

Total No. of Questions : 5]

SEAT No. :

**P8410**

**[5860] - 1001A**

[Total No. of Pages : 6

**M.B.A.**

**101 - GC - 01 : MANAGERIAL ACCOUNTING  
(2021 Pattern) (Semester - I)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) Solve any FIVE:**

**(5×2=10)**

- A) The left hand side of an account is called the \_\_\_\_\_ side while the right hand side of an account is called the \_\_\_\_\_ side.
- B) Write any two objectives of financial statement.
- C) Give two examples of tangible and intangible assets?
- D) i) The long-term assets that have no physical existence but are rights that have value is known as
- a) Current Assets
  - b) Fixed Assets
  - c) Intangible Assets
  - d) Tangible/Assets
- ii) The process of entering all transactions from the Journal to Ledger is called \_\_\_\_\_.
- a) Posting
  - b) Entry
  - c) Accounting
  - d) None of the above
- E) i) \_\_\_\_\_ are the process and techniques of ascertainment of cost.
- a) Cost
  - b) Costing
  - c) Cost Accounting
  - d) Cost Accountancy

**P.T.O.**

ii) Elements of Cost of a product are:

- a) Material only                      b) Labour Only
- c) Expenses Only                      d) Material, Labour and Expenses

F) What is Break-Even Point?

G) Define standard costing.

H) i) \_\_\_\_\_ budget is a budget which is designed to remain unchanged irrespective of the volume of output or turnover achieved.

- a) Fixed                                  b) Flexible
- c) Cash                                  d) Sales

ii) The main objective of budgetary control is:

- a) to define the goal of the firm
- b) to coordinate different departments
- c) to plan to achieve its goals
- d) all of the above

**Q2) Solve any TWO:**

**(2×5=10)**

- a) Explain the Elements of Cost along with relevant examples.
- b) Differentiate between cost accounting and financial accounting.
- c) Who are the users of accounting information? Explain.

**Q3) Solve any ONE:**

**(10 Marks)**

- A) The following trial balance has been extracted from the books of Rajesh on 31st March, 2021.

**Trial Balance as on 31st March 2021**

Debit Balance	Amount ₹	Credit Balance	Amount ₹
Drawings	44,000	Capital	1,76,000
Plant and Machinery	1,00,000	Sales	4,72,000
Opening stock	20,000	Provision for bad and doubtful debts	2,000
Purchases	2,70,000	Bank overdraft	20,000
Wages	62,000	Discount received	6,000
Salaries	70,000	Sundry creditors	24,000
Insurance	45,000		
Rent and taxes	19,000		
Sundry debtors	70,000		
	7,00,000		7,00,000

The following adjustments are to be made:

- Stock on 31st March 2021 was Rs. 28,000.
- Provision for doubtful debts is to be maintained at 5% on sundry debtors.
- Depreciate plant and machinery at 20%.

As an Accountant you are required to prepare trading and profit and loss account for the year ended 31st March 2021 and a balance sheet as on that date.

- B) The following figures extracted from the books of Alfa Ltd. for the year ended on 31.3.2021. As a Cost Accountant you are required to prepare a statement of the cost to show the prime cost, factory cost, cost of production, total cost and calculate profit/loss for the year 2020-21.

**(10 Marks)**

Particulars	Amount Rs.
Direct Materials	70,000
Indirect Wages	10,000
Factory Rent & Rates	50,000
Indirect Materials	500
Depreciation of Office Assets	100
General Factory Expenses	5,700
General Selling Expenses	1,000
Office Salaries	4,500
Advertisements	2,000
Direct Wages	75,000
Other Direct Expenses	15,000
Office Rent & Rates	500
Depreciation of Machines	1,500
Salary to Managing Directors	12,000
Travelling Expenses	1,100
General Office Expenses	1,000
Carriage Outward	1,000
Sales	2,50,000

**Q4) Solve any ONE:**

A) As a Cost Accountant, from the following information you are required to analyse: **(10 Marks)**

- i) Profit volume ratio
- ii) BEP
- iii) Margin of safety
- iv) Profit if sales are Rs.1,00,000
- v) Sales required to earn a profit of Rs. 20,000

Year	Sales	Profit
2017	1,20,000	9,000
2018	1,40,000	13,000

B) Aadesh Enterprise Ltd. furnished you the following related to the year 2021.

