total	29,00,000

Calculate:

i)   Current Ratio.

ii) Liquid Ratio.

iii) Current Asset to Fix Asset.

iv) Debt to Equity.

v)   Proprietary Ratio.

Q4) a) Swaraj Ltd. is considering investing in a project that is expected to cost ₹ 12,00,000 and has an effective life of 5 year. The projected cash inflow for this period is as follows: **[5]**

Year	Amount (₹)
1	3,00,000
2	3,00,000
3	4,50,000
4	4,50,000
5	7,50,000

Calculate:

i)   Pay Back Period.

ii) Net Present value @10% rate of discount.

iii) Profitability Index.

OR

a)   A firm whom 10% is consider in to mutual exclusive proposal. X & Y. Then details of which are as follow:

Year	Proposal 'X'	Proposal 'Y'
1	1,00,000	6,50,000
2	2,50,000	6,00,000
3	3,50,000	6,00,000
4	5,50,000	5,75,000
5	7,50,000	5,25,000

Calculate IRR of the following proposal X and Y. for an intial investment of ₹15,00,000.

b)   Gaurav Ltd. has following capital structure.   **[5]**

Source	Amount ₹
Equity capital (Expected divided 12%)	10,00,000
10% preference share	5,00,000
8% loan	15,00,000

Your required to calculate weighted Average cost of capital (WACC) Assuming that 50% as the rate of income Tax.

OR

b)   Calculate weighted average cost of capital from the following.

Source of Capital	Book value of capital rupee	Specific cost %
Equity share	25,00,000	11
Preferance share	18,00,000	13
Bank loan	13,00,000	10

Q5) The Board of Directors of sarthak limited request you to prepare a statement showing the working capital requirements for a level of activity of 30,000 units of output for the year.

The cost structure for the company's product for the above mentioned activity level is given below.

Particular	Cost per unit (RS)
Raw materials	20
Direct labor	5
Overheads	15
Total	40
Profit	10
Selling Price	50

a) Past experience indicates that raw materials are held in stock, on an average for 2 months.

b) Work in progress (100% complete in regard to materials and 50% for labour and overhead) will be half a month's production.

c) Finished goods are in stock on an average for 1 month.

d) Credit allowed to supplier : 1 month.

e) Credit allowed to debtors : 2 month.

f) A minimum cash balance of ₹ 25,000 is expected to be maintained.

Prepare a statement of working capital requirements.   **[10]**

OR

Calculate the working capital requirement of "RJM Ltd,".

Particular	Cost per unit (Rs)
Raw material	800
Direct labour	300
Over heads	600
Total cost	1700
Profit	300
Selling price	2000

Additional information.

1) Output 60,000 units per annum.

2) Raw material in stock 1 month.

3) W/P - half month (consider 100% Raw material and 50% labour and OH).

4) Finish goods in stock 1 month.

5) Credit allowed by suppliers - 1 month.

6) Credit allowed to debtors 2 month.

7) Delay in payment of wages half month.

8) Delay in payment of overheads half month.

Assume that production is carried out evenly throughout a year. All the sales are credit sales.

[5860] - 203

First Year M.B.A.

(203) GC - 09 : HUMAN RESOURCE MANAGEMENT

(Compulsory Generic Core Course)

(2019 Pattern) (Semester - II)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates :

   1)   *Assume suitable data if necessary.*

   2)   *Figures to the right indicate full marks.*

   3)   *All questions are compulsory.*

   4)   *All questions have internal options.*

Q1) **Solve any five** :   **[5 × 2 = 10]**

   a)   Define Strategic HR Management. Bring out its importance.   **[2]**

   b)   State 4 points of distinction between HRM and HRD.   **[2]**

   c)   Explain the different sources of Recruitment.   **[2]**

   d)   Define Performance Appraisal and Performance Management.   **[2]**

   e)   Outline the methods of Job Evaluation.   **[2]**

   f)   Discuss the contents of Job Description and Job Specification.   **[2]**

   g)   Explain the Objectives and Importance of HR Audit.   **[2]**

   h)   What are the positive types of Employee Separation.   **[2]**

Q2) **Solve any two** :   **[2 × 5 = 10]**

   a)   Discuss the factors influencing the future, impacts and changes of HRM in 21st Century. Give examples.   **[5]**

   b)   Explain the significance of Information System in Human Resource Management.   **[5]**

   c)   What is human resource cost? Discuss the measurement of human resource cost.   **[5]**

   d)   Employee compensation should be internally equitable and externally competitive". Explain.   **[5]**

Q3) **Solve any one** : [10]

a) How can Organizations develop accurate HR Plans which, in turn, are impacted by a number of environmental factors over which managers have little or no control? **[10]**

OR

b) What are the various needs and objectives of training? Discuss the various methods of training in an Organization. **[10]**

Q4) **Solve any one** : [10]

a) Assume that you are a senior HR manager of a logistics company. You need to hire a marketing manager for the company. Design a suitable selection process for the purpose. **[10]**

OR

b) Differentiate between 'Performance Management' and 'Performance Appraisal'. Describe and critically analyse any two performance appraisal methods used by organizations. **[10]**

Q5) **Solve any one** : [10]

a) Rahul Chavan was working for a large steel manufacturing company for 15 Years. He was dismissed". The reason was that he questioned his unit head, Nikhil Lodha Whether the steel tubes, designed to be used under high pressure, were going through "Zero defect" test or not, as it would be dangerous for people working specially in oil and gas industry. He was told to follow orders and sell the tubes. Rahul expressed his doubt to the vice president, Vaibhav Das, whom he knew personally. As a consequence, the company retested the tubes and withdrew them from the market. But Rahul was "dismissed" by his boss.

    i) In your Opinion what argument would Rahul use against his dismissal? **[5]**

    ii) What role can the HR play in such a case? **[5]**

OR

b) Describe the procedure involved in developing and implementing Human Resource Information System (HRIS). **[10]**

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[5860] - 204

M.B.A. (Semester - II)

GC-10 204 : OPERATIONS AND SUPPLY CHAIN MANAGEMENT

(2019 Pattern)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates :

1) *All questions are compulsory.*
2) *Each question carries 10 marks.*
3) *Each question has an internal option.*
4) *Use of non-scientific calculator is permitted (as applicable).*

Q1) Solve any five out of eight following sub question.   **[10]**

   a) Enlist any four key principles of TQM.

   b) List any four functions of Supply Chain Management.

   c) Examine the concept of 5S.

   d) Memorize and reproduce the examples of various inventory costs.

   e) Describe the concept of Kaizen.

   f) Enumerate any four characteristics of product quality.

   g) List any four functions of PPC.

   h) State the concept of quality with respect to manufacturer's perspective.

Q2) Solve any two of the following sub questions :   **[10]**

   a) Paraphrase the various types of Operations Processes.

   b) Describe the concepts of Fixed Position Layout and Cellular Layouts.

   c) Distinguish and contrast MRP-I and MRP-II.

Q3) a) 'Stop making assumptions regarding the production and start planning your capacity'. Interpret this statement with respect to auto ancillary unit. **[10]**

OR

   b) Illustrate the steps involved in Material Requirement Planning with special reference to home appliances manufacturing company.   **[10]**

Q4) a) Categorize various inventory control techniques and appraise the inventory control policies with respect to ABC Analysis. **[10]**

<p align="center">OR</p>

b) M/s Unique Carb Tooling Company buys its requirement of component at the rate of Rs. 10 each from a local vendor every quarter. The average monthly requirement of component is 600 nos. 10% extra components are procured to take care of in-process rejection. The procurement cost and inventory carrying cost have been calculated at Rs. 50 per order and 20% of average inventory investment. **[10]**

Calculate :

i) Economic Order Quantity to optimize the cost.

ii) What is the total inventory cost of existing inventory policy?

iii) How much company can save by switching over EOQ buying inventory policy?

Q5) a) Compose Generic Supply Chain Structure for new start-up of vegetable and fruit selling company. The company receives the orders on their Android and IOS APP. Workable assumptions can be considered. **[10]**

<p align="center">OR</p>

b) 'The fulfilling the objectives of a good layout as per yearly product requirement and product types of high-volume manufacturing unit' Evaluate the above statement with respect to the specific type of layout. **[10]**

<p align="center">▽ ▽ ▽ ▽</p>

[5860] - 205
First Year M.B.A.
207-GE-UL-07: CONTEMPORARY FRAMEWORKS IN MANAGEMENT
(2019 Pattern) (Semester - II)

Time : 2 Hours]   *[Max. Marks : 50*

Instructions to the condidates:
1) *For question No. 1 - Answer any 5 out of 8 questions.*
2) *For question No. 2 - Answer any 2 out of 3 questions.*
3) *For questions No. 3,4,5 - Answer any 1 out of 2 questions.*
4) *Each question carries 10 marks.*

Q1) Solve any 5.   **(2 marks each)**

   i)   What is emotional intelligence?

      a)   The ability to monitor one's own & others feelings and one's thinking and actions

      b)   The ability to not get angry when provoked

      c)   Being able to 'read' other people

      d)   Being persistent and enthusiastic when others are Flagging

   ii)   What is the amygdala?

      a)   The brain

      b)   An area of the brain said to be linked to emotion

      c)   Something that stops us going mad

      d)   The area of the brain that makes us different from apes

   iii)   Habits form

      a)   Character   b)   Attitude

      c)   Ego   d)   Fame

   iv)   The book '5 dysfunctions of team' is written by_____

      a)   Daniel Goleman   b)   Stephen Covey

      c)   Patrick M. Lencioni   d)   John C. Maxwell

v) Building a _____ team is difficult, but not complicated.

    a)   Unified   b)   Classified

    c)   Moral   d)   Motivated

vi) Irrefutable means_____

    a)   Impossible to deny or disprove

    b)   To prove to be false

    c)   Erroneous

    d)   Overthrow by argument or proof

vii) The lower an individuals ability to lead, the lower the lid on his potential refer to which law

    a)   The law of lid   b)   The law of influence

    c)   The law of process   d)   The law of navigation

viii) Proactive people focus more on

    a)   Circle of influence   b)   Inner circle

    c)   Circle of concern   d)   Circle of friends

Q2) Solve any 2.   **(5 marks each)**

    a)   List down dimensions of trait EI model. Explain any two of them.

    b)   What is meant by being proactive? How one can become more proactive.

    c)   What is dysfunction 1- absence of trust? Provide suggestions to overcome it.

Q3) Solve any 1.   **[10]**

    a)   What do you mean by 'Begin with end in mind'? Why is it important for leading an effective life.

    b)   What do you mean by dysfunctions of teams? Briefly introduce five dysfunctions of team.

Q4) Solve any 1.   **[10]**

   a)   Explain the concept of hedgehog? How hedgehog mentality diffrenciate from the fox mentality?

   b)   What is level 5 leadership? How can an organization encourage the growth of level 5 leaders?

Q5) Solve any 1.   **[10]**

   a)   "Absence of trust among team members is basic reason for failure of team" - do you agree with this? What organization can do to build trust among team members.

   b)   Explain in details the signs for identifying flywheel and doom loop.

M.B.A. - I

208 - GE - UL - 08 : GEOPOLITICS AND WORLD ECONOMIC SYSTEMS

(2019 Pattern) (Semester - II)

Time : 2 Hours] *[Max. Marks : 50*

Instructions to the candidates:

　　1) *All questions are compulsory.*

　　2) *Figure to the right indicate full marks.*

Q1) Solve/Define any five (any five out of eight) **[10]**

　　a) Define Globalization.

　　b) Expand OECD.

　　c) _____ was Replaced by _____ to develop and regulate international trade.

　　d) Bretton Woods resulted into formation of _____ and _____.

　　e) State various Intellectual property rights.

　　f) Define Brexit.

　　g) Cartel that controls crude oil production in the world.

　　h) Define Trade Wars.

Q2) Solve any two (any two out of three) **[10]**

　　a) State and explain theory of Hegemonic stability.

　　b) Need and Importance of WTO.

　　c) Trade Blocks.

Q3) Solve any one (any one out of two) **[10]**

　　a) Compare and Distinguish functions of IMF and World Bank.

OR

　　b) Critically evaluate the impact of Globalization on Indian economy.

P.T.O.

Q4) Solve any one (any one out of two)   **[10]**

   a)   Critically comment on Euro zone crisis and it's impact on India.

<div align="center">OR</div>

   b)   Explain various Bi-lateral and Multi-lateral trade agreements with suitable Examples.

Q5) Solve any one (any one out of two)   **[10]**

   a)   Evaluate Foreign Exchange rate policies of Developing countries. Critically comment on Indian Rupee.

<div align="center">OR</div>

   b)   Evaluate the current global economic situation emerging out of Russia-Ukraine War.

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[5860]-207

M.B.A.

209 - GE UL 09 : STARTUP AND NEW VENTURE MANAGEMENT

(2019 Pattern) (Semester - II)

Time : 2 Hours]   *[Max. Marks : 50*

Instructions to the candidates:

    1)   *All questions are compulsory.*

    2)   *All questions carry equal marks.*

    3)   *All questions carry internal options.*

Q1) Answer any five of the following.   **[10]**

    a)   Define an entrepreneur.

    b)   What is entrepreneurial motivation?

    c)   Define resilience.

    d)   Define bootstrapping.

    e)   What is venture capital?

    f)   What is an exist strategy?

    g)   What is crowd funding?

    h)   What are financial statements?

Q2) Answer any two of the following.   **[10]**

    a)   Explain the concept of private equity.

    b)   Explain the concept of mind maps.

    c)   Enumerate the various forms of business organisations.

Q3) a)   Explain the concept of a clean start-up in detail.   **[10]**

<div align="center">OR</div>

    b)   What is an entrepreneurial ecosystem? Explain the components of an entrepreneurial eco-system?   **[10]**

Q4) a) Discuss the process of opportunity search and identification with examples. **[10]**

OR

b) What is go to market strategy? Devise a go to market strategy for startup planning to enter organic vegetables. **[10]**

Q5) a) Critically evaluate the role of government in entrepreneurship development. **[10]**

OR

b) Design a business plan for an organisation planning to launch electric two wheelers in the market. **[10]**

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[5860]-208

M.B.A.

210-GE UL 10: QUALITATIVE RESEARCH METHODS

(2019 Pattern) (Semester-II)

Time : 2 Hours]   *[Max. Marks : 50*

Instructions to the candidates:

    1)   All questions are compulsory.

    2)   All questions carry equal marks.

    3)   Figures to the right indicate full marks.

Q1) Define the following (any 5) :   **[2 each]**

    a)   Qualitative Data

    b)   Longitudinal qualitative studies

    c)   Principles of saturation

    d)   Focus Groups

    e)   Participant Observation

    f)   Zaltman's Metaphor Elicitation Techniques

    g)   Thematic apperception test

    h)   Phenomenology

Q2) Answer any two of the following   **[5 each]**

    a)   Explain the interrelationship of Qualitative and Quantitative Research.

    b)   Describe the qualitative research sampling with suitable example.

    c)   Elucidate the different projective techniques.