**(10 Marks)**

	Rs.
	15,000
Sales	0
	12,000
Variable cost	0
Gross Profit	60,000
Fixed Cost	20,000
Net Profit	40,000

You have appointed as Cost Accountant, analyse the following:

- i) P/V Ratio.
- ii) BEP
- iii) Profit when sales are Rs. 4,00,000
- iv) Sales required to earn a profit of Rs. 80,000
- v) Margin of safety when sales are Rs. 4,00,000

**Q5) Solve any ONE:**

- A) M.K. Exports Ltd. wishes to arrange overdraft facilities with its bankers during the period April-June 2021 when it will be manufacturing mostly for stocks. A company is appointed you as a finance executive. As a finance executive you are required to evaluate and prepare a cash budget for this period from the following data, indicating the extent of the bank facilities the company will require at the end of each month. **(10 Marks)**

Period	Sales	Purchases	Wages
	Rs.	Rs.	Rs.
Feb. 2021	1,80,000	1,24,000	12,000
March 2021	1,92,000	1,44,000	14,000
April 2021	1,08,000	2,43,000	11,000
May 2021	1,74,000	2,46,060	10,000
June 2021	1,26,000	2,68,000	15,000

- 50 percent of the sales are realised in the month following the sales and the remaining 50 percent in the second month following.
- Creditors are paid in the month following the month of purchase.
- Cash at bank on 1st April 2021 is Rs. 25,000.

- B) As a finance executive you are required to assess Material Cost Variance, Material Price Variance and Material Usage Variance from the given information: **(10 Marks)**

	Standard			Actual		
	Qty.	Price	Value	Qty.	Price	Value
	Kgs.	Rs.	Rs.	Kgs.	Rs.	Rs.
Material A	100	5	500	100	4	400
Material B	80	4	320	90	5	450
Material C	40	2	80	50	3	150
	220		900	240		100



Total No. of Questions :5]

SEAT No. :

**P 8397**

**[5860]-1002**

[Total No. of Pages : 2

**M.B.A.**

**102 - GC - 02: ORGANIZATIONAL BEHAVIOUR**

**(2021 Pattern) (Semester - I )**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) Attempt Any Five.**

**[10]**

- a) Define organizational behaviour.
- b) List any two benefits of organizational change.
- c) How do strong cultures differ from weak cultures?
- d) Name any two differences between a 'Leader' and a 'Manager'.
- e) Name any two barriers of social perception.
- f) What are the three components of Vroom's expectancy theory?
- g) Name the three components of Attitude.
- h) Enumerate any two characteristics of the Adult 'Ego State'.

**Q2) Answer Any Two.**

**[10]**

- a) Explain complementary transactions and crossed transactions.
- b) What are the different components of Emotional Intelligence?
- c) Explain different sources of stress at work.

**Q3) a) Examine how personality testing can be used in the selection process of organizations.**

**[10]**

**OR**

- b) Differentiate between Autocratic and Custodial Models of OB with examples.

**P.T.O.**

- Q4) a)** Examine the 5 intentions of conflict management which of them would be most preferred when managing an inter departmental conflict in an organization? **[10]**

OR

- b) Which groups are more difficult to manage formal or informal? As a manager what will you do if the informal group leader of your subordinates, is senior to you in age by 10 years, and a diligent employee but refuses to listen to your orders?

- Q5) a)** Which are the organizational stressor observed in the IT sector? As a senior manager design some strategies to help your employees manage their stress. **[10]**

OR

- b) If an employee with a 10 years tenure is perceiving inequity in rewards, what is she likely to do? What would you recommend to retain such an employee?





Total No. of Questions : 5]

SEAT No. :

**P8037**

**[5860]-1003**

[Total No. of Pages : 2

**M.B.A.**

**103 - GC-03 : ECONOMIC ANALYSIS FOR BUSINESS DECISIONS  
(2021 Pattern) (Semester-I)**

*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 the following questions in one or two sentences. (Any 5) **[10]**

- a) Define Microeconomics.
- b) What is 'Marginal Utility'?
- c) State Law of Demand.
- d) Define 'Marginal cost'.
- e) What is Economies of scale?
- f) Define Monopoly.
- g) What is 'Multiplier Effect' in economics?
- h) Define 'Managerial Economics'.

**Q2)** Answer in Brief (Any two). **[10]**

- a) Explain the 'Law of Diminishing Marginal Utility'.
- b) Explain the difference between 'Accounting Profit; and 'Economic Profit'.
- c) A 10% increase in the price of automobiles reduces the quantity of automobiles demanded by 8%. Explain it in the context of Price Elasticity of Demand for automobiles.

**P.T.O.**

**Q3) Attempt Any One**

**[10]**

- a) Illustrate the Law of supply with relevant examples and the exceptions under which it is not applicable.
- b) Illustrate how the price is determined under monopolistic competition in short run.

**Q4) Attempt Any One**

**[10]**

- a) 'Break -Even analysis plays a very important role in success of any business'. Illustrate the statement with suitable example.
- b) 'Selective government intervention in the market is essential for social welfare'. Analyse the statement.

**Q5) Attempt Any One**

**[10]**

- a) Justify the 'Economies of Scale' using cost-output relationship.
- b) 'Business cycles are inevitable and understanding them leads to better financial decisions. Assess the statement.



Total No. of Questions : 5]

SEAT No. :

**P8398**

**[5860] - 1004**

[Total No. of Pages : 3

**F.Y. M.B.A.**

**104-GC-04 : BUSINESS RESEARCH METHODS  
(2021 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 questions/subquestion.*
- 3) Answers to the questions should be specific & to the point.*
- 4) Draw sketches wherever necessary with pencils.*
- 5) Graph paper will not be provided.*

**Q1)** Solve any five.

**[10]**

- a) Define sample.
- b) Define sampling frame.
- c) List the steps involved in the process of Business Research.
- d) Write any two example of Likert scale.
- e) Define Hypothesis.
- f) What are the type of descriptive Research?
- g) Define Research Design.

**Q2)** Solve any two.

**[10]**

- a) Explain any two types of techniques used to measure validity of measurement scale.
- b) Differentiate between descriptive research and exploratory research.
- c) Differentiate between Nominal & interval scale with example.

**Q3)** Solve any one.

**[10]**

- a) Suggest suitable sample design for identifying the pricing strategy used by FMCG product company.
- b) Develop a questionnaire for collecting perception on Swatch Bharat Abiyan from your society members.

**P.T.O.**

**Q4)** Solve any one.

**[10]**

- a) Prepare an hypothesis (null & alternal) for following situations.
- i) Researcher wants to understand whether income is associated with qualification.
  - ii) Company wants to understand the impact of Covid 19 on increased attention rate.
- b) Draw the histogram of the following date.

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

**Q5)** Solve any one.

**[10]**

- a) Develop a research proposal for an Airline company in India operating domestically wants to find out customer satisfaction level.
- b) Under what circumstance would you recommend qualitative and quantitative research. Explain with suitable example.



Total No. of Questions : 5]

SEAT No. :

**P8399**

[Total No. of Pages : 2

**[5860]-1005**

**F.Y.M.B.A.**

**105-GC-05 : BASICS OF MARKETING**

**(2021 Pattern) (Semester-I)**

*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 Five (2 Marks Each)**

**[5×2=10]**

- a) Define Customer Satisfaction and Customer Delight
- b) Explain Need, Want, Demand and Customer Value
- c) Define Niche Marketing with example
- d) What are the Stages of PLC?
- e) List down four concepts of marketing.
- f) Explain Zero Moment of Truth with example.
- g) Explain Meta-Markets with example.
- h) Explain People as components of marketing mix with example.

**Q2) Answer Any Two (5 Marks Each)**

**[2×5=10]**

- a) Describe Marketing Myopia with respect to Automobile sector.
- b) What is Mass Marketing and Local Marketing with appropriate example?
- c) Explain Concept of Market Potential and apply it for Laptops in rural India.

**P.T.O.**

**Q3) Answer Any One.**

**[1×10=10]**

- a) Ayush Pvt. Ltd is a manufacturer with a variety of fruit juices, as a marketing manager how would you segment the market to sell all over India?

OR

- b) Enlist the steps involved in the buying decision process of a Smart TV.

**Q4) Answer Any One.**

**[1×10=10]**

- a) Examine the major forces that affect an organization's macro and micro environment. Give appropriate instances.

OR

- b) Explain differentiation and positioning with proper example.

**Q5) Answer Any One.**

**[1×10=10]**

- a) Describe the stages of the product life cycle (PLC) in terms of marketing for any F.M.C.D. product with suitable strategies to be adopted at each stage.

OR

- b) Formulate Marketing Mix for New Electric 4 SUV brand in India.



Total No. of Questions : 5]

SEAT No. :

**P8426**

**[5860]-1006**

[Total No. of Pages : 2

**First Year M.B.A.**

**106 GC - 06 : Digital Business**

**(2021 Pattern) (Semester - I)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** Solve any Five

- a) Define electronic commerce (EC). [2]
- b) Describe the drivers of EC. [2]
- c) Describe the future of e-commerce. [2]
- d) Describe the emerging technologies of augmented reality and crowdsourcing. [2]
- e) List and describe the major limitations of EC. [2]
- f) Understand the elements of the digital world. [2]
- g) Describe virtual communities. [2]
- h) Describe some EC business models. [2]

**Q2)** Solve any Two:

- a) Discuss the value- added attributes, benefits, and fundamental drivers of m-commerce. [5]
- b) Summarize the benefits and limitations of social commerce. [5]
- c) Describe wearable's, Google Glass, smart watches, and fitness trackers. [5]

**Q3)** Solve any One:

- a) Define EC order fulfilment and describe the EC order fulfilment process. Describe order fulfilment in Make To Order (MTO) and Mass Customization. [10]