Q3) a)   A company wanting to launch ready to eat chicken appointed Anthropologist to research how housewives buy, cook and consume chicken. You are chosen for this task, use Ethnographic Research process to support your answer.   **[10]**

OR

P.T.O.

b) Evaluate the important types of observer roles and steps in participant observation. **[10]**

Q4) a) Critically evaluate the process of data collection through interview technique. **[10]**

OR

b) According to Thomas Kuhn, qualitative methods are not well-suited for testing hypotheses. Evaluate the statement with suitable example. **[10]**

Q5) a) Design a qualitative research approach on the following :

i) A survey on consumer perception of E-vehicles specially two wheeler segment. **[5]**

ii) A survey on consumer attitude, preference towards online banking. **[5]**

OR

b) A leading software company namely "ABC" "Software Services" has approached to you. The task before you is to assess the need for software products that will be accepted readily in the market. The company has not looked at software products and has no idea of the industry demand. Being a consultant to the company, you would like to prepare a suitable research design to identify the industrial segment and the type of software products that the company can consider manufacturing. The said proposal should include relevant facts, figures, timeline and limitations. **[10]**

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[5860]-209
F.Y.M.B.A.
211 : BUSINESS, GOVERNMENT AND SOCIETY (GE-UL-11)
(2019 Pattern) (Semester-II)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

1) All questions are compulsory.

2) All questions carry 10 marks.

3) All questions have internal options.

Q1) Answer any five of the following(2 marks each) :   **[10]**

a) What is single citizenship as per constitution of India?

b) What do you mean by Multi-National Corporation(MNC)?

c) When a person is considered below poverty line in India?

d) Define 'Economic Planning'.

e) Explain the concept of public private partnership.

f) Population is a vital resource- Justify.

g) What is Unitary Approach of industrial relations?

h) Explain the meaning of globalization of brands.

Q2) Write short notes on Any Two of the following (5 marks each)   **[10]**

a) Inter dependence of business and society.

b) Measures to remove poverty in India.

c) Features of Globalization.

Q3) Answer any one of the following(10 mark each)   **[10]**

a) Discuss the characterstics of constitution of India.

b) Elaborate the causes of poor industrial relations in India.

P.T.O.

Q4) Answer any one of the following (10 mark each)   **[10]**

   a)   Explain the different causes of economic inequality in India.

   b)   Discuss the problems involved in BOT(Build, Operate and Transfer) Model.

Q5) Answer any one of the following (10 mark each)   **[10]**

   a)   Describe the disadvantages of Multi-national Corporation(MNC).

   b)   Elaborate the positive effects and negative effects of globalization in India.

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[5860]-210

F.Y.M.B.A.

212 : BUSINESS PROCESS RE-ENGINEERING (GE - UL - 12)

(2019 Pattern) (Semester-II)

Time : 2 Hours]   *[Max. Marks : 50*

Instructions to the candidates:

    1)   *All questions are compulsory.*

    2)   *Each question carries equal marks.*

Q1) Answer any 5 out of 8(2 marks each).   **[10]**

    a)   Define BPR.

    b)   State any 2 objectives of BPR.

    c)   What is reduced cost?

    d)   List any two goals of BPR.

    e)   What are the organizational enablers?

    f)   Define information storage.

    g)   List any 2 BPR methodologies.

    h)   What is Internal business process?

Q2) Answer any 2 out of 3(5 marks each).   **[10]**

    a)   Discuss ERP in detail.

    b)   Explain Just in Time concept.

    c)   Describe different phases of BPR.

Q3) Answer 3(a) or 3(b).   **[10]**

    a)   What principles are used in BPR?

    b)   Draw the structure of change management and explain the steps involved in change management.

Q4) Answer 4(a) or 4(b)   [10]

    a)   Explain Information Technology & role of IT in BPR.

    b)   Point out the relationship between BPR and Information Technology.

Q5) Answer 5(a) or 5(b)   [10]

    a)   Support the statement 'Role of information technology is important in Reengineering'.

    b)   Explain different BPR methodologies in detail.

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[5860]-211

M.B.A.

205 BA : BASIC BUSINESS ANALYTICS USING R

(2019 Pattern) (Semester - II) (SC - BA - 01)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

    1)   *All questions carry equal marks.*

    2)   *All questions are compulsory.*

Q1) Answer the following questions (Any Five) :   **[10]**

    a)   What are naming convention for variable names in R?

    b)   Enlist the features of R language.

    c)   Define Predictive Analytics?

    d)   Explain Summary ( ) function in R.

    e)   Write instruction code to read and write from file in R.

    f)   Explain if statement in R with syntax.

    g)   What are the skills required for good business analyst?

    h)   What is the use of help ( ) function in R?

Q2) Answer the following questions (Any Two) :   **[10]**

    a)   What are datatypes in R? Explain any three datatypes using suitable example.

    b)   Define Data structure in R? Explain list in R with appropriate example.

    c)   Explain Relational operators in R with suitable example.

P.T.O.

Q3) Answer the following questions (Any One) : **[10]**

   a)   What is matrix in R? Which function is used to create a matrix? Explain nrow, ncol, dimnames parameters in matrix.

   b)   Explain the following functions with example.

      i)   rbind ( )

      ii)   str ( )

      iii) mean ( )

      iv)   sqrt ( )

      v)   class ( )

Q4) Answer the following questions (Any One) : **[10]**

   a)   Discuss the application of business analytics in marketing and healthcare sector.

   b)   Explain various stages of an organisation in terms of data maturity. Discuss options for organisation in absence of good quality data.

Q5) Answer the following questions (Any One) : **[10]**

   a)   What is data visualization? Elaborate the need and importance of data visualization? Write and Explain with R code how to visualize data using line plot & histogram.

   b)   Discuss the importance of loops in R. Elaborate for and while loop with example.

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[5860]-212
F.Y.M.B.A
SC-BA - 02 : DATA MINING
(2019 Pattern) (Semester - II) (206 BA)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

    1)   *All questions are compulsory.*

    2)   *Figure to the right indicate marks for questions/sub questions.*

Q1)   Solve Any Five :   **[10]**

    a)   What is Data Mining?

    b)   What is Data Preprocessing?

    c)   What is Association Analysis? Give an Example.

    d)   What is Clustering? List the methods of clustering.

    e)   What is Classification? Name any two Algorithms used for it.

    f)   What is big data Analysis?

    g)   What is ratio data? Write any two characteristics of ratio data.

    h)   What is the role of Business intelligence in decision making?

Q2)   Solve Any Two :   **[10]**

    a)   Why data cleaning is needed before data analysis?

    b)   Explain Hierarchical clustering giving a suitable example.

    c)   Explain Decision - tree Approach of data classification.

Q3) Apply Apriori Algorithm to the given dataset to find frequent itemsets.(Given support value = 40%) **[10]**

Tid	Items Purchased
100	Bread, Milk, Cake
101	Bread, Diaper, Beer
102	Milk, Diaper, Beer, Eggs
103	Bread, Milk, Diaper, Beer
104	Bread, Milk, Diaper, Cake

OR

Consider the dataset given below and cluster the dataset by using Hierarchical clustering and plot the dendogram for it. **[10]**

Item	A	B	C	D	E
A	0				
B	7	0			
C	2	5	0		
D	6	4	8	0	
E	10	8	3	7	0

Q4) Explain the use of Association Analysis in purchasing behaviour of the customers. **[10]**

OR

Explain the Density - based Clustering method giving a suitable example. **[10]**

Q5) Elaborate the use of data mining in target Marketing. **[10]**

OR

Elaborate the use of data mining for customer profiling. **[10]**

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[5860]-213
First Year M.B.A.
205 - SC - FIN - 01 : FINANCIAL MARKETS AND
BANKING OPERATIONS
(2019 Pattern) (Semester-II)

Time : 2½ Hours]　　　　　　　　　　　　　　　　　*[Max. Marks : 50*

Instructions to the candidate:

　　1)　Draw neat labelled diagram wherever necessary.
　　2)　Figures to the right indicate full marks.
　　3)　Attempt all the questions.

Q1) Solve any Five(out of eight).

　　a)　Define the term derivatives.　　　　　　　　　　　　　　　　**[2]**

　　b)　List out various types of options.　　　　　　　　　　　　　**[2]**

　　c)　Who controls the capital market of India.　　　　　　　　　**[2]**

　　　　i)　SEBI

　　　　ii)　RBI

　　　　iii)　IRDA

　　　　iv)　NABARD

　　d)　_____ is the most volatile market.　　　　　　　　　　　**[2]**

　　　　i)　Pull Money Market

　　　　ii)　Call Money Market

　　　　iii)　Capital Market

　　　　iv)　Issue Market

　　e)　Money Market is regulated by _____.　　　　　　　　**[2]**

　　　　i)　RBI

　　　　ii)　SEBI

　　　　iii)　Govt. of India

　　　　iv)　IRDA

P.T.O.

f) _____ is a place where financial assets are created or transferred. **[2]**

   i)   Capital market

   ii) Money market

   iii) Financial Market

   iv) Economic Market

g) Define the term 'RTGS'. **[2]**

h) List out the types of ATMs. **[2]**

Q2) Solve any two (out of three).

   a) Distinguish between NEFT and RTGS. **[5]**

   b) Explain the role of Money Market in India. **[5]**

   c) Explain the concept of Co-operative bank in detail. **[5]**

Q3) Solve any one.

   a) Illustrate the various capital market instruments. **[10]**

   OR

   b) Interpret the role of Specialized Banks in the economic development of India. **[10]**

Q4) Solve any one.

   a) Analyze the role of Central Bank in Money Market. **[10]**

   OR

   b) Explain in detail the process of 'IPO'. **[10]**

Q5) Solve any one.

   a) 'Banks are an important financial intermediary in the financial system'. Evaluate. **[10]**

   OR

   b) Evaluate the various Global Debt Instruments used in Capital Market. **[10]**

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[5860]-214

F.Y. M.B.A. (Semester - II)
206 - FIN : Personal financial Planning
(2019 Pattern)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

  1)   *Assume suitable Data if necessary.*

  2)   *Figures to the right indicate full marks.*

  3)   *All questions are compulsory.*

  4)   *All questions have internal options.*

Q1) Attempt any Five questions :

  a)   To prepare Personal Financial Statement, all the assets are recorded in the balance sheet at their _____.

    i)   Original Purchase price   ii)   Historical Cost

    iii)   Fair market value   iv)   None of above

  b)   Investment is the

    i)   net additions made to the nation's capital stocks

    ii)   persons commitment to buy a flat or house

    iii)   employment of funds on assets to earn returns

    iv)   employment of funds on goods and services that are used in production process

  c)   _____ may be defined as the process of determining the present value of a payment or a stream of payments, which is likely to be received in the future.

    i)   Compounding   ii)   Flowing

    iii)   Discounting   iv)   Growing

d) The trading which is trade by individual who buys and then later sells stocks and other securities in a very short period of time is called _____.

i) Future trading   ii) Speculation

iii) One day trading   iv) Option trading

e) _____ offers a life insurance cover while the premium is invested in equity or debt product or a combination there of.

i) Unit Linked Insurance Policy   ii) Health Insurance Policy

iii) Fire Insurance Policy   iv) Motor Insurance Policy

f) Which section is used for deduction in respect of repayment of loan taken for higher education?

i) Section 80 C   ii) Section 80 D

iii) Section 80 E   iv) Section 80 I

g) What is the maximum annual investment of life insurance is exempted from tax?

i) Rs. 1,00,000   ii) Rs. 1,50,000

iii) Rs. 1,80,000   iv) Rs. 2,00,000

h) Project is expected to earn a onetime cash flow of Rs. 2000 in 5 years and estimated a discount rate of 6%. What is the present value of this cash flow?

i) Rs. 1459   ii) Rs. 1475

iii) Rs. 1486   iv) Rs. 1493

Q2) Attempt any 2 questions :

a) A person is planning to send his daughter to college in 18 years. he has determined that Rs. 1,00,000 is required at that time with an average annual rate of return of 8% per year, how much money would he need to invest at the beginning of each year (starting today) to achieve the goal?

b) Find the EMI of a home loan of Rs. 2,50,000 is to be repaid in 10 years at 12% rate of interest on the outstanding amount at the beginning of each year.

c) The following amounts are deposited in an account at the end of the year.

Year	1	2	3	4	5	6
Amount (Rs)	5000	4000	4000	5000	6000	5000

Find out the present value and future value after 6 years of these streams of cash flows if the rate of interest is 10% p.a. compounded annually.

Q3) Elucidate the concept of Systematic Investment Plans (SIPS)?

OR

Explain the taxation impact on different investment options.

Q4) Discuss the retirement planning for an individual. Also explain the factors affecting retirement planning.

OR

Explain the benefits of Credit Score and method of consumer credit scoring of consumer loan.

Q5) Discuss the objectives and process of estate planning?

OR

What do you mean by credit card financing? Explain the advantages and disadvantages of credit card financing?

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[5860]-215
First Year M.B.A.
205 - SC-HRM-01 : COMPETENCY BASED HUMAN RESOURCE MANAGEMENT
(2019 Pattern) (Semester-II)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

    1)   *Attempt all questions.*

    2)   *Draw diagram/flowchart/module wherever applicable.*

Q1) Attempt any five questions: **[10]**

    a)   What are the basic components of competency?

    b)   What are the components of performance management system?

    c)   Define the term competency.

    d)   Enlist the managerial competencies required to work in a business organization.

    e)   What is performance planning?

    f)   Define the term competency mapping.

    g)   Define the term performance management.

    h)   Define the terms, Key Performance Area and Key Performance Indicator.

Q2) Attempt any two questions.   **[10]**

    a)   What is competency? Explain in detail the need for competency framework in an organization.

    b)   Explain in brief the components of performance management system.

    c)   Write a note on competency based succession planning.

Q3) Attempt any one question. **[10]**

    a)   Comment on how competency mapping frameworks can be used while performing functions of human resource management effectively.

    b)   Explain in detail steps involved in competency mapping with the help of an example.

Q4) Attempt any <u>one</u> question. **[10]**

    a)   Analyse managerial competencies required to perform role of marketing manager in a multinational company.

    b)   Classify competencies required for managerial job at various ten levels in a business organization.

Q5) Attempt any <u>one</u> question. **[10]**

    a)   Design a competency mapping framework for recruiting and selecting an appropriate candidate for the post of sales executive.

    b)   Design a competency skill matrix for the profile of finance manager. Mention technical & behaviour skills required for the profile.

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[5860]-216
F.Y. M.B.A.
SC-HRM-02 : EMPLOYEE RELATIONS AND LABOUR LEGISLATIONS
(2019 Pattern) (Semester - II) (206 HR)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

 1)   All the questions carry equal marks.

 2)   Attempt all the questions.

 3)   Use flowchart wherever necessary.

Q1) Solve any five of the following :   **[10]**

 a)   List any one Act that govern Employee Relations and define Employee Relations?

 b)   Explain any four features of Collective Bargaining.

 c)   What is the meaning of Grievance?

 d)   Describe the Opening and Closing hours under Maharashtra shops and Establishment (Regulation of Employment and conditions of Service) Act, 2017?

 e)   Define the term Aggrieved Women as per the provision of The Sexual Harassment of Woman at work place (Prevention, Prohibition and Redressal) Act, 2013.

 f)   Enlist different forms of Workers Participation in India.

 g)   Mention two legislations governing Union and Wages.

 h)   List the name of approaches to Employee relations.

Q2) Solve any two of the following :   **[10]**

 a)   Explain in detail "The Dunlop's Approach".

 b)   Comment on the Provision-Annual Leave with wages under The Factories Act,1948.

 c)   Summarize about the provisions of Licensing of Contractors under The Contract Labour (Regulation and Abolition) Act,1970.

P.T.O.

Q3) a) "India has been one of the founder members of the ILO and has been taking advice part in its deliberations". Explain the statement with impact of Indian Labour Organization. **[10]**

OR

b) "Capital and labour should be supplement and help each other; they should be great family living in Unity and harmony"-Relate this statement to Workers Participation in Management.