**P.T.O.**

- b) Discuss the different categories and potential uses of smart cards. Describe the issues with and solutions to online micropayments. Understand PayPal and third-party payment gateways. Understand the major types and methods of mobile payments. Describe the differences and key characteristics of digital and virtual currencies. [10]

**Q4) Solve any One:**

- a) Blackboard.com is the world's largest supplier of course management system software for educational institutions. An alternative to Blackboard is a mostly free open-source system called Moodle.org. DIFFERENTIATE e-learning and m-learning. Give Benefits and drawbacks of e-learning. List some e-learning tools. Explain virtual university. [10]
- b) Discuss online stock-trading services. Explain online banking & Pure Virtual Banks. [10]

**Q5) Solve any One:**

- a) Tripadvisor.com is the world's largest travel site. The company provides trip advice generated from actual travelers. This is a global site with more than 350 million visitors a month. EVALUATE the benefits, limitations and competition in online travel services. [10]
- b) Naukri.com is an Indian employment website operating in India. Naukri.com had a database of about 49.5 million registered job seekers and an average of about 15,000 resumes were added daily. Paid Naukri.com for services like database access, job postings, and advertising/listing on the site amongst others. ANALYZE the major advantages to the candidate and to employers. List Limitations of the Electronic Job Market. [10]





Total No. of Questions : 5]

SEAT No. :

**P8400**

[Total No. of Pages : 2

**[5860]-1007**

**F.Y.M.B.A.**

**107-GE-UL-01 : MANAGEMENT FUNDAMENTAL**

**(2021 Pattern) (Semester-I)**

*Time : 2 Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** Answer the following. (Any 5 out of 8) (2 marks each)

**[10]**

- a) Define Manager?
- b) What are Global competencies?
- c) Define Management By Objectives (MBO)?
- d) Define Organizing?
- e) What is Virtual Organizations?
- f) Define Decision Making?
- g) What is Evidence-Based Management?
- h) Define Controlling?

**Q2)** Answer the following. (Any 2 out of 3) (5 Marks each)

**[10]**

- a) Describe the process of Decision-Making?
- b) Explain the various Types of Goals?
- c) Discuss the Importance of Customers to the Manager's Job?

**P.T.O.**

**Q3)** Answer the following.

**[10]**

- a) Explain the Factors Affecting on Structural Choice.

OR

- b) Explain the Importance of Innovation to the Manager's Job?

**Q4)** Answer the following.

**[10]**

- a) Discuss in details the Types of Decisions & Decision-Making Conditions?

OR

- b) Explain in details the Roles of Mintzberg's managerial?

**Q5)** Answer the following.

**[10]**

- a) Explain in details the need and Importance of Controlling?

OR

- b) Discuss in details the Benchmarking of Best Practices?



Total No. of Questions : 5]

SEAT No. :

**P8417**

[Total No. of Pages : 2

[5860]-1008

**F.Y.M.B.A.**

**108-GE-UL-02 : INDIAN ECONOMY  
(2021 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 all internal option.*

**Q1)** Solve Any Five (Each 2 Marks).

**[10]**

- a) \_\_\_\_\_ Central Bank of India.
  - i) Reserve Bank of India
  - ii) State Bank of India
  - iii) NABARD
  - iv) Bank of Baroda
- b) The Impact of Green Revolution was mainly on \_\_\_\_\_.
  - i) Ce-relas
  - ii) Fruits
  - iii) Vegetables
  - iv) Pulses
- c) NABARD is a \_\_\_\_\_.
  - i) Bureau
  - ii) Bank
  - iii) Board
  - iv) Department
- d) Explain the concept of primary sector.
- e) Poultry comes under which sector of economic Activity.
  - i) Teritory sector
  - ii) Primary sector
  - iii) Secondary sector
  - iv) Quaternary sector
- f) Define Inequality.
- g) India is a.
  - i) Developed Country
  - ii) Developing country
  - iii) Underdeveloped country
  - iv) None of these
- h) Major Portion of working population in India is in.
  - i) A teritory sector
  - ii) Private sector
  - iii) Public sector
  - iv) Secondary sector

**P.T.O.**

**Q2) Solve any two. (5 marks Each). [10]**

- a) Human Development Index. [5]
- b) SEBI.
- c) Explain the concept of 'Balance of Payment'.

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

- a) Differentiate between secondary sector & primary sector with examples.
- b) Explain the concept of Merger with all suitable examples.

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

- a) Explain the functions of RBI.
- b) Write a detailed note on 'Money Market'.

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

- a) Differentiate between hard & soft Infrastructure.
- b) Write a detailed note on 'Poverty in India'.