Q4) a) Who is authorized to fix minimum wages and in what manner and explain the procedure for fixing and revising Minimum wages under the Minimum Wages Act, 1948? **[10]**

OR

b) Explain in detail regarding Rights of Recognized union and Illegal Strike and Illegal Lockout under the Maharashtra Recognition of Trade Union and Prevention of Unfair Labour Practices Act 1971.

Q5) a) Explain the provisions related to Strike and Lockouts , Layoff, Retrenchment and Closure under the Industrial Dispute Act, 1947. **[10]**

OR

b) Can a Women claim the maternity benefit from her employer if she works elsewhere during the period for which she has been permitted to make herself absent ? Justify the statement with the provisions of Maternity Benefit Act,1961.

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[5860]-217
First Year M.B.A.
205 - SC - MKT - 01 : MARKETING RESEARCH
(2019 Pattern) (Semester-II)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

1) All questions are compulsory.

2) Draw neat labelled diagram wherever necessary.

Q1) Solve any 5.

a)   Enlist any two threats to marketing Research.   **[10]**

b)   Name any two types of Research Design.

c)   Multiple choice Questions.

  i)   If a company uses customer interviews about how the costs of using a new product compare to those of using an existing one it is using _____.

    A)   Bench marking

    B)   a Compositional approach

    C)   a Field value in use assessment

    D)   Conjoint Analysis

  ii)   If a company asks customers to rank their preferences for alternative market offerings or concepts and uses statistical analysis to estimate the implicit value placed on each attribute they are using _____.

    A)   Focus group assessment

    B)   Direct survey questions

    C)   Field vlue-in-use assessment

    D)   Conjoint Analysis

d)   List two uses of test marketing.

P.T.O.

e) Define the concept of Market demand and Market potential.

f) Sources of Marketing information are categorised in to two groups. What are they?

g) State the following methods used when selecting names from a telephone directory for a survey. State what kind of sampling each one of them is

   i) Using a table of random numbers.

   ii) Taking the first name in every coloumn in every page.

h) The advertising is selecting slots for the advertising on the basis of which study?

Q2) Attempt any 2 out of 3 : **[10]**

a) Explain the conditions required to be satisfied before carrying out a factor analysis.

b) Give five specific potential sources of secondary data that you would consult to estimate the Indian market potential for a new product.(Choose a product of interest to you)

c) Discuss the recent trends in marketing research.

Q3) a) Choose which sampling design you would suggest for the following situation. Why? **[10]**

   i) A survey by a private airline to understand the preferences and services expected by non business travellers.

   ii) A survey to estimate the awareness of the use of pure water for drinking purposes in the rural areas of Rajasthan.

OR

b) A startup company wants to develop a new product ie. two wheeler electric vehicles. Consider your self as a marketing manager and wants to know the customer preferences for electric vehicles through conjoint analysis construct a conjoint analysis plan and determine the important attributes for the research with justification.

Q4) a) Explain advertising research for determining the immediate short term and long term effects of an advertising campaign for newly brand of chocolates across India. **[10]**

OR

b) You have decided to start a new venture. Before you start, you decide to conduct marketing research to determine what new product and services are in demand. Decide the steps in marketing research you will follow determine the demand for the new product or service.

Q5) a) Multiplex industry has commercialized by offering not only movies but also vast of food courts and gaming zone. To their advantage is the changing lifestyle of urban youths as they want different places to "hangouts" and socialise. A multinational chain of multiplex is planning to enter and start a multiplex in your city. You are required to carry out a research to find out customers expectations from the multiplex. Prepare a research proposal to be submitted to the organisation. **[10]**

OR

b) A Symbolized by vacant office buildings empty shopping malls and abandoned flats in metropolitan areas, the new corona virus disease 2019 has severely impacted real estate markets. In this situation a well reputed builder having empty towers of residential flats consisting of 2 BHK and 3 BHK with all the possible amenities. They want to identify how price change will affect customer buying decision. Identify the importance of pricing research and design an optimum price - product - feature configuaration for the given product.

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[5860]-218
First Year M.B.A.
206 -SC-MKT-02 : CONSUMER BEHAVIOUR
(2019 Pattern) (Semester-II)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

   1)   *Answer all the questions.*

   2)   *Figures to right indicates full marks.*

Q1) Attempt any 5 questions: **[10]**

   a)   Steps of buying behaviour.

   b)   Two benefits of Internet in Business.

   c)   Consumer protection act.

   d)   Difference between needs, wants and demand.

   e)   New trends in purchasing.

   f)   Market Segmentation.

   g)   Industrial Buyers.

Q2) Explain family life cycle in detail and how it affects the purchasing decision.   **[10]**

OR

What is the difference between customer and consumer? Explain importance of reference group.

Q3) Discuss differences beetween store and non store purchasing process.   **[10]**

OR

Elaborate any two

   a)   Consumer learning.

   b)   Consumer attitude.

   c)   E Commerce.

Q4) What is attitude? What are the functions of it? Does attitude helps people in order to have satisfaction? Explain. **[10]**

OR

Explain any two :

a)   Consumer Beliefs.

b)   Feelings.

c)   Changing attitude.

d)   Culture.

Q5) Explain Howard Sheth model with diagram. **[10]**

OR

Engel Blackwell - Miniard model classifies behaviour into 4 sections, viz, Input. Information processing, Decision process and variable in Huening decision process. Explain in details.

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[5860]-219
First Year. M.B.A.
205-SC-OSCM-01 : SERVICES OPERATIONS MANAGEMENT - I
(2019 Pattern) (Semester-II)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:
1) *All questions are compulsory.*
2) *Each question carries 10 marks.*
3) *Each question has an internal option.*

Q1) Solve any five out of Eight following sub questions.   **[10]**

   a)   Define the term "Experience Economy".

   b)   State any two advantages of Service Facility Location.

   c)   List any two examples of highly tangible services.

   d)   Examine the facilitating Role of service in an Economy.

   e)   State the objectives of Service Organization.

   f)   Examine the type of customer contact in service.

   g)   Enumurate any two types of service encounter.

   f)   Define the term Service Profit Chain.

Q2) Solve any two of following sub questions.   **[10]**

   a)   Differentiate & compare the terms Facilty layout & Process layout.

   b)   Write a short note on Facility Location.

   c)   Paraphrase the pre-requisities of New Service Development.

Q3) a)   Prepare a note on CRM with it's example.   **[10]**

<div align="center">OR</div>

   b)   Demonstrate the steps of contact personnel-selection & training with example.   **[10]**

Q4) a) "Location decision is a trade-off decision" Why & Appraise. **[10]**

OR

b) Compare and contrast types and service processes.

Q5) a) Design a process analysis chart for any service industry of your choice. **[10]**

OR

b) Evaluate the role of IT in services with respect to service facility locations.

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[5860]-220

First Year M.B.A.

206-SC-OSCM-02 : SUPPLY CHAIN MANAGEMENT

(2019 Pattern) (Semester-II)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

    1)   *All questions are compulsory.*

    2)   *Figures to the right indicate full marks.*

Q1) Answer any 5 out of 8.   **[2 marks each]**

    a)   Define 5R's of Reverse Logistics.

    b)   Explain the flows involved in supply chain.

    c)   Define push based supply chain.

    d)   Enumerate types of KANBAN.

    e)   Explain the term 'CRM'.

    f)   Define Linear SC.

    g)   Define VMI.

    h)   Define Logistics.

Q2) Answer any 2 out of 3.   **[5 marks each]**

    a)   Explain how the linear SC transformed into collaborative network.

    b)   Explain how JIT purchasing can result in creating the lean SC?

    c)   Compare and contrast Pull based SC and Push based SC.

Q3) Answer 3(a) or 3(b).   **[10]**

    a)   Explain in brief customer value requirement planning.

<div align="center">OR</div>

    b)   Elaborate "the firms acheiving JIT by JIT production, JIT purchasing and JIT transportation acheives greater operational performance compared to the competition.

<div align="right">***P.T.O.***</div>

Q4) Answer 4(a) or 4(b). **[10]**

   a)   How can vendor managed inventory be applied successfully.

<div align="center">OR</div>

   b)   Elaborate the necessity of outsourcing.

Q5) Answer 5(a) or 5(b). **[10]**

   a)   Draw the generalized supply chain model and highlight supplier network Integrated enterprise & Distributive network.

<div align="center">OR</div>

   b)   Draw the line diagram for automotive OEM and highlight upstream and downstream firms/structures which adds value in the product to give superior quality products at optimal cost to the end consumer.

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[5860]-301
M.B.A.
301-GC-11 : STRATEGIC MANAGEMENT
(2019 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)   *Figures to the right indicate full marks.*

Q1) Solve any five from the following.   **[10]**

   a)   What is tactics.

   b)   State the stages in strategic management.

   c)   Define vision statement.

   d)   Define Mission statement.

   e)   What Leverage.

   f)   What is outsourcing.

   g)   Define a blue ocean.

   h)   What is a deliberate strategy.

Q2) Answer any two of following: **[10]**

   a)   State the role of stakeholders in strategic Management.

   b)   Explain the concept of Environmental scanning.

   c)   Differentiate between Red and Blue Ocean.

Q3) a)   Explain porters five force model with an example of any industry. **[10]**

<div align="center">OR</div>

   b)   Discuss the resource based view of the firm and explain the VRIO frame work with examples.

Q4) a) What are the generic comprtitive strategies? Discuss with examples how can an organisation achieve cost leadership. **[10]**

OR

b) What are retrenchment stratagies? Explain with examples how to implement a turn around strategy in an organisation.

Q5) a) What is a Business model? Design a business model for a media house planning to launch an e-newspaper. **[10]**

OR

b) What is a blue ocean strategy? Explain the use of blue ocean strategy in strategic management.

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[5860]-302

M.B.A. - II

302-GC-12 : DECISION SCIENCE

(2019 Pattern) (Semester - III)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

1) *Each question carries 10 marks.*

2) *Graph paper will not be provided.*

3) *Use of non-scientific calculator is allowed.*

Q1) Solve any five: **[5×2=10]**

a)   Define Probability.

b)   List techniques of initial solution for Transportation problem.

c)   Enlist various methods of decision making under uncertainity.

d)   What is 2×2 zero sum game?

e)   Enumerate any two quantitative techniques for optimal decision in business.

f)   List the drawbacks of graphical solution in LPP.

g)   Define total float in Network diagram.

h)   Define (M/M/I, Infinite, FIFO) in Queuing theory.

Q2) Solve any two of the following: **[2×5=10]**

a)   Discuss the use of CPM & PERT in Project Management.

b)   Explain the role of quantitative techniques in decision making.

c)   Describe the steps in Solving Assignment Problem.

P.T.O.

Q3) Solve any one of the following: **[1×10=10]**

a) A small bank is allocating maximum 0%. Rs. 21,00,000/- for personal & car loans. The interest rates per annum are 11% for car loan & 13% for personal loans. The loans are repaid at the end of one year period. The amount of personal car cannot exceed 40% of the car loans. Past experience has shown that bad debts to 1.2% of all personal loans. Formulate & solve the above problem to find the optimum loan allocations.

b) Following is the distribution of defective pieces in a manufacturing process of a MNC in Pune.

No. of defective items	0	10	20	30	40	50
Probability	0.01	0.20	0.15	0.50	0.12	0.02

Consider the following sequence of random numbers.

38, 58, 19, 51, 66, 15, 24, 78, 42, 08

Using this sequence, simulate the number of defective items for next 10 days.

Q4) Solve any one of the following: **[1×10=10]**

a) In a group of 1000 customers, there are 650 who uses Jio connection, 400 uses Airtel connection and 150 uses both connections, Jio & Airtel. If a customer is selected at random, what is the probability that he uses :

i) Jio only

ii) Airtel only

iii) Only one of the two connection and

iv) At least one of the two connections.

b) A repairman is to be hired to repair machines which breakdown at an average rate of 6 per hour. The breakdown follow poisson distribution. The productive time of a machine is considered to cost Rs. 20 per hour. Two repairman Mr. X & Mr. Y have been interviewed for this purpose Mr. X charged Rs. 100 per hour. and he services breakdown machines at rate of 8 per hour. Mr. Y demand Rs. 140 per hour and he services at an average rate of 12 per hour. Which repairmen should be hired? (Assumes 8 hours shift per day).

Q5) Solve any one of the following: [1×10=10]

a) Given the following:

Activity	1-2	2-3	2-4	2-5	3-7	4-5	4-7	5-6	6-7
Duration (in days)	3	4	4	5	4	2	2	3	2

Construct the project network. Calculate project duration & determine critical path.

b) Determine the optimal strategies for A & B in the following game. Obtain value of game.

B's Strategy

		B1	B2	B3
	A1	9	8	–7
A's	A2	3	–6	4
Strategy	A3	6	7	7

✈   ✈   ✈

[5860]-303

S.Y.M.B.A.

306 : INTERNATIONAL BUSINESS ECONOMICS (GE - UL -13)

(2019 Pattern) (Semester-III)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

1) *All questions are compulsory.*

2) *Each question carries equal marks.*

Q1) Solve any 5 questions out of 8.   **[10]**

    a) NAFT is an example of

        i) Common Market

        ii) Customers Union

        iii) Economic Community

        iv) Free Trade Area

    b) Which is the right sequence of stages of Internationalization.

        i) Domestic, Transnational, Global, International, Multinational

        ii) Domestic, International, Multinational, Global, Transnational

        iii) Domestic, Multinational, International, Transnational, Global

        iv) Domestic, International, Transnational, Multinational, Global

    c) Define the concept International Trade.

    d) State the participants in foreign exchange market.

    e) What is the multilateral trade?

    f) What is subsidy?

    g) What is Countervailing duties?

    h) What is the fullform of FDI and FII?

P.T.O.

Q2) Solve any 2 questions (short question answers). **[10]**

    a)   Distinguish between Forward and Future market.

    b)   What is the concept of arbitrage and speculation in forex market.

    c)   Explain the role of International monetary fund.

Q3) a)   Explain the currency market and Central Bank operations in India and their impact on international trade. **[10]**

<div align="center">OR</div>

    b)   Explain the impact of Euro Crisis on global economies with suitable examples.

Q4) a)   What do you mean by comparative advantage? Distinguish between Comparative advantage and Absolute advantage. **[10]**

<div align="center">OR</div>

    b)   Critically analyse the impact of changing exchange rates on Indian Export and Import.

Q5) a)   Design a model which can deal effectively in minimizing the problems of international debt for economically poor nations. **[10]**

<div align="center">OR</div>

    b)   Discuss Heckscher - Ohlin model and its assumptions.

<div align="center">✧✧✧✧</div>

[5860]-304

S.Y. M.B.A.

307 - GE-UL-14 : INTERNATIONAL BUSINESS ENVIRONMENT

(2019 Pattern) (Semester-III)

Time : 2 Hours 15 Minutes]   *[Max. Marks : 50*

Instructions to the candidates:

   1)   *All questions are compulsory.*

   2)   *Figures to the right indicate full marks.*

Q1) Answer any Five: **[10]**

   a)   Define Greenfield Investment.

   b)   Define Globalisation.

   c)   What is balance of Payment Account?

   d)   Define FPI.

   e)   What is Brexit?

   f)   What is out sourcing.

   g)   What is value chain?

   h)   What is IFRS?

Q2) Answer any two: **[10]**

   a)   Distinguish between Greenfiled & Brownfield Investments.

   b)   Distinguish bettween FDI and FPI.

   c)   Explain Objectives of IMF.

Q3) Answer any one: **[10]**

   a)   'CSR intiatives by some leading companies have helped in social upliftment'. Interpret.

   b)   'Ethical business practices have taken a centre stage in modern businesses'. Interpret.

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

   a)   'Developed Forex markets are necessary for growth in international trade'. Analyse the statement.

<div align="center">OR</div>

   b)   Analyse the impact of Covid-19 pandamic on international trade with suitable examples.

Q5) Attempt any one: **[10]**

   a)   Evaluate the role of WTO in promotion of international trade.

<div align="center">OR</div>

   b)   'Stable political & legal environment is essential to attract investment'. Evaluate the statement.

<div align="center">✧✧✧✧</div>

[5860]-305
M.B.A. (Semester - III)
GE-UL-15 : PROJECT MANAGEMENT
(2019 Pattern) (308)

Time : 2 Hours]   *[Max. Marks : 50*

Instructions to the candidates:

   1)   ***All questions are compulsory.***

   2)   ***Figures to the right indicate full marks.***

Q1) Write any 5 :   **[5 × 2 = 10]**

   a)   Project Managers have to assess the risks that may affect a project.

       i)   True

       ii)   False

   b)   Which of the following is not considered as a risk in project management?

       i)   Specification delays   ii)   Testing

       iii)   Staff turn over   iv)   Product competition

   c)   A 66.6% risk is considered as

       i)   Very low   ii)   Low

       iii)   Moderate   iv)   High

   d)   Quality planning is the process of developing a quality plan for

       i)   Team   ii)   Project

       iii)   Customers   iv)   Project manager

   e)   Resources refers to

       i)   Manpower   ii)   Machinery

       iii)   Material   iv)   These three

f)   Developing a technology is an example of

    i)   Process   ii)   Project

    iii)   Scope   iv)   Result

g)   Project performance consists of Time, Cost and Quality.

    i)   True

    ii)   False

h)   Identify the sub-process of process improvement.

    i)   Process Introduction   ii)   Process Analysis

    iii)   De-processification   iv)   Process distribution

Q2) Explain the concept of project management and its importance in IT industry. **[10]**

OR

Explain Project management and its scopes. Also the process of creating the "Work Breakdown Structure."

Q3) Write short notes on any 2 :   **[2 × 5 = 10]**

a)   Types of project constraints

b)   Benefits of scheduling resources

c)   Risk Identification Vs Risk Management

OR

a)   WBS

b)   5 Leadership Qualities

c)   5 Abilities to handle risk and stress

Q4) Explain role and responsibilities of a project manager. Define the skill sets which are needed in a project manager. **[10]**

OR

Analyse the assessment process of a "Project Work". Also explain multi-project resource scheduling.

Q5) Define "Project monitoring information system" and requirement for an "Integrated Information System" for a projects evaluation. **[10]**

OR

Write short notes on any 2 :

a)   Team effectiveness

b)   Conflict of Interest

c)   Team development process

d)   Managing risk

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SEAT No. :

P6885

[5860] - 306

M.B.A.

(309) (GE-UL-16) : KNOWLEDGE MANAGEMENT

(2019 Pattern) (Semester - III)

Time : 2 Hours]   *[Max. Marks : 50*

Instructions to the candidates :

    1)   *All questions are compulsory.*

    2)   *All questions carry 10 marks.*

Q1) **Answer any Five of the following (2 Marks Each) :**   **[10]**

    a)   Define the term 'Information'.

    b)   Define Objective Knowledge.

    c)   What is Codifiability of Knowledge?

    d)   Define Tacit Knowledge.

    e)   Enlist the steps in Knowledge Management Cycle.

    f)   What do you mean by Knowledge Transfer in the Organization?

    g)   What do you mean by Common/Shared Knowledge?

    h)   What are the elements of Physical environment of the organization?

Q2) **Answer any Two of the following (5 Marks Each) :**   **[10]**

    a)   Write a note on 'System testing and deployment' in the Knowledge Management Cycle.

    b)   Write a note on 'Organizational' culture as an element of Knowledge Infrastructure.

    c)   Write a note on 'Virtual Community of Practice'.

Q3) **Answer any One of the following (10 Marks Each) :**   **[10]**

   a)   Write detailed essay on Knowledge Transfer and Knowledge Sharing.

   b)   Describe in detail Knowledge Management innovations and its effect on learning organization.

Q4) **Answer any One of the following (10 Marks Each) :**   **[10]**

   a)   Write detailed essay on Knowledge Transfer and Knowledge Sharing.

   b)   Design a Knowledge Team for an organization. Enlist various participants and describe their roles.

Q5) **Answer any One of the following (10 Marks Each) :**   **[10]**

   a)   "Organization's shared knowledge is its cumulative experience". Argue on the statement considering benefits of Common/Shared Knowledge.

   b)   Examine the impact of Knowledge Management on -

      i)   People.

      ii)   Processes.

      iii) Products and

      iv)   Performance.

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[5860] - 307

S.Y. M.B.A.

(GE-UL-17) : CORPORATE GOVERNANCE

(2019 Pattern) (Semester - III) (310)

Time : 2 Hours]   *[Max. Marks : 50*

Instructions to the candidates :
   1)   All questions are compulsory.
   2)   Each question is having internal option.

Q1) **Attempt any Five (2 marks each)** :

   a)   Define Corporate Governance.

   b)   What is Director Identification Number?

   c)   Define Corporate Social Responsibility.

   d)   Define Enterprise Risk Management.

   e)   Define Private Limited Company.

   f)   Define Board Charter.

   g)   Define Corporate Governance Code.

   h)   Define Shareholders.

Q2) **Attempt any Two (5 marks each)** :

   a)   How can good corporate governance be achieved through proper disclosures of risk and management of such risk.

   b)   "A good corporate governance requires that the board should comprise of individuals with certain personal qualities such as integrity, a sense of accountability and history of achievement of success". Discuss and explain the statement.

   c)   Global movement for better Corporate Governance progressed, subsequent to Enron debackle. Discuss.

Q3) a) Identify and discuss the Corporate governance problems noticed in various Corporate failures. Illustrate your answers with two examples.

[10]

OR

b) Company Secretary is a whistle blower for betterment of observance of Corporate Governance. Substantiate this statement.

Q4) a) Discuss the different Board's Committee. Explain their role and functions.

[10]

OR

b) "Corporate Governance is not only the responsibility of listed companies but also of private and public companies". Do you agree with this statement? Substantiate your answer with proper justification.

Q5) a) Explain in detail the issues and challenges of ICICI Bank in Corporate Governance.

[10]

OR

b) How existence of effective control mechanism will help in observance of good Corporate Governance through

i) Internal audit.

ii) Management audit.

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[5860] - 308

S.Y. M.B.A.

(311) : GE - UL - 18 : MANAGEMENT OF NON-PROFIT ORGANIZATIONS

(2019 Pattern) (Semester - III)

Time : 2 Hours]   *[Max. Marks : 50*

Instructions to the candidates :
1) *All questions are compulsory.*
2) *Each question carries 10 marks.*

Q1) **Multiple Choice Questions (Any 5 Out of 8) (2 Marks Each)** :   **[10]**

a) Under which Section of the Indian Companies Act, the Central Government may issue a license to a limited or private limited company for NPO _____

    i) Section 6   ii) Section 7

    iii) Section 8   iv) Section 9

b) Under the GST, the threshold exemption limit has been increased to _____

    i) INR 5 Million   ii) INR 3 Million

    iii) INR 2 Million   iv) INR 1 Million

c) In NPO Membership paid every year is known as _____

    i) Entrance Fees   ii) Legacy

    iii) Donation   iv) Subscription

d) Legal status of Non-profit organization is not seen in _____

    i) Society   ii) Corporation

    iii) Private Company   iv) Trust

e) _____ governs charitable trusts in India.

    i)   No National Law   ii)   No State Law

    iii)   No Local Law   iv)   All of above

f) A non-profit can collect a significant amount of personal information about its donors, including credit card and bank account numbers. Protecting this information is vital to the ethical maintenance of donor databases is called as _____

    i)   Donor Privacy   ii)   Donor Publicity

    iii)   Company Publicity   iv)   Company Privacy

g) All non-profit organizations are required to have a board consisting of at least _____ director.

    i)   2   ii)   3

    iii)   4   iv)   5

h) Akshay Patra is a NPO that operates _____

    i)   Child Education   ii)   Child Health

    iii)   School Lunch   iv)   School Education

Q2) **Answer the following (Any 2 Out of 3) (5 Marks Each) :**   **[10]**

a) Explain Non-Profit Organization and describe its six dimensions.

b) Explain the three legal duties of board members in Non-Profit Organization

c) Explain the leadership skills of Non-profit organization.

Q3) a) Explain Characteristics of Not-for-Profit Organizations.   **[10]**

<div align="center">OR</div>

b) Explain Qualities of Social Entrepreneurs.

Q4) a) What are the legal procedures and documentations required for formation and registration of Non-Profit Organization? **[10]**

OR

b) Explain the roles of Non-Profit Organization.

Q5) a) Why is marketing important to Non-Profit-Organizations? Explain how do you create a marketing plan for a Non-Profit Organization? **[10]**

OR

b) Explain Ethical issues is Non-Profit Organization.

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[5860] - 309

S.Y. M.B.A.

304 MKT : Services Marketing

(2019 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.*
3) *Include examples wherever necessary.*
4) *Draw neat & labelled diagrams wherever necessary.*

Q1) **Solve any FIVE :**   **[5 × 2 = 10]**

a) Define Services Marketing with two examples.

b) Successful service Companies focus their attention on both their customers and their employees. They understand _____, which links service firm profits with employee and customer satisfaction.

    i) Internal Marketing

    ii) Service - Profit Chains

    iii) Interactive Marketing

    iv) Service Differention

c) Which of the following statements about the pricing of services (compared to the pricing of goods) false?

    i) The demand for services tends to be more elastic than the demand for goods

    ii) Cost-Oriented pricing is more difficult for services

    iii) Comparing prices of competitions is more difficult for services consumers

    iv) Consumers are less able to stockpile services by taking advantage of discount prices

P.T.O.

d)   Draw & Labelled Goods and Service Continuum.

e)   Define Service Recovery.

f)   Enlist Five Gaps of GAP Model.

g)   Define zone of tolerance.

h)   Enlist bases of segmentation of services.

Q2) **Solve any TWO :**   **[2 × 5 = 10]**

a)   Compare Goods & Services with table of differentiation.

b)   Illustrate & explain Service Marketing triangle.

c)   Exemplify extended marketing mix for services.

Q3) **Solve any ONE :**   **[1 × 10 = 10]**

a)   Identify and explain service encounters in service marketing with the help of example.

b)   Demonstrate any five service touchpoints in the hospitality industry.

Q4) **Solve any ONE :**   **[1 × 10 = 10]**

a)   In the change scenario of market moving from offline to online, how service sector has evolved from the perspective of logistic of distribution of services?

b)   Discuss opportunities developed in the service sector with the emergence of work from Home Concept in Current Market.

Q5) **Solve any ONE :** [1 × 10 = 10]

    a)   The travel & tourism industry has experienced a major impact on its demand during the pandemic. With such conditions, they need to adopt a Strategy that would help this industry to manage the supply and demand in this industry. Develop a strategy to manage the supply and demand.

    b)   Mr. Nair was a regular guest of Hotel Clover. He always used to visit this hotel for one day stay during his business trips. During pandemic Mr. Nair's business trips were on hold and he was mostly doing his visits virtually.

           Now, after pandemic Mr. Nair has to start his business trips. Mr. Nair has approached to Hotel Clover and done his booking. Surprisingly on the day of visit, Mr. Nair has not received a business class room which he has booked in advance also other services like-cleanliness of the room and restaurant was not matched with his expectations during his visit.

        i)   Monitor & Justify GAP in services in the above case study.

        ii)   Develop Service Recovery process for Hotel Clover.

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[5860]-310
S.Y. M.B.A. (Semester - III)
305MKT : SC-MKT-04 SALES & DISTRIBUTION MANAGEMENT
(2019 Pattern)

Time : 2½ Hours]   *[Max. Marks : 50*
Instructions to the candidates:

1) *Explain the answers with appropriate examples wherever necessary.*
2) *All questions carry equal marks.*
3) *Draw diagrams wherever necessary.*

Q1) Explain the role of Distribution channel in completing the cycle of marketing function.

OR

Discuss the role of 'Physical Distribution Mix' in the success or failure of a product launch.

Q2) Assume you are the sales manager of a premium chocolate manufacturing company, what will be the methods of Physical Distribution that you will adapt. in order to train & motivate your sales force?

OR

Discuss in detail the recruitment, selection & training session / process of sales force with proper examples.

Q3) Discuss the significance of "Reporting" in "Sales Control" with proper example.

OR

Discuss the role of "Sales Audit" in sales management with proper examples.

P.T.O.

Q4) Elaborate the concept of "Vertical Management System" (VMS) & "Horizontal Management System" (HMS).

OR

Explain the concept of "Franchising as a model of distribution" with suitable examples.

Q5) Discuss the "E-tailing structure" along with its advantages & disadvantages.

OR

Explain in brief the concept of "Supply Chain Management" and Components of supply chain management.

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[5860]-311

S.Y. M.B.A.

304-SC-FIN-03-ADVANCED FINANCIAL MANAGEMENT

(2019 Pattern) (Semester - III)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

    1)   *All questions are compulsory.*

    2)   *Each question carry equal marks.*

    3)   *Use of simple calculator is allowed.*

    4)   *Working Notes should form your part of answer.*

Q1)   Answer any 5 out of 8 (2 marks each) :

    a)   Define the term 'Financial planning'.

    b)   What do you mean by Capitalization?

    c)   What is Capital Budgeting?

    d)   Define Cash management.

    e)   what is Dividend?

    f)   Define the term 'Value Based Management.

    g)   What is Leverage?

    h)   What is Bonus Share?

Q2)   Answer any 2 out of 3 (5 marks each) :

    a)   Explain the Process of Capital Budgeting.

    b)   Discuss the Objectives of Trade Credit.

    c)   Distinguish between interim Dividend and Final Dividend.

P.T.O.

Q3) Answer any 1 out of 2 (10 marks each)

a) Following are the summarized Balance Sheet of Canon Ltd. as on 31st march 2021 and 2022. You are required to prepare a Fund Flow Statement for the year ended 31st March 2022. **[10]**

Balance Sheet

Liabilities	Amount Rs. 31.3.2021	Amount Rs. 31.3.2022	Assets	Amount Rs. 31.3.2021	Amount Rs. 31.3.2022
Share Capital	4,00,000	5,00,000	Goodwill	------	10,000
General Reserve	1,00,000	1,20,000	Land and	4,00,000	3,80,000
Profit & Loss A/c	61,000	61,200	Building	3,00,000	3,38,000
Long-term Bank Loan	1,40,000	2,70,400	Plant and	2,00,000	1,48,000
Creditors	3,00,000	------	Machinery	1,60,000	1,28,400
Provision for Tax	60,000	70,000	Stock	1,000	17,200
			Debtors		
			Cash in Hand		
Total Rs.	**10,61,000**	**10,21,600**	**Total Rs.**	**10,61000**	**10,21,600**

Additional Information :

i) Depreciation has written off on Plant and Machinery Rs. 28,000 and on Land and Building Rs. 20,000.

ii) Provision for Tax was made during the year Rs. 66,000

iii) A dividend of Rs. 46,000 was paid.