Total No. of Questions : 5]

SEAT No. :

**P8401**

**[5860] - 1009**

[Total No. of Pages : 2

**F.Y. M.B.A.**

**109-GE-UL-03 : ENTREPRENEURSHIP DEVELOPMENT  
(2021 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 five.

**[10]**

- a) Define meaning and concept of Enterprise.
- b) Describe the role of an Entrepreneur.
- c) Describe the concept of Entrepreneurship Development.
- d) Name the theories of entrepreneurship with a brief answer.
- e) Describe Entrepreneurship. Discuss its functions.
- f) Describe Entrepreneurship Development.
- g) Examine the role of DIC in Entrepreneurship Development.
- h) Examine the role of EDII in Entrepreneurship Development.

**Q2)** Solve any two.

**[10]**

- a) Explain the theories of Entrepreneurship.
- b) Explain the role of mentors in Entrepreneurship Development.
- c) Differentiate between Entrepreneur and Manager. Support your answer with suitable example.

**Q3)** Solve any one.

**[10]**

- a) Interpret the entrepreneurial competencies required to perform the business.

OR

- b) Prepare a detailed project report on kids wear garment industry for 300 units per month production.

**P.T.O.**

**Q4)** Solve any one.

**[10]**

- a) Explain the business opportunity in Engineering goods sector and health sector.
- b) While raising external sources of fund, what are the factors the entrepreneur should consider?

**Q5)** Solve any one.

**[10]**

- a) Government initiatives like start up India and make in India has helped in uplifting the business. Justify.
- b) Create a Business plan for any organic food industry in the today's market scenario.



Total No. of Questions : 5]

SEAT No. :

**P8427**

[Total No. of Pages : 2

**[5860]-1010**

**M.B.A.**

**110 : ESSENTIALS OF PSYCHOLOGY FOR MANAGERS**

**(2021 Pattern)(Semester - I) (Elective - GE-UL-04)**

*Time : 2 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.

**[10]**

- i) Three processes are involved in memory. The process in which information is placed or stored in memory by making mental representations is called \_\_\_\_\_.
  - a) encoding
  - b) decoding
  - c) storage
  - d) retrieval
- ii) During very emotional or stressful situations the body secretes chemicals called \_\_\_\_\_.
  - a) sugars
  - b) hormones
  - c) proteins
  - d) lipids
- iii) Match the following memory disorders with the correct information:
  - 1) Affects alcoholics, may result in hallucinations
  - 2) Memory loss occurring without other mental problems
  - 3) Beta amyloid defect, progressive forgetting and physical deterioration
  - a) Alzheimer's disease
  - b) Korsakoff's syndrome
  - c) Amnesia
  - d) None of the above
  - a) 1-b, 2-c, 3a
  - b) 1-c, 2-a, 3-b
  - c) 1-a, 2-b, 3-c
  - d) None of the above

**P.T.O.**

- iv) Both positive and negative emotional associations are added to memories by an area in the temporal lobe called the \_\_\_\_\_?
  - a) hippocampus
  - b) cortex
  - c) anygdala
  - d) hypothalamus
- v) There appear to be two types of declarative memory \_\_\_\_\_ memory for knowledge and facts and episodic memory for personal experiences.
  - a) Procedural
  - b) Flashbulb
  - c) Semantic
  - d) Autobiographical
- vi) What is meant by psychology?
- vii) Define Thinking.
- viii) Define sensing and percieving.

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

- i) Explain perceptual processes with suitable examples.
- ii) Explain how is sensory adaptation essential for every day psychological functioning?
- iii) Outline the Gestalt Theory of perception

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

- a) Apply the classical conditioning theory and bring out its usage by:
  - i) Politician
  - ii) Advertiser
  - iii) Movie maker
- b) Explain how does transfer of learning work in the process of learning and describe learning by observing models.

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

- a) Analyse in detail how learning and memory work as intertwined processes.
- b) Compare proactive interference and retroactive interference. Describe effects of age in short term and long term memory.

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

- a) Explain in detail how do people form impressions of what others are like and the causes of their behavior?
- b) “In a social perception aspects of the ‘perciever’ and the ‘percieved’ are important.” Justify the statement.





Total No. of Questions : 05]

SEAT No. :

**P8038**

[Total No. of Pages : 2

**[5860]-1011**

**F.Y M.B.A.**

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

**(2021Pattern) (Semester-I)**

*Time : 2 Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Marks are indicated in brackets.*

**Q1) Define any 5**

**[5×2=10]**

- a) Valid contract
- b) Digital Signature
- c) Negotiable Instruments
- d) One person company
- e) Trademark
- f) Bill of exchange
- g) Sale by Auction
- h) Unpaid seller

**Q2) Answer any two.**

**[2×5=10]**

- a) Memorandum of Association Vs Article of Association
- b) Contingent contract Vs wagering agreement
- c) Patent Vs Trademark

**Q3) a) Explain the essential elements of the contract of sale.**

**[10]**

**OR**

- b) Define surety. Explain the rights of a surety against the creditor and against the co-surety.

**[10]**

**P.T.O.**

**Q4) a)** Discuss the composition and jurisdiction of District consumer forum. **[10]**

OR

**b)** Define the term 'Agent' as per the contract of agency and explain the rights of an agent against the principal. **[10]**

**Q5) a)** Define the term 'holder in due course'. Explain in detail how a negotiable instrument can be dishonoured. **[10]**

OR

**b)** Explain the provisions of appointment of women Director in a company. **[10]**



Total No. of Questions :5]

SEAT No. :

**P 8402**

**[5860]-1012**

[Total No. of Pages : 2

**F.Y. M.B.A.**

**112 - GE - UL - 06 : DEMAND ANALYSIS & FORECASTING  
(2021 Pattern) (Semester - I )**

*Time : 2 Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** Answer Any Five (2 Marks Each, 10 Marks)

- a) Explain what is revolutionary new product with one example.
- b) What is Cross Sectional Data?
- c) What are Consumer Clinics.
- d) Describe Cyclical Variations.
- e) What is short-term forecasting and long-term forecasting?
- f) Describe a simple moving average method of forecasting.
- g) What is difference between Qualitative and Quantitative forecasting method?
- h) What is trend Analysis.

**Q2)** Answer Any Two (5 Marks Each, 10 Marks)

- a) What is the significance of demand forecasting in business decisions? Critically examine the various methods of quantitative demand forecasting.
- b) Outline the steps involved in New Product Forecasting.
- c) Illustrate the Role of forecasting in Supply Chain.

**Q3)** Answer Any One (10 Marks Each)

- a) What is barometric method of demand forecasting? What type of indicator is used in barometric method of demand forecasting? Site appropriate example for each indicator.

OR

- b) Describe components, application, pros and cons of Holt-Winters smothing method.

**P.T.O.**

**Q4) Answer Any one (10 Marks Each).**

- a) Explain the important components of a time series.

OR

- b) Describe the different types of New Product-Forecasting methods used in real world with appropriate example.

**Q5) Answer Any One (10 Marks Each).**

- a) The demand for a product in each of the last five months is shown below.

Month	1	2	3	4	5
Demand ('00s)	13	17	19	23	24

Use a two month moving average to generate a forecast for demand in month 6. **[5Marks]**

Apply exponential smoothing with a smoothing constant of 0.9 to generate a forecast for demand for demand in month 6. **[5 Marks]**

OR

- b) Exponential smoothing is used to forecast automobile battery sales. Two values of  $\alpha$  are examined,  $\alpha = 0.8$  and  $\alpha = 0.5$ . Evaluate the accuracy of each smoothing constant. Which is preferable? (Assume the forecast for January was 22 batteries.) Actual sales are given below:

Month	Actual Battery Sales	Forecast
January	20	22
February	21	
March	15	
April	14	
May	13	
June	16	



Total No. of Questions : 5]

SEAT No. :

**P8039**

[Total No. of Pages : 2

**[5860]-2001**

**F.Y.M.B.A.**

**201 - GC-07 : MARKETING MANAGEMENT**

**(2021 Pattern) (Semester-II)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *Draw a neat labeled diagrams whenever necessary.*
- 2) *Figure to the right indicate full marks.*
- 3) *Attempt all questions.*

**Q1) Solve any FIVE.**

**[10]**

- a) Introducing the new product into the market takes place in which stage of the new product Development Process.
  - i) Commercialization.
  - ii) Test Marketing.
  - iii) Product Development.
  - iv) Marketing Strategy.
- b) \_\_\_\_\_ pricing strategy is used to active the objective of increasing market share.
  - i) Skinning
  - ii) Penetration
  - iii) Mark-Up
  - iv) Bundle Pricing
- c) Define “Premium” Pricing?
- d) Enlist different types of product?
- e) What is marketing Audit?
- f) State the concept of “Brand Equity”?
- g) Recall the term “Whole Selling”?
- h) Define the term “Personal Selling”?

**P.T.O.**

**Q2) Solve any two.**

**[10]**

- a) Compare between FMCG and industrial products?
- b) differentiate between direct marketing and public relation?
- c) Describe the role of pricing.

**Q3) Solve any one.**

**[10]**

- a) Being a distribution and sales Head of an Electronic company design a Distribution channel for its latest version & LED Television Set?

OR

- b) Elaborate an a NDD process of a Health Care-co. want to introduce new hair oil in the Indian Market, which helps in reducing hair fall.