OR

b) The Balance Sheet and Profit and Loss Account of Pravil Ltd. is given below. (Rs. in millions) **[10]**

Balance Sheet as on 31.3.2022		Profit and Loss Statement as on 31.3.2022	
Liabilities	Assets	Net Sales	1200
Equity 600	Fixed Assets 720	Cost of Goods Sold	1032
Debt 400	Current Assets 280	PBIT	168
Total Rs.1000	Total Rs. 1000	Interest	48
		PBT	120
		Tax (30%)	36
		PAT	84

i) cost of Equity 18% and Interest on Debt is 12%.

ii) Marginal; Tax Rate is 30%.

iii) Calculate EVA by four different methods.

Q4) Answer any 1 out of 2 (10 marks each)

a) Atlas Ltd. manufactures dye-cast metallic cars for kids. Its present sale is Rs.60 lakhs per annum with 20 days credit period. The company is contemplating an increase in the credit period with a view to increasing sales. Present variable costs are 70% of sales and the total fixed costs Rs. 8 lakhs per annum. The company expects per-tax return on investment @2 25%. Some other details are given as under : **[10]**

Proposed Credit Policy	Average Collection Period	Expected Annual Sales
I	30 days	65
II	40 days	70
III	50 days	74
IV	60 days	75

You are required to advise the company on the policy to be adopted. Assume 360 days in a year. Calculations should be made up to two digits after the decimal.

OR

b) Prakash Ltd. has the following capital Structure - **[10]**

Equity Shares of Rs. 10 Each -   Rs. 20,00,000

15% Debentures   Rs. 16,00,000

Total Rs. 36,00,000

The company is planning to raise additional funds of Rs. 30,00,000 for expansion and modernization. Following four options are available -

i) To raise entire amount through Equity Shares of Rs. 10 each.

ii) To raise entire amount by Term Loan @16%

iii) to raise 50% amount by Equity Shares of Rs. 10 each and balance by 16% Term Loan

iv) to raise Rs. 16,00,000 by Equity Shares of Rs. 10 each, Rs. 8,00,000 by 16% Term Loan and balance by 14% Preference Shares.

Assume that Income Tax Rate is 50% and new EBIT is Rs. 16,00,000. Advise the company regarding selection of Capital Structure on the basis of EPS.

Q5) a) Answer any 1 out of 2 (10 marks each) :

Project	Initial Investment Required (Rs.)	NPV at the appropriate Cost of Capital (Rs.)
A	2,00,000	40,000
B	6,00,000	70,000
C	1,00,000	32,000
D	4,00,000	50,000
E	2,00,000	60,000

Total funds available Rs. 6,00,000. Determine the best combination of project assuming that the projects are divisible. **[10]**

OR

b) Apple Incorporation belongs to a risk class of which the appropriate Capitalization Rate is 10%. It currently has 1,00,000 shares of Rs. 100 each. The company is considering declaration of dividend Rs. 12 per share at the end of the current year. You are required to answer the following questions based on M-M Model. **[10]**

i) What will be the price of shares at the end of the year if a dividend is not declared?

ii) What will be the price if dividend is declared?

iii) Assuming that the company pays dividend, has Net Income of Rs. 20,00,000 and makes new investments of Rs. 40,00,000 during the period, how many new shares must be issued?

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[5860]-312
S.Y. M.B.A. (Semester - III)
305 - FIN : INTERNATIONAL FINANCE
(2019 Pattern)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

    1)   *All questions are compulsory.*

    2)   *Figures to the right indicate full marks.*

    3)   *Questions are based on all 5 units.*

    4)   *Every question has an internal option.*

Q1) Answer Any 5 out of 8 :   **[10]**

    a)   Define foreign exchange market.

    b)   What is Gold standard system.

    c)   Define Forward contract.

    d)   What is money laundering?

    e)   Define International Receivables.

    f)   Define deep discount bonds.

    g)   Define ADR.

    h)   List the different types of bonds.

Q2) Answer Any Two :   **[10]**

    a)   Discuss Bretton woods conference & its significance in brief.

    b)   Explain Interest Rate Parity.

    c)   Explain the foreign exchange trade settlement in India.

Q3) Answer any one out of two :

a) Illustrate the Purchasing Power Parity with suitable example. **[10]**

OR

b) Define the Globalisation. Explain the various factors favouring globalisation and impact of globalisation. **[10]**

Q4) a) Analyse the role of International monetary Fund in promoting financial stability and monetary cooperation. **[10]**

OR

b) Differentiate Currency Forward and currency Futures. **[10]**

Q5) a) Evaluate the risk in Foreign Direct Investment for home country and host country. **[10]**

OR

b) Evaluate the hedging techniques of Foreign Exchange Risk Management. **[10]**

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[5860]-313

M.B.A.

(304 - HR) : STRATEGIC HUMAN RESOURCE MANAGEMENT (SC - HRM - 03)

(2019 Pattern) (Semester - III)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

   1) *All questions are compulsory.*

   2) *All questions are carry equal marks.*

Q1) **Solve any five :**   **[10]**

  a) List any two objectives of SHRM.   **[2]**

  b) Define the term of Human Capital Management.   **[2]**

  c) Enumerate any four strategies of employee engagement.   **[2]**

  d) Define the term of Job Analysis.   **[2]**

  e) List any two major challenges of SHRM.   **[2]**

  f) State any two objectives of Succession Planning.   **[2]**

  g) Recall the term of succession planning.   **[2]**

  h) Enumerates any two Issues in implementation of HR strategies.   **[2]**

Q2) **Solve any two :**   **[10]**

  a) Define strategic HRM along with its objectives and importance.   **[5]**

  b) Elaborate employee engagement strategies.   **[5]**

  c) Define cross cultural sensitivity along with its importance.   **[5]**

Q3) **Solve any One :**   **[10]**

a)   Explain strategic role of top Management & strategic role of line Management in SHRM context.

<center>OR</center>

b)   Elaborate strategies for improving organizational effectiveness.

Q4) **Solve any one :**   **[10]**

a)   Elaborate the strategies for cultural management. Discuss the importance of culture.

<center>OR</center>

b)   How do you develop training & Development strategy for international staff.

Q5) **Solve any one :**   **[10]**

a)   Explain the OCTAPACE dimension.

<center>OR</center>

b)   Why is OCTAPACE culture important for improving organizational effectiveness. Discuss.

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[5860]-314
Second Year M.B.A.
SC - HRM - 04 : HR OPERATIONS
(2019 Pattern) (Semester - III) (305 HR)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

1)   *Figures to right indicate full marks.*

2)   *All questions are compulsory.*

Q1) Solve any five.   **[10]**

   a)   Explain contents of personnel file.   **[2]**

   b)   Explain personnel policy & it's types.   **[2]**

   c)   Elaborate theory of notional extension.   **[2]**

   d)   Explain Notice & Circular.   **[2]**

   e)   Explain deduction from salary.   **[2]**

   f)   Define Bonus & it's eligibility criteria.   **[2]**

   g)   What is maximum & minimum bonus?   **[2]**

   h)   Explain Termination & dismissal.   **[2]**

Q2) Solve any two.   **[10]**

   a)   Mention the circumstances in which employee is disqualified from receiving bonus.   **[5]**

   b)   Explain importance of personnel file in human resource administration.**[5]**

   c)   Explain reinstatement in service.   **[5]**

Q3) Solve any one.   **[10]**

   a)   Draft a charge sheet against employees for following misconduct

       "Instigating other employees & working below norms".

<div align="center">OR</div>

   b)   Explain various challenges faced by modern personnel manager.

<div align="right">*P.T.O.*</div>

Q4) Solve any one. **[10]**

   a)   Explain Human Resource Administration state it's objectives, nature &
        scope.

                                OR

   b)   Define personnel policy. Explain the importance & process of drafting
        personnel policy.

Q5) Solve any one. **[10]**

   a)   Write a promotion letter promoting an engineer to the post of Sr. engineer.

                                OR

   b)   Explain all the six benefits under the Employee's State Insurance Act
        1948.

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[5860] - 315

M.B.A. (SC - OSCM - 03)
304 OSCM : SERVICES OPERATIONS MANAGEMENT - II
(2019 Pattern) (Semester - III)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates :
1) *All questions are compulsory.*
2) *Each question carry equal marks.*

Q1) Answer any 5 out of 8 (2 marks each) :   **[10]**

   a)   State any 2 features of vision.

   b)   What is service design?

   c)   Define service requirements in service design.

   d)   List the elements of service design triangle.

   e)   What is yield management?

   f)   Define any 2 factors which affect the micro environment.

   g)   State poka-yoke.

   h)   Mention any two features of SCM.

Q2) Answer any 2 out of 3 (5 marks each) :   **[10]**

   a)   Discuss the holistic service design in detail.

   b)   Describe 4P's of service design.

   c)   Explain the importance of customer lifetime value.

P.T.O.

Q3) Answer 3 (a) or 3 (b) :   **[10]**

a)   How to reduce quality cost? Mention the steps to calculate cost of quality.

b)   Discuss the competitive role of information in service in detail.

Q4) Answer 4 (a) or 4 (b) :   **[10]**

a)   Elaborate Engel, Kollat and Blackwell (EKB) model and explain its steps for whitegoods products.

b)   Explain scope and flow of service design. Also mention the service solution for new or changed services.

Q5) Answer 5 (a) or 5 (b) :   **[10]**

a)   How to design service strategy? Also briefly explain service marketing mix.

b)   Write the buyer's characteristics in detail.

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[5860]-316

M.B.A (Semester - III)

305OSCM - 04 : LOGISTICS MANAGEMENT

(2019 Pattern)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

1) *Explain the answers with appropriate examples wherever necessary.*

2) *All questions carry equal marks.*

3) *Draw diagrams wherever necessary.*

Q1) Out of 6 MCQs attempt any five :

a) VMI stands for   **[2]**

   i)   Vendor Material Inventory

   ii)   Vendor Managed Inventory

   iii) Variable Material Inventory

   iv) Valuable Material Inventory

b) 3PL stands for _____   **[2]**

   i)   Three points logistics

   ii)   Third points logistics

   iii) Three points location

   iv) Three points level

c) The supply concept originated in what discipline?   **[2]**

   i)   Marketing   ii)   Operations

   iii) Logistics   iv) Production

d) Zero defects in manufacturing _____.   **[2]**

   i)   is a misleading idea

   ii)   is the goal of TQM

   iii) is applicable only in electronic products

   iv) is not possible

P.T.O.

e) Which one is not an area responsibility for a logistic manager. **[2]**

   i) Inventory   ii) Purchase

   iii) Warehousing   iv) Marketing

f) Inspection, scrap and repair are example of _____ **[2]**

   i) Internal cost   ii) External cost

   iii) Cost of dissatisfaction   iv) Warranty and service cost

Q2) Define logistics management along with its significances. What are the Logistics' elements which enhance it's standard. **[10]**

<div align="center">OR</div>

Define distribution Logistics and explain how corporate strategies are formed on the basis of Logistics system. **[10]**

Q3) Explain the relation between transport system and Logistics services. Explain the modes of transport and transport technologies emerging now a days. **[10]**

<div align="center">OR</div>

Define "freight", what are the types of freights and how it is calculated. (Road freight / Rail freight etc.) **[10]**

Q4) "It's "Information technology" which helped Logistics system to reach the level what it is today." Explain this statement with suitable example. **[10]**

<div align="center">OR</div>

What do you understand by C&F and Road permit. Elaborate the Logistics system of "RELIANCE FRESH". **[10]**

Q5) Elaborate and compare the concept of material management v/s physical distribution. **[10]**

<div align="center">OR</div>

Write short notes on any two :

a) Cost centers **[5]**

b) Logistic channel **[5]**

c) Level of optimality **[5]**

<div align="center">ৡৡৡ</div>

[5860]-317

S.Y.M.B.A.

SC-BA-03 : ADVANCED STATISTICAL METHODS USING R

(2019 Pattern) (Semester-III) (304 BA)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

    1)   *All questions are compulsory.*

    2)   *Make appropriate assumptions wherever required.*

Q1) Answer the following questions (Any Five)   **[5×2=10]**

    a)   Define NULL and Alternate hypothesis.

    b)   Define statistical modeling

    c)   What is adjusted R^2 in regression analysis?

    d)   Explain Unlist ( ) function.

    e)   Explain aov ( ) function.

    f)   What is logistic regression.

    g)   Define Predictive analytics.

    h)   How many predictor variables must be used in multiple regression?

Q2) Answer the following questions. (Any two).   **[2×5=10]**

    a)   Compare Poisson distribution and binomial distribution.

    b)   Describe test procedure for testing significance of Correlation coefficient.

    c)   Explain Z test of hypothesis testing. Write the syntax and explain in detail.

Q3) Solve any one of the following. [1×10=10]

   a) Consider the employee salary database and perform all types of descriptive analysis the data with the help of R programming code.

   b) Explain multiple regression with its two application.

Q4) Solve any one of the following. [1×10=10]

   a) Explain dimension reduction techniques with example.

   b) Discuss techniques of performance evaluation of logistic regression model.

Q5) Solve any one of the following. [1×10=10]

   a) Explain the concept of Time Series Discuss how time series is used in business forecasting.

   b) Describe linear Discriminant analysis (LDA). Write a brief outline of R code for the same.

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[5860]-318

S.Y.M.B.A.

305 BA SC-BA-04 : MACHINE LEARNING &
COGNITIVE INTELLIGENCE USING PYTHON

(2019 Pattern) (Semester - III)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

   1) *Figures to the right indicate full marks.*

   2) *Assume suitable data if necessary.*

   3) *Draw neat diagrams wherever necessary.*

   4) *All questions are compulsory.*

Q1) Solve any five:

   a)   State how to define variable in python? **[2]**

   b)   Identify any two features of machine learning. **[2]**

   c)   List various loops in python. **[2]**

   d)   List any two differences between lists and sets. **[2]**

   e)   What do you mean by operator overloading in python? **[2]**

   f)   Define the term cognitive intelligence. **[2]**

   g)   Identify the steps of CRISP - DM Methodology. **[2]**

   h)   What do you mean by data visualisation? **[2]**

Q2) Solve any two:

   a)   Describe Numpy Arrays. Explain with example. **[5]**

   b)   Distinguish between clustering and classification in machine learning. **[5]**

   c)   Discuss the Reinforcement learning with example. **[5]**

Q3) Solve any one:

a) Explain the decision tree algorithm in machine learning with example. **[10]**

b) Explain the concept of simple and multiple regression. **[10]**

Q4) Solve any one:

a) Discuss how the clustering is useful in marketing domain? **[10]**

b) Analyse K - Nearest Neighbour algorithm for machine learning. **[10]**

Q5) Solve any one:

a) Design a code in python to print the following pattern. **[10]**

```
*
*    *
*    *    *
*    *    *    *
*    *    *    *    *
```

b) "Machine learning will make companies more efficient and allow them to streamline business processes of an organisation". Justify the statement. **[10]**

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[5860]-319
MBA (Semester - III)
SC - RABM - 01 : AGRICULTURE & INDIAN ECONOMY
(304 RABM) (2019 Pattern)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

    1)   *There are five questions each of 10 marks.*

    2)   *All questions are compulsory with internal choice.*

Q1) a)   What do you understand by the term 'Green Revolution'? Discuss the impact of Green Revolution in India.   **[10]**

<div align="center">OR</div>

     b)   Explain the place of agriculture in the national economy. Describe the progress of agriculture under the Five-Year Plans.   **[10]**

Q2) a)   What is the function of Public Distribution System (PDS)? Discuss the recent policy options for reforms of PDS.   **[10]**

<div align="center">OR</div>

     b)   Explain in detail the concept of food security? Eplain food self-sufficiency.   **[10]**

Q3) a)   Bring out the significance of dairy development in India.   **[10]**

<div align="center">OR</div>

     b)   Explain the most appropriate approach for scheduling irrigation in field crops with its merits and demerits.   **[10]**

Q4) a) Explain systems of land tenure prevalent in pre-independent India and their exploitive nature. **[10]**

OR

b) Write the concept of land reforms. What is the need and scope for land reforms in a developing economy? **[10]**

Q5) a) Explain the unorganized sector and India's informal economy. **[10]**

OR

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

i) National Commissions on Rural Labour (NCRL).

ii) Agricultural Labour and Minimum Wages.

iii) Abolition of Bonded labour.

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[5860]-322
S.Y. M.B.A.
SC-PHCM-01 : FUNDAMENTALS OF PHARMA AND HEALTHCARE MANAGEMENT
(2019 Pattern) (Semester - III) (304 PHCM)

Time : 2½ Hours]   *[Max. Marks : 50*
Instructions to the candidates:
   1)   All questions are compulsory.
   2)   All questions carry equal marks.

Q1) Solve any five (2 marks each) :   **[10]**

   i)   In healthcare management trainers need to put more focus on :

   a)   Emotional skills   b)   Technical skills

   c)   Social skills   d)   All

   ii)   What do you mean by NGO?

   iii)   ASHA stands for _____.

   iv)   CHC stands for

   a)   Common Health Checking

   b)   Community Health Centre

   c)   Concessional Health Center

   d)   Co-operative Health Center

   v)   Effective supervision is an activity of

   a)   Organising   b)   Planning

   c)   Control   d)   Direction

   vi)   Which one is not healthcare managerial function in classical management

   a)   Planning   b)   Organising

   c)   Remunaration   d)   Directing

   vii)   The principle that a subordinate should receive the order and be responsible to the only boss is known as

   a)   Unity of command   b)   Unity of direction

   c)   Span of control   d)   Esprit de corps

P.T.O.

viii) 14th principals of management given by

    a)   Frederick Taylor   b)   Henri Fayol

    c)   Elton Mayo   d)   Chester Banard

Q2) Solve any two (5 marks each) :   **[10]**

    a)   Discuss the role of marketing manager of pharmaceutical industry.

    b)   What are the role of product management team in pharmaceutical company.

    c)   Who should focus on training & development of medical representative, marketing manager or HR manager? Support your answer with justification.

Q3) a)   Motivation play important role to enhance productivity. Analyse the significance of motivating people in health care Delivery.   **[10]**

<div align="center">OR</div>

    b)   New life pharma appointed new medical representative Develop training and Development program for medical representative to conduct RCPA (Retail Chemist Prescription Audit).   **[10]**

Q4) a)   Now a days, automation is found throughout the pharma sector. Analyze the possible opportunities and treats of robotics in pharma and Healthcare industry.   **[10]**

<div align="center">OR</div>

    b)   Medical tourism generate new business in India. Analyze the possible opportunities and treats of medical tourism in India.   **[10]**

Q5) a)   "Surya Arogya" is an Ayurvedic Clinic wants to develop CRM to build relations with the patient and provide good service. Develop CRM strategy for the clinic.   **[10]**

<div align="center">OR</div>

    b)   "Own shield" is immunity booster want to position their product under (OTC) "Over The Counter" Category. Design product positioning strategy.   **[10]**

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[5860]-325

S.Y. M.B.A. (Revised)

304 THM: FUNDAMENTALS OF HOSPITALITY MANAGEMENT

Specialisation: Tourism & Hospitality Management
(2019 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

    1) All questions are compulsory.

    2) All questions carry equal marks.

    3) Figures to the right indicate marks.

Q1) Answer any 5 out of the below 8 :

[10]

a) Enlist employment opportunities in Hospitality.

b) Describe sole proprietorship ownership structure.

c) Recall components of Tourism infrastructure.

d) Enumerate the types of tourists.

e) Tabulate global standards for Hotels.

f) Define Travel agency.

g) State the future of Hospitality industry.

h) Examine the linkage of Hotels with airlines.

Q2) Attempt any 2 out of 3 : [2 × 5 = 10]

a) Enumerate government regulations & support related to travel.

b) Classification of Hotels.

c) Relate the History and present status of travel agency.

Q3) Attempt any one : [10]

a) Illustrate the factors affecting Hospitality & Tourism Industry.

b) Demonstrate the advantages and disadvantages of different hotel ownership structure.

Q4) Attempt any one : [10]

a) Analyse the concept of transport systems. Categorise the different types of transport.

b) Analyse the importance of Travel Motivators and explain how it affects Travel Decisions.

Q5) Attempt any one : [10]

a) Defend the statement "Hotel automation leads to the efficient management of hotel resources & to greater guest satisfaction.

b) Appraise the Motivation for Tourism, state relation of hospitality industry with tourism.

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[5860]-328

S.Y. MBA

304(IB) SC-IB-01 : IMPORT EXPORT DOCUMENTATION AND PROCEDURES

(2019 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

1) Questions 1 is compulsory.

2) All questions carry equal marks.

Q1) All questions are compulsory :

[10 × 1 = 10]

a) If a letter of credit can be neither cancelled nor modified without the consent of all parties, it is known as _____

(Revolving, irrevocable, revocable, unconfirmed)

b) A commercial invoice is issued by _____

(Exporter's bank, Importer's bank, importer, exporter)

c) The IEC number is a number with _____ digit.

(6, 3, 10, 9)

d) Full form of DEPB is _____

(Duty entitlement pass book, Direct export pass book, Duty export pass book, Duty exception private book)

e) An exporter to obtain a _____ from the export promotion council

(Registration cum membership certificate, dock entitled pass book, none of these, all of these)

f) Duty free import authorization is issued generally _____ export.

(Before, anytime after, never)

g) Which of the following is not a category of exporter?

(Service exporters, Project exporters, deemed exporters, franchise exporter)

h) All clearing agents provide both essential and optional services is the statement true or false.

P.T.O.

i) Export Import bank of India was established in _____

(1981, 1982, 1983, 1984)

j) When the exporter, expects the importer, to make the payment immediately upon the draft being presented to him is called _____

(Usance Draft, Demand draft, Sight draft, Pay note)

Q2) Attempt any two from the following : **[10]**

a) Write a detail note on SEZ.

b) What are the documents required for customs clearance of goods?

c) Discuss about marine Insurance and its procedure.

d) Explain "Bill of Lading" and its types.

Q3) a) What are the documents required for Import and Export? **[10]**

OR

b) Discuss the significance of "Export Promotion Capital Goods" scheme. **[10]**

Q4) a) Mr. Ramesh Kumar is planning to start his export business as a merchant exporter of textile items and other fashion products. You are required to prepare a list of various provisions of export incentives and government facilities. **[10]**

OR

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

Q5) a) Discuss the role of EXIM Bank. **[10]**

OR

b) Discuss about the documentary collection of export bills. **[10]**

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[5860]-401
S.Y. MBA
401 GC-14 : ENTERPRISE PERFORMANCE MANAGEMENT
(2019 Pattern) (Semester - IV)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

   1)   *All questions are compulsory.*

   2)   *Each question carries 10 marks.*

Q1) Fill in the blanks (Any 05 out of 08) :   **[10]**

   i)   For the board of directors of the company, the entire company is a _____.

       a)   Profit Centre   b)   Expense Centre

       c)   Responsibility Centre   d)   None of the above

   ii)   Which of the following statement about the Strategic Business Unit is true?

       a)   SBUs are not tightly controlled

       b)   SBUs are not separate business setup

       c)   SBUs are held responsible for their own results / Performance

       d)   SBUs are evolved from matrix structure

   iii)   EVA/RI is used to measure _____.

       a)   Investment Centre   b)   Expense Centre

       c)   Profit Centre   d)   Revenue Centre

   iv)   DU PONT Analysis deals with _____

       a)   Analysis of Fixed Assets   b)   Capital Budgeting

       c)   Analysis of Profit   d)   Analysis of Current Assets

P.T.O.

v) Which of the following is not true for capital budgeting?

   a) Sunk costs are ignored

   b) Opportunity costs are excluded

   c) Incremental cash flows are considered

   d) Relevant cash flows are considered

vi) While calculating the Gross Margin Ratio on Investment (GMROI), the TWO important aspects are:

   a) Stock on Hand and Stock-Outs incidents

   b) Gross Margin and Average Inventory Cost

   c) Gross Revenue and Stock on Hand

   d) Carrying Costs and Stock-Out Costs

vii) Compliance with the Standard of Auditing is the responsibility of _____

   a) Management

   b) Those charged with governance

   c) Auditor

   d) Audit committee

viii) Which of the following is not a typical cash flow related to equipment purchase and replacement decisions?

   a) Increased operating cost

   b) Overhaul of equipment

   c) Salvage value of equipment when project is complete

   d) Depreciation expense

Q2) Short Notes (Any 02 out of 03) :   [10]

   a) Process of Responsibility Accounting

   b) Types of Responsibility Centers

   c) Principles of Social Audit

Q3) a) Evaluate the Performance Evaluation Parameter for Non-Profit Organization? **[10]**

OR

b) Explain the Product Pricing for Non Profit Organizations? **[10]**

Q4) a) Explain the various Techniques of Capital Budgeting? **[10]**

OR

b) Describe the Performance Evaluation Parameters for Projects? **[10]**

Q5) a) KPI used by E Commerce industry is many a times are created. Justify this statement as to Performance Evaluation Parameters for E-Commerce? **[10]**

OR

b) Audit Function as a Performance Measurement Tool is Managing People and Money both simultaneously explains it? **[10]**

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[5860]-402

Second Year M.B.A.

(402) GC-15 : INDIAN ETHOS AND BUSINESS ETHICS

(2019 Pattern) (Semester - IV)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

1) All questions are compulsory.

2) Each question carries equal marks.

3) Each question has internal choices.

Q1) Define any five :   [5 × 2 = 10]

a) Trans-cultural human values.

b) VEDA model.

c) Corporate Social Responsibility (CSR).

d) Human values.

e) Corporate Rishi Model.

f) Value -Based Management.

g) Corporate Strategy.

h) Intellectual Property Rights.

Q2) Define any two/Solve any two :   [2 × 5 = 10]

a) What is 'value system'? Discuss value system with suitable example.

b) Comment on Natural resource Depletion and Sustainable development.

c) Relate any five management lessons derived from Indian Heritage scriptures with current management scenario.

P.T.O.

Q3) a) Interpret the importance of business ethics at work place with suitable examples. **[10]**

OR

b) Discuss laws of karma with suitable examples.

Q4) a) What is leadership? Discuss various aspects of leadership as per Kautilya's Arthshastra. **[10]**

OR

b) Demonstrate various approaches to the Business ethics with suitable examples.

Q5) a) Evaluate the value-based management in global business acumen. **[10]**

OR

b) Discuss the process of ethical Decision-making. Elaborate the models of Ethical Decision making process.

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[5860]-403

S.Y. M.B.A.

GE - UL - 19 : GLOBAL STRATEGIC MANAGEMENT

(2019 Pattern) (Semester - IV) (405)

Time : 2 Hours]   *[Max. Marks : 50*

Instructions to the candidates:

    1)   *All questions are compulsory.*

    2)   *All questions carry equal marks.*

    3)   *All questions contain internal options.*

Q1)   Answer any five out of the following :   **[10]**

    a)   Define localisation.

    b)   What is market research?

    c)   Define Innovation.

    d)   What is sustainability?

    e)   What is an Alliance?

    f)   What are capabilities?

    g)   Define culture.

    h)   What is an acquisition?

Q2)   Answer any two out of the following :   **[10]**

    a)   What are the factors that push localisation?

    b)   What are the benefits of globalisation?

    c)   What are global multinational alliances.

Q3) a) Discuss with examples cross border mergers and acquisitions. **[10]**

OR

b) Discuss market and industry opportunities with suitable examples. **[10]**

Q4) a) Discuss alliance constellation management with industry examples. **[10]**

OR

b) Explain with examples the typology and framework of strategic alliances. **[10]**

Q5) a) Elaborate with examples the challenges to global strategic management in the present era. **[10]**

OR

b) Explain the global functional model and suggest a suitable organisation structure for a global Pharma Company. **[10]**

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[5860]-404

S. Y. M.B.A.

(406) GE - UL - 20 : TECHNOLOGY COMPETITION AND STRATEGY

(2019 Pattern) (Semester - IV)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:
1) *All questions are compulsory.*
2) *Each question carries equal marks.*

Q1) Solve any five out of eight following sub-questions :   **[10]**

a) List any two characteristics of competitive domain.

b) What is technology?

c) Enumerate any two technology forecasting techniques.

d) Name the technology intelligence programme structures used.

e) List any two steps involved in process for planning of company's technology strategy.

f) Discuss Technological Environment.

g) Explain creative destruction.

h) Explain the concept of computer aided manufacturing.

Q2) Solve any two of the following sub-questions :   **[10]**

a) Explain Linkages between Business strategy and Technology Strategy.

b) Describe the role of Chief Technology Officer.

c) Summarise the steps involved in mapping the technology environment.

P.T.O.

Q3) a) Illustrate the mechanism of data collection in technology intelligence. Interpret the contemporary challenges in mapping the technology environment. **[10]**

OR

b) Relate Product-Technology -Business connection with respect to market, customers & suppliers. **[10]**

Q4) a) Appraise characteristics and challenges of Today's Technology-Based-Businesses. Explain the dimensions of Management of Technology (MoT). **[10]**

OR

b) Analyse the framework requirement of formulating technology strategy with respect to logistics firm. **[10]**

Q5) a) Hypothesis risk involved in collaborative activity in technology strategy of IT firm. **[10]**

OR

b) Integrate the deployment of Technology in Porter's Model of value chain with suitable examples. **[10]**

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[5860]-405

M.B.A.

407 : CYBER LAW

(2019 Pattern) (Semester-IV) (GE-Ul-21)

Time : 2 Hours]   *[Max. Marks : 50*

Instructions to the candidates:

1) *Assume suitable data if necessary.*
2) *Draw neat, labelled diagram whenever necessary.*
3) *Figures to the right indicate full marks.*
4) *All questions are compulsory.*

Q1) Solve any five (2 marks).

  a) What is Law?

  b) Define cyber Law.

  c) What is e-Governance

  d) Write in short about Indian laws.

  e) What is e-commerce?

  f) What is e-taxation?

  g) What is a patent?

  h) What is a copyright?

Q2) Solve any two (5 Marks)

  a) Explain the components of e-commerce.

  b) What is the main provision of IT Act 2000?

  c) Explain the consumer protection in cyber world?

Q3) Solve any one (10 marks.)

  a) What is meant by Intellectual Property? Why does intellectual property need to be promoted and protected?

  b) Explain the concept of trade mark. Explain difference between trade mark and Property mark?

P.T.O.

Q4) Solve any one (10 marks).

    a)   What is cloud computing and explain key security and threats in cloud computing.

    b)   What SPDI? State the reasonable practice in data security in India?

Q5) Solve any one (10 marks)

    a)   What is EDI? Describe the concept & legal issue of EDI?

    b)   What is Electronic Signature? State the cyber law in major countries?