**Q4) Solve any one.**

**[10]**

- a) “Nazara Communication” company is planning to launch online gaming plat form. Design an Integrated Marketing Communication (IMC) plan.
- b) Develop an Integrated marketing plan for “KBC TV game show?”

**Q5) Solve any one.**

**[10]**

- a) A leading “Coffee Brand” in planning to for a into a new brand of “Coffee”. you are appointed as marketing consultant by the company prepare a detailed marketing plan make suitable assumptions.
- b) You are appointed as a marketing manager for an “Online Education portal. the company offer online education for various Examinations like GEE, NEET, MPSC, UPSC, create a marketing plan for the company . make suitable assumptions.



Total No. of Questions : 5]

SEAT No. :

**P8403**

[Total No. of Pages : 4

**[5860]-2002**

**M.B.A.**

**202 : FINANCIAL MANAGEMENT (GC-08)**

**(2021 Pattern) (Semester-II)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

**Instructions to the candidates:**

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

**Q1) Attempt any five :**

**[5×2=10]**

Explain in brief

- a) EPS
- b) Time value of Money
- c) Trend Analysis
- d) Preference shares
- e) Pay back period
- f) Bonus shares
- g) Operating cycle

**Q2) Attempt any two :**

**[2×5=10]**

- a) Differentiate between-Profit maximisation & wealth maximisation.
- b) Enlist & discuss in brief "Duties of a Finance manager".
- c) Compare funds flow statement with cash flow statement.
- d) Discuss in brief : "Common size statements."

**Q3) a) From the following information, prepare a summarised balance sheet as on 31<sup>st</sup> March. [10]**

i) Working capital	Rs 1,20,000
ii) Reserves & surplus	Rs.80,000
iii) Bank overdraft	Rs.20,000
iv) Assets to proprietary Ratio	0.75
v) Current Ratio	2.5
vi) Liquidity Ratio	1.5

**P.T.O.**

Summarised Balance sheet as on 31<sup>st</sup> March.

<u>Liabilities</u>	Amount (Rs.)	<u>Assets</u>	Amount (Rs.)
Share capital	_____	Fixed Assets	_____
Reserves & surplus	_____	Stock	_____
Bank over draft	_____	Current-Assets	_____
		(Other than stock)	
Sundry creditors	_____		

OR

- b) Following data is extracted from the books as ABC Ltd. [10]

	(Rs.)
Sales	5,00,000=00
Less : Variable cost	1,50,000=00
Contribution	3,50,000=00
Less: Fixed cost	1,00,000=00
EBIT	2,50,000=00
Less: Interest	50,000=00
EBT	2,00,000=00

Calculate Degree of operating leverage, Degree of financial leverage & Degree of combined leverage Also,

Calculate DOL, DFL & DCL if sales increase by 6% with other factors remaining same.

- Q4) a) Calculate cost of capital in following cases. [10]

- i) X Ltd. issues 12% Debentures of face value Rs. 100 each & realizes Rs. 95 per debenture. These debentures are redeemable after 10 years at a premium of 10%

&

- ii) Y Ltd. issues 14% Preference shares of F.V. Rs.100 each at Rs. 92. These shares are repayable (Redeemable) at par after 12 years.

Assume that, both the companies are paying income Tax at 50%.

OR



- b) XYZ Ltd. whose cost of capital is 10% is considering two mutually exclusive projects X & Y. [10]

The details are:

	Proj.X	Proj.Y
Investment	Rs.70,000=00	Rs.70,000=00
Cash Inflow		
yr1	Rs.10,000=00	Rs.50,000=00
yr2	Rs.20,000=00	Rs.40,000=00
yr3	Rs.30,000=00	Rs.20,000=00
yr4	Rs.45,000=00	Rs.10,000=00
yr5	Rs.60,000=00	Rs.10,000=00
	Rs.1,65,000=00	Rs.1,30,000=00

Calculate NPV & PI of both the projects & comment.

- Q5) a) From the following projections of XYZ Ltd. for the next year, You are required to workout the working capital (WC) required by the company. [10]

Annual Sales	Rs.14,40,000=00
Cost of production	Rs.12,00,000=00
(Includes Depreciation of Rs. 1,20,000)	
Raw material purchases	Rs.7,05,000=00
Monthly expenses	Rs.30,000=00
Anticipated Op. Stock of Raw Materials	Rs.1,40,000=00
Anticipated CI. stock of Raw materials	Rs.1,25,000=00

Inventory Norms:

Raw Material	2 months
WIP	15 Days
Finished Goods	1 month

The firm enjoys a credit of 15 days on its purchases & allows 1 month's credit on its supplies. The company has received an advance of Rs. 15,000=00 on sales orders.