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[5860]-406

M.B.A. (Semester - IV)

408 : GE-UL-22 CORPORATE SOCIAL RESPONSIBILITY & SUSTAINABILITY

(2019 Pattern)

Time : 2 Hours]   *[Max. Marks : 50*

Instructions to the candidates:

  1)   *All questions are compulsory.*

  2)   *Make necessary assumptions wherever required.*

  3)   *All questions carry equal marks.*

Q1) Attempt any 5 out of 8 :

   a)   Define ecological footprint.

   b)   What are the three dimensional focus of corporate citizenship?

   c)   Mention any two characteristics of Good corporate Governance.

   d)   Give any two strategic advantages of CSR.

   e)   State the meaning of charity.

   f)   What is the difference between sustainable development and green development?

   g)   What is ESG Reports?

   h)   Write any two key public sector roles in CSR.

Q2) Answer any 2 of the following :

   a)   Discuss the pros and cons of globalisation on CSR initiatives taken by different organizations with examples.

   b)   Discuss about Indian values and ethics.

   c)   Differentiate between charity and philanthropy with examples of organizations engaged into it.

P.T.O.

Q3) Answer (a) or (b) :

a) Based on the social responsibility core subjects of ISO 26,000, an organization has to define internal requirements. Illustrate two different action plans that would be acceptable to verify the implementation of the requirement.

b) Illustrate the effect of globalisation in the context of CSR practices adopted by various MNC's.

Q4) Answer (a) or (b) :

a) Illustrate current trends and opportunities in CSR as a strategic business tool for sustainable development from Indian and global perspectives.

b) Appraise the measures taken by various organizations to reduce the ecological footprint with examples.

Q5) Answer (a) or (b) :

a) A corporate body is made up of varying categories of personnel, operating at various levels with different responsibilities and rights. Describe five points you will take into consideration while drafting the code of ethics to be implemented in your organisation.

b) Formulate a green supply chain plan so as to meet the requirements of sustainable development for an e-commerce company.

□□□

[5860]-407

M.B.A. (Semester - IV)
(403 - MKT) SC MKT - 05 : MARKETING 4.0
(2019 Pattern)

Time : 2½ Hours]　　　　　　　　　　　　　　*[Max. Marks : 50*

Instructions to the candidates:

　　1)　All questions are compulsory.

　　2)　Figures to the right indicate full marks.

Q1) Answer any 5 out of the following 8 (2 marks each) **:**　　　　**[10]**

　　a)　The online and offline businesses, though compete against each other, will _____ to deliver the best customer experience.

　　　　i)　Coexist　　　　　　　　ii)　Conflict

　　　　iii)　Collude　　　　　　　iv)　Conspire

　　b)　In Marketing 4.0 BAR stands for _____.

　　　　i)　Brand Auction Ratio　　　ii)　Brand Action Ratio

　　　　iii)　Brand Advocacy Ratio　　iv)　Brand Activation Ratio

　　c)　In Marketing 4.0, power shifts to the connected customers from individual to _____.

　　　　i)　social　　　　　　　　ii)　group

　　　　iii)　collective　　　　　　iv)　rational

　　d)　Common paid media channels of content distribution include all except _____.

　　　　i)　search engine listing

　　　　ii)　paid social media

　　　　iii)　mobile advertising

　　　　iv)　customer reviews & testimonials

P.T.O.

e) _____ is not one of the best ways to promote a business using social media.

    i)   choosing the right tone   ii)   working with a plan

    iii)   deleting negative comments   iv)   using relevant hashtags

f) _____ are considered the new segments in today's Digital era.

    i)   people   ii)   society

    iii)   communities   iv)   social media

g) Winning companies & brands are those that do not leave the _____ to chance.

    i)   Wow moment   ii)   Content

    iii)   Delight   iv)   Success

h) The O zone indicates _____, _____ & _____ influences.

    i)   other, outer, own   ii)   own, outer, other

    iii)   own, other, outer   iv)   outer, own & other

Q2) Answer any 2 out of 3 questions (5 marks each) :   **[10]**

a) Compare & contrast informed customers vs distracted customers.

b) Describe how the shift from exclusive to inclusive has taken place in the Indian context.

c) Explain the transformation from 4Ps to 4Cs.

Q3) Answer any 1 out of 2 questions (10 marks each) :   **[10]**

a) 'We are experiencing the rise of Omni - channel Marketing'. Discuss the steps followed in using omni-channel marketing.

<div align="center">OR</div>

b) India has transformed from traditional to digital market. Elaborate the statement with the help of relevant examples.

Q4) a) "Screens are becoming so important in our lives." Assess the statement in context of penetration of internet connectivity. **[10]**

OR

b) "Hashtag is the New Tagline". Appraise this statement in context to any real - world product/service/brand of your choice.

Q5) Answer any 1 out of the following (10 marks each) : **[10]**

a) For increased probability of getting advocacy, marketers should place their bets on youth, women & netizens (YWN). Critically evaluate the statement.

OR

b) 'Develop strategies to create WOW!Moments with customer engagement as discussed in Marketing 4.0,' with special reference to cab aggregators like ola,uber.

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S.Y. M.B.A.

404 MKT : MARKETING STRATEGY

(2019 Pattern) (Semester - IV)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates :

   1)   *All the questions are compulsory.*

   2)   *Figures to the right indicate full marks.*

   3)   *Draw neat labelled diagrams wherever necessary.*

   4)   *Give suitable examples wherever necessary.*

Q1) **Solve any five :**   **[5 × 2 = 10]**

   a)   Define the term strategy.

   b)   Describe the term Marketing Strategy.

   c)   Recall the steps for the process of Marketing Audit.

   d)   Describe the term Marketing Intelligence with suitable example.

   e)   Define Market Forecasting.

   f)   Describe Product user Positioning with suitable example.

   g)   Recall the five dimensions on which an organization may differentiate its market offerings?

   h)   Enumerate any four strategies for Market Challenger.

Q2) **Solve any two :**   **[2 × 5 = 10]**

   a)   Differentiate between Strategy & Tactics with relevant examples.

   b)   Explain the criteria's to assess Business Opportunities by Marketers.

   c)   Discuss the challenges of a Mature market for a FMCG Company.

Q3) **Solve any one :** [1 × 10 = 10]

   a)   Demonstrate the use of Porters five Force Model for a Retail Industry.

   b)   Construct a BCG Product PORTFOLIO Matrix for a Soft drink provider (Coca Cola).

Q4) **Solve any one :** [1 × 10 = 10]

   a)   Classify the organizational specific strategies in details support your answers with relevant examples.

   b)   Formulate Marketing databases for Super Market Retailers.

Q5) **Solve any one :** [1 × 10 = 10]

   a)   Develop a Vertical Integration Strategy for I-Phone.

   b)   Design a five step process for choosing attractive market segments for a clothing brand.

[5860]-409

S.Y. M.B.A.

403 - FIN : SC - FIN - 05 : FINANCIAL LAWS (Finance Spl.)

(2019 Pattern) (Semester - IV) (Credit - 3)

Time : 2½ Hours] [*Max. Marks : 50*

Instructions to the candidates:

1) *All questions are compulsory.*

2) *All questions carry equal marks.*

Q1) Solve Any 5: [5×2=10]

a) What is the maximum period allowed to be securitisation company for Recovery of reconstructed financial Assets.

    i)   2 years   ii)   3 Years

    iii)   4 years   iv)   5 years

b) What time period is to be given to the borrower as a notice before sale of the secured asset:

    i)   30 days   ii)   45 days

    iii)   60 days   iv)   75 days

c) SDR stands for

    i)   Strategic Debt Restructuring

    ii)   Standard Debt Restructuring

    iii)   Strategic Debt Reconstruction

    iv)   Standard Debt Reconstruction

d) The SDR conversion package must be approved by the JLF within _____ days from the date of deciding to undertake SDR.

    i)   15 days   ii)   30 days

    iii)   45 days   iv)   60 days

e) FERA consists of _____.

    i)   80 sections   ii)   81 sections

    iii)   49 sections   iv)   50 sections

f) Who are the members of Institute of Actuaries of India (IAI).
    i) Associates   ii) Fellows
    iii) Both (i) and (ii)   iv) None of the above

g) Who is the regulator under IBC (Insolvency and Bankruptcy Code) in India.
    i) Reserve Bank of India
    ii) INSOL India
    iii) Insolvency and Bankruptcy Board of India
    iv) Indian Board for Insolvency and Bankruptcy

Q2) Solve Any 2:   **[2×5=10]**

a) Differentiate between Corporate Debt Restructuring and Strategic Debt Restructuring.

b) Explain about the incorporation of Institute of actuaries of India.

c) Write a short note on Securitisation and Reconstruction.

Q3) Solve Any 1:   **[1×10=10]**

a) Why there is a need for scheme for sustainable structuring of Stressed Assets (S4A Scheme) and what are the pros of S4A Scheme?

b) What are the circumstances under which liquidation of corporates may take place?

Q4) Solve Any 1:   **[1×10=10]**

a) Analyse the following scenarios with respect to registration under SAR FAESI Act:
    i) Eligible NBFC with debt amounting to less than Rs. 50 Lacs.
    ii) Eligible NBFC with debt amounting to more than Rs. 50 Lacs.
    iii) NBFC not falling under the defination of Financial Institutions, but the debt amounts to more than Rs. 50 Lacs.
    iv) The creditor is an operational secured creditor.
    v) The borrower is not a corporate body.

b) Analyse the functions of RBI under Foreign Exchange Management Act (FEMA)? Define Person Resident in India under FEMA.

Q5) Solve Any 1:   **[1×10=10]**

a) Enumerate the laws for setting up offices and branches abroad.

b) Evaluate the bankruptcy process of Individuals and Partnership firms.

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[5860]-410

M.B.A.

404 - Fin : SC-FIN-06 CURRENT TRENDS AND CASES IN FINANCE

(2019 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)   *Figures to the right indicate marks for questions / sub questions.*

    4)   *Use of simple calculator is allowed.*

Q1) Write a short answer (any five) **:**

    a)   What is the difference between microfinance and microcredit?   **[2]**

    b)   What is an MFI?   **[2]**

    c)   What is the main aim of small finance bank?   **[2]**

    d)   What is the difference between small finance bank and Payment bank?**[2]**

    e)   What is the SLR and CRR?   **[2]**

    f)   Why startups are important for India?   **[2]**

    g)   For how long would recognition as a "startup" be valid?   **[2]**

    h)   What is smart card?   **[2]**

Q2) Answer the following (any 2) :

    a)   Describe the various functions of NABARD.   **[5]**

    b)   What are the most important characteristics of e-wallets? Explain Briefly.   **[5]**

    c)   What is difference between bank and small finance bank?   **[5]**

Q3) How microfinance is helping poor households & small Business in India? Elaborate with suitable example. **[10]**

OR

Enumerate the different schemes available for new startups by government of India.

Q4) 'A' is an angel investor is seeking an annual return of 25% on the Investment of Rs. 2,50,000 in a business. Calculate & analyze the following. **[10]**

i) What is the angel's Investment worth after 3 years?

ii) If the investor and the enterpreneur have agreed that based on the financial projections the value of the business at the end of 3 years would be Rs. 8,77,500. Calculate the angel investor's equity percentage.

OR

How do 'Paytm Payments Bank Limited market money? Analyze it with suitable Facts & Figures. **[10]**

Q5) a) A company is contemplating to raise additional Fund of Rs. 20,00,000 for setting up a project. The company expects EBIT of Rs. 8,00,000 from the project. **[10]**

Following alternating plants are available :

i) To raise Rs. 20,00,000 by way of equity share of Rs.10 each.

ii) To raise Rs. 10,00,000 by way of equity shares and Rs. 10,00,000 by way of debt @ 10%.

iii) To raise Rs. 6,00,000 by way of equity and rest Rs. 14,00,000 by way of preference shares @ 14%.

iv) To raise :

Rs. 6,00,000 by equity shares

Rs. 6,00,000 by debt @ 10%

Rs. 8,00,000 by 14% preference shares.

The company is in 60% Tax bracket which option is best?

OR

b) A company wants to have an option mix of debt and equity. The cost of debt and equity at a different debt equity ratio is as follows. **[10]**

Debt equity ratio	Cost of debt % (post-Tax)	Cost of equity %
0 : 100	–	12.5
10 : 90	5	13.00
20 : 80	5	13.60
30 : 70	6	14.30
40 : 60	7	16.00
50 : 50	8	18.00
60 : 40	10	20.00

What is the optimum capital structure of the company? Calculate combined cost of capital.

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[5860]-411

S.Y. M.B.A. (Semester - IV)

403 HR (SC-HRM - 05) : ORGANIZATIONAL DIAGNOSIS AND DEVELOPMENT

(2019 Pattern)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

   1)   *Draw neat labelled diagrams wherever necessary.*

   2)   *Figures to the right indicate full marks.*

   3)   *All questions are compulsory.*

Q1) Solve any five :   **[10]**

   a)   Define the term of Organizational Development.

   b)   What is Action research?

   c)   What do you mean by Macro Environment?

   d)   What do you mean by Team Intervention?

   e)   Define the term of Beckhard's Confrontation meeting.

   f)   Expand PESTEL.

   g)   Enumerate any four roles & responsibilities of OD consultant.

   h)   Enlist any 2 challenges of OD consultant.

Q2) Solve any Two :   **[10]**

   a)   What is System Theory? Explain it with the help of Open and closed System?

   b)   Discuss the term formal group team building meeting.

   c)   Explain the term re-engineering with the help of suitable example.

P.T.O.

Q3) Solve any one : **[10]**

    a)   What are T-groups and how it will play an important role in the overall developments of organization?

    b)   Describe various types of Team Intervention.

Q4) Solve any one : **[10]**

    a)   Discuss briefly the concept of comprehensive OD interventions.

    b)   Write short Notes :

        i)   Phases of Organizational Diagnosis.

        ii)   Organization Mirror and Partnering.

Q5) Sovle any one : **[10]**

    a)   Apply porters five force model to analyse any company of your choice present all five forces with suitable examples.

    b)   Explain with two examples the Client Consultant Relationship Process and major challenges that lie within relationship?

□□□

[5860]-412
M.B.A.
404 - HR : CURRENT TRENDS AND CASES IN HUMAN RESOURCE MANAGEMENT
(2019 Pattern) (Semester - IV)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:
1) *All questions are compulsory.*
2) *Each question has an internal choice.*
3) *Each question carries 10 marks.*

Q1) Multiple Choice Question (Any 5) :   **[5 × 2 = 10]**

a) A _____ is a software application used to conduct an on-line chat conversation via text or text to speech, in lieu of providing direct contact with a live human agent.

    i)   Messenger   ii)   Chatbot

    iii)   Cloud computing   iv)   Mobile App

b) Which analysis uses statistical modes to analyze historical data in order to forecast future risks or oppertunities.

    i)   Predictive Analysis   ii)   Prescriptive Analysis

    iii)   Descriptive Analysis   iv)   HR Analysis

c) _____ refers to the radical redesigning of the business or work process to achieve dramatic improvement in critical aspects like quality, output, costs, services & speed.

    i)   TQM

    ii)   Business Process Re-engineering

    iii)   Value chain

    iv)   Techtonic

d) _____ refers to norms & values of an organization which together makes the personality of the company.

   i)   Policies   ii)   Organizational culture

   iii) Ethics   iv) Vision

e) _____ is the state of equilibrium where an individual gives equal priority to the demands of careers & personal life.

   i)   Carrer planning   ii)   Work life balance

   iii) Employee commitment iv) Employee engagement

f) The Equal Remuneration Act, 1976 of India prohibits _____.

   i)   Equal rights to people

   ii) Differential pay to men and women workers for performing the same work or work of similar nature

   iii) Diversity in the organisation

   iv) All of the above

g) _____ measures the efficiency of an organization towards generating revenue through its employees.

   i)   Revenue per employee ii)   Training efficiency

   iii) Turnover rate   iv) Human capital risk

h) _____ is an effect that changes the fundamental expectations & behaviors in a culture, market, industry or process that is caused by or expressed through digital capabilities, channel or assets.

   i)   Digital Technology   ii)   Digitalization

   iii) Digital Disruption   iv) All of the above

Q2) Short notes (Any 2) :   [2 × 5 = 10]

    a)   Digital Human Resource planning & Management.

    b)   Managing workforce diversity.

    c)   Technology enabled employee Training & Development.