You may assume that, production is carried on evenly throughout the year & a minimum cash balance of Rs. 10,000=00 needs to be maintained.

OR

- b) The management of ABC Ltd. has called for a statement showing the working capital needed to finance a level of activity of 3,00,000 units of output for the year.

The cost structure for company's product for above mentioned activity level is :

	(Cost Per Unit, Rs.)
Raw material	20
Direct labour	5
Overheads	<u>15</u>
Total cash	40
Profit	<u>10</u>
Selling price	50

Past trends indicate that the raw materials are held in stock, on an average for 2 months. WIPC 50% complete, will approximate to  $\frac{1}{2}$  month's production. Finished goods remain in warehouse, on an average for 1 month. Suppliers of material extend 1 month's credit. Two month's credit is allowed to debtors.

A minimum cash balance of Rs. 25,000=00 is expected to be maintained.

The Production pattern is assumed to be even during the year.

Prepare a statement of working capital determination. [10]



Total No. of Questions : 5]

SEAT No. :

**P8404**

[Total No. of Pages : 3

**[5860]-2003**

**M.B.A.**

**GC-09 : HUMAN RESOURCE MANAGEMENT**

**(Compulsory Generic Core Course)**

**(2021 Pattern) (Semester - II) (203)**

*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) What are the ideas underpinning 'Soft', 'Commitment', or 'High-Road' HRM practices? **[2]**
  - i) Employees are a cost which should be minimised
  - ii) Labour needs to be treated as an asset to be invested in
  - iii) Lack of mutuality existing between employer and employee
  - iv) A disregard for unlocking discretionary effort
- b) What is Human Factor? **[2]**
  - i) Macro and micro issues of socio economic factor.
  - ii) Interrelated Physiological, Psychological, and social ethical aspects of human being
  - iii) The entire concept of Human Behavior.
  - iv) None of the above.

**P.T.O.**

- c) The use of process criteria in job selection means that the individual is being assessed on [2]
- i) The number of tasks they can process simultaneously.
  - ii) A methodological approach to task completion.
  - iii) How many tasks can be processed in a set amount of time.
  - iv) The right way to complete a task successfully.
- d) \_\_\_\_\_ is an entire exercise done under the trainer who observes the employee behavior and then discusses it with the rater who finally evaluates the employee's performance. [2]
- i) Comparison method                      ii) BARS
  - iii) Assessment Center                      iv) 360 degrees
- e) Differentiate between Performance Appraisal Vs Performance Management. [2]
- f) Differentiate between Harvard Model and Matching Model of HRM [2]
- g) Discuss the meaning of Fringe Benefits by giving examples [2]
- h) State the Objectives of Job Evaluation. [2]

**Q2) Solve Any Two :** [2 × 5 = 10]

- a) Explain the concept of Training Evaluation with the help of Kirk Patrick's Model? [5]
- b) Justify Recruitment as Positive and Selection as Negative Process? [5]
- c) Discuss the factors influencing the future, impacts and changes of HRM in 21<sup>st</sup> Century. Give examples. [5]
- d) Explain the significance of Information System in human resource Management. [5]

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

- a) Define HR Planning. Describe its Characteristics and Objectives. Explain the reasons for the growing interest in HRP in recent years. [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) Compare and contrast modern methods of performance appraisal with traditional methods. [10]

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

- a) Design a training program for newly joined sales trainee of a pharmaceutical company. [10]

OR

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



Total No. of Questions : 5]

SEAT No. :

**P8040**

[Total No. of Pages : 2

**[5860]-2004**  
**F.Y. M.B.A.**  
**GC-10 204: OPERATIONS AND SUPPLY CHAIN**  
**MANAGEMENT**  
**(2021Pattern) (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.*
- 4) *Use of non-scientific calculator is permitted (as applicable).*

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

- a) List the components of Supply Chain.
- b) List any four functions of Operations Management.
- c) State the concept of quality with respect to manufacturer's perspective.
- d) Enumerate any four characteristics of product quality.
- e) Recognize and list any four barriers of TQM implementation.
- f) Examine the concept of BOM.
- g) List any four inventory control techniques.
- h) Enumerate any four determinants of capacity.

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

- a) Express the functions of Product Planning and Control.
- b) Demonstrate and infer the factors that influence the design of Plant Layout.
- c) Distinguish and contrast MRP-1 and MRP-II.

**Q3)** a) Illustrate the phases involved in Production Planning and Control with special reference to manufacturing company of your choice. **[10]**

**OR**

- b) Relate the various criteria considered while selecting appropriate operation process for food processing unit. **[10]**

**P.T.O.**

- Q4) a)** Categorize the inventory costs with appropriate examples. Analyse the graphical method of Economic order Quantity model. **[10]**

OR

- b