Q3) Answer any one question :   [10]

    a)   Explain the technological interventions in HR processes & Management.

    b)   Explain the impact of feedback tools to engage employees & improve their productivity.

Q4) Answer any one question :   [10]

    a)   Elaborate the role of Artificial Intelligence in recruitment with an example.

    b)   Elaborate the employee's changing skill requirement with regards to tectonic shif in HRM priorities.

Q5) Answer any one question :   [10]

    a)   Elaborate how techtools impact the organizational culture & its effectiveness.

    b)   Illustrate the importance of employee satisfaction & elaborate how company boosts its employees with an example.

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[5860]-413

Second Year M.B.A. - II (Semester - IV)
SC-OSCM-05 : E-SUPPLY CHAINS AND LOGISTICS
(2019 Pattern) (403 OSCM)

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) Answer any 5 out of 8 (2 marks each) Remembering: **[10]**

 a)   What is the basic objective of Supply Chain Management?

 b)   What are the primary SCM activities?

 c)   Why Warehouses help Industry in logistics?

 d)   Define e-Procurement.

 e)   What is the 3PL Logistics?

 f)   What is the Forward Logistics?

 g)   What are the Web-enabled relational databases?

 h)   How World Wide Web (WWW) is used in logistics?

Q2) Answer any 2 out of 3 (5 marks each) Understanding: **[10]**

 a)   Explain the holistic approach to SCM (Supply Chain Management).

 b)   Explain the Characteristics of e-SCM.

 c)   What is the role of ERP Enterprise Resource Planning systems in logistics?

P.T.O.

Q3) Answer 3 (a) or 3 (b) (10 marks) Applying: **[10]**

   a) What are the e-Tracking systems used in e-Logistics?

OR

   b) What are the advantages of Electronic procurement (e-procurement) in e-Supply Chain?

Q4) Answer 4 (a) or 4 (b) (10 marks) Analysing: **[10]**

   a) How Electronic Signature technology has made impact in E-Logistics?

OR

   b) Write a note on Transport and delivery management.

Q5) Answer 5 (a) or 5 (b) (10 marks) Evaluating: **[10]**

   a) How Electronic Signature technology has made impact in E-Logistics?

OR

   b) Explain the E-business logistics and its benefits along with examples.

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[5860]-414

M.B.A.

OSCM - 404 : INDUSTRY 4.0

(2019 Pattern) (Semester - IV) (SC - OSCM - 06)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

  1)   *All questions are compulsory.*

  2)   *Each question has an internal choice.*

Q1) Answer any Five out of 8 questions :   **[2 each]**

  a)   Write about Japanese Vs Western approach for manufacturing excellence.

  b)   List the developments of Industry 4.0 in developed countries.

  c)   Write about Mechatronics.

  d)   Write about business and society with respect to Industrial revolution.

  e)   What is internet of things.

  f)   What are drivers for Industry 4.0

  g)   What are enablers for Industry 4.0

  h)   Compare Industry 4.0 factory and Today's factory.

Q2) Answer Any Two :   **[5 each]**

  a)   Discuss about collaborative platform and product life cycle Management in Industry 4.0.

  b)   Describe about Reference Architectural Model Industries 4.0 (RAMI 4.0)

  c)   What is Big data analytics and its significance of V's of big data.

                                                                                  P.T.O.

Q3) Answer Any One :   **[10]**

    a)   Discuss about virtual Reality and Mixed Reality with examples.

    b)   Discuss about strategies for competing in an Industry 4.0 era.

Q4) a)   Explain cloud computing for Industry 4.0   **[10]**

<div align="center">OR</div>

    b)   Discuss about automated guided vehicles.   **[10]**

Q5) a)   How leadership is impacting Industry 4.0 in the current scenario   **[10]**

<div align="center">OR</div>

    b)   Explain about smart Industry Readiness Index with examples.   **[10]**

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[5860]-415
S. Y. M.B.A.
SC - BA-05 : ECONOMICS OF NETWORK INDUSTRIES
(2019 Pattern) (Semester - IV) (403 BA)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:
  1) *All questions are compulsory.*
  2) *Neat diagrams must be drawn wherever necessary.*
  3) *Assume suitable data, if necessary.*

Q1) Answer any 5 out of 8 (2 marks each)

  a)   Role of Licensing in network Industries.

  b)   Define network Economics.

  c)   Short note on Social Economics of Interaction.

  d)   Short note on languages as Networks.

  e)   Short note on software piracy.

  f)   Short note on Broadcasting and cable television industries.

  g)   Role of Network in Airline Industry.

  h)   Short note on Networks for ATM.

Q2) Answer any 2 out of 3 (5 marks each) :

  a)   Explain virtual (system) networks.

  b)   Explain Hardware compatibility.

  c)   Write principles of Software Production.

P.T.O.

Q3) a) Explain the media of exchange as networks for E-lobbies. **[10]**

OR

b) Explain Economics of Entertainment places. **[10]**

Q4) a) Explain Demand side economies of scale Network externality. **[10]**

OR

b) Explain pricing information goods for network hardware and software. **[10]**

Q5) a) As a system expert you are requested to suggest the new technological advancement adoption approach . **[10]**

OR

b) Justify the switching costs model for Digital Banking Initiative of Banks. **[10]**

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SEAT No. :

[Total No. of Pages : 2

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S.Y.M.B.A.

SC-BA-06 : ARTIFICIAL INTELLIGENCE IN BUSINESS APPLICATIONS

(404BA)

(2019 Pattern) (Semester-IV)

Time : 2½ Hours] [*Max. Marks : 50*

Instructions to the candidates:

  1) *All questions are compulsory.*
  2) *Neat diagrams must be drawn wherever necessary.*
  3) *Assume suitable data, if necessary.*

Q1) Answer any 5 out of 8 : **[2 Marks each]**

  a) Define Artificial intelligence?

  b) Define first order logic.

  c) State Breadth-First search.

  d) Define machine learning.

  e) Define Hierarchical clustering.

  f) Define Artificial Neural Networks.

  g) Define terms 'Fact' and 'Rule'.

  h) State uniform-cost search.

Q2) Answer any 2 out of 3 : **[10]**

  a) Distinguish between forward and backward chaining.

  b) What is the common way to represent and parse grammars for natural language processing?

  c) Explain state space approach for solving any AI problem.

Q3) Answer 3 (a) or 3 (b) : **[10]**

  a) Discuss the role of reasoning in AI. How prediate logic is used in AI to represent knowledge?

  b) Explain A * searching technique in detail with example. Discuss conditions for the optimality of this technique.

Q4) Answer 4 (a) or 4 (b)   **[10]**

    a)   What are steps involved in natural language processing (NLP) of an English sentence? Explain with an example sentence.

    b)   Give an example of a problem for which breadth first search would work better than depth-first search.

Q5) Answer 5(a) or 5(b) :   **[10]**

    a)   Write in detail about any two informed search strategies.

    b)   Distinguish ambiguity and disambiguation in AI.

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[5860]-417

S.Y. M.B.A. (Semester - IV)
SC - RABM - 02 : ICT FOR AGRICULTURE MANAGEMENT
(2019 Pattern) (404 RABM)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

1)   *All questions are compulsory.*

2)   *Figures to the right indicate full marks.*

Q1) Solve any five :   **[5×2=10]**

a)   The _____ has influenced the human civilization in a big way.

   i)   World wide web

   ii)   Word wide work

   iii) None of the above

   iv)   Governance

b)   In JAM Trinity, J stands for _____.

   i)   Jan Dhan Accounts

   ii)   Janvikas

   iii) Jan samuday

   iv)   None

c)   Terminology stands for

   i)   GIS

   ii)   VRC

d)   What is Agriculture Credit?

e)   Define Tele education.

f)   Define Crop Insurance.

g)   What is ICT?

P.T.O.

h) _____ refers to technology that provide access to information through telecommunications.

      i) IOT   ii) ICT   iii) AIT   iv) None

Q2) Comment on (any two):   **[2×5=10]**

a) Virtual trading floors new platform for farmers.

b) Types of market access ICT services.

c) Micro credit.

Q3) a) Now a days, farmers are adopting technology. Identify the GIS application in micro resource mapping.   **[10]**

<div align="center">OR</div>

b) ICT playing very important role in dewly operations. Identify the types of market access ICT services.   **[10]**

Q4) a) Analyse the common ICT platforms for information services by stating their merits and demerits.   **[10]**

<div align="center">OR</div>

b) In last few year, many people have open their bank account under Jan Dhan Yojana. Discover the issues and challenges for ICT financial inclusion services.   **[10]**

Q5) a) Design strategy for planning and implementing a GIS in rural area for effective farming.   **[10]**

<div align="center">OR</div>

b) Develope strategy to implement holistic trading services in rural area.**[10]**

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[5860] - 420

M.B.A.

404 PHCH : PHARMA & HEALTHCARE REGULATORY ENVIRONMENT IN INDIA (SC - PHCM - 02)

(2019 Pattern) (Semester - IV) (Minor Specialization)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates :

    1)   *All questions are compulsory.*

    2)   *Neat labeled diagrams must be drawn wherever necessary.*

    3)   *Figures to the right indicate full marks.*

Q1) Answer any <u>Five</u> out of Eight.   **[5 × 2 = 10]**

    a)   Define marketing environment in Pharma & Health Care context.

    b)   Enlist the ecological factor of marketing environment in Indian Pharma Market.

    c)   Define "Contract".

    d)   Define IPR.

    e)   Explain concept of "Patent".

    f)   Enlist all attributes of trade marks for any Pharma Companies.

    g)   Explain the term 'Drugs'.

Q2) Answer any <u>Two</u> out of three.   **[2 × 5 = 10]**

    a)   What do you understand by PESTLE in Pharma and Healthcare Industry in India?

    b)   Write in details the essentials of contract for selling the scheduled Drugs at chemist counter.

    c)   What do you understand by Pharmacy Act - 1948?

Q3) Answer any <u>One</u> out of two.

    a)   Demonstrate the use of PESTLE in evaluating the current Pharma & Healthcare Market in India.   **[10]**

<div align="center">OR</div>

    b)   Mr. A want to start a Hospital & Mr. B will be helping him to commission the Hospital Process, what all help the Mr. B will be providing to make Mr. A's Hospital operational.   **[10]**

Q4) Answer any <u>One</u> out of two.

    a)   Analyse the current Patent Filing Process with reference to Covid - 19 Vaccine. **[10]**

<p align="center">OR</p>

    b)   Write in details the changing Role of IPR in Pharma & Health care Business. **[10]**

Q5) Answer any <u>One</u> out of two.

    a)   Write in details the provision of drugs & cosmetics Act in Indian Pharmacy context. **[10]**

<p align="center">OR</p>

    b)   Enlist various consumer dispute redressal Agencies in India, & write in details the roles performed by CDRA (Consumer Dispute Redressal Agencies). **[10]**

<p align="center">▽ ▽ ▽ ▽</p>

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M.B.A.

SC-THM - 02 : TOURISM & TRAVEL MANAGEMENT

(2019 Pattern) (Semester - IV) (404 THM)

Time : 2½ Hours] [*Max. Marks : 50*

Instructions to the candidates:

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

Q1) Please attempt any 4 MCQs. [2.5 each]

a) A tourism Policy includes.

  i) Rule

  ii) Regulations

  iii) Objectives

  iv) Strategies

  v) All above

b) The national tourism policy was drafted in which year.

  i) 1997 ii) 1998

  iii) 2000 iv) 1996

c) The first tourism was (Policy) implemented in.

  i) 1980 ii) 1982

  iii) 1981 iv) 1983

d) WTTC was established in

  i) 1980 ii) 1970

  iii) 1960 iv) 1990

e) A person who moves from one location to another is known as ____.

  i) Tourist ii) Travellor

  iii) Inbound tourist iv) Outbound tourist

Q2) Brief about travel agency and its functions. What are the preparations required in order to fulfill tourist's expectation. **[10]**

OR

" Travel Insurance is very essential while any one starts the travel". Define this statement with an example.

Q3) Tour Package means what? is it recomended to go for a tour package instead of segregated plan, explain your answer with and example. **[10]**

OR

What are the components of Tour Packaging? also define the pricing strategy in Tour packaging.

Q4) "Visiting friends and Reletives (VFR) is also a kind of tourism". explain this statement and describe the problems are face while visiting relatives. **[10]**

OR

Explain Eco tourism its principles, trends and functions with suitable example.

Q5) Attempt any 2 short notes. **[5 each]**

a) Mass tourism

b) Sports tourism

c) Religious tourism

OR

Attempt following in short notes.

a) Adventure tourism

b) Business tourism

c) Medical tourism

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[5860]-426
S.Y. M.B.A.
SC-IB-02 : GLOBAL TRADE & LOGISTICS MANAGEMENT
(2019 Pattern) (Semester - IV) (404IB)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

1) All questions are compulsory.

2) All questions carry equal marks .

Q1) Solve any five. (2 marks each)   **[10]**

a) What is FFA.

b) International trade & domestic trade differ because of.

     i) Different government policies.

     ii) Immobility of factors.

     iii) Trade restrictions.

     iv) All of the above

c) Government policy about exports & imports is called :

     i) Commercial policy.

     ii) Fiscal policy

     iii) Monetary policy

     iv) Finance policy

d) What are the freight types?

e) Define & explain exworks.

f) Define & explain FOB.

g) Define & explain FCA.

h) What is international trade? why does international trade exist?

P.T.O.

Q2) Solve any two.(5 marks each) **[10]**

    a)   Explain porters Diamond model.

    b)   Explain mercantilism.

    c)   List export incentives and facilities offered by government of India in present times.

Q3) Solve any one **[10]**

    a)   Explain containerization.

    b)   Explain PLC theory.

Q4) Solve any one. **[10]**

    a)   Explain challenges for Indian Businesses for conducting international business.

    b)   Explain institutional framework for export promotion.

Q5) Solve any one. **[10]**

    a)   Mr. Pranav is a tin manufacturer in India.

         Mr. Jack of england sells goods to m/s frank.

         Corporation in North America & Mr. Willians of USA buys various goods from Brazil.

        i)   Who is importer?

        ii)   Who is manufacturer?

        iii)   Who is exporter.

         Also explain answers of all above questions

    b)   Anurag is selling goods to Japan. Kavita is buying goods from USA. Where as Ganesh is buying raw materials from south Africa & after processing it sells finished goods to malaysia.

        i)   Who is exporter?

        ii)   Who is importer?

        iii)   What is export trade?

         also explain answers of all above questions.

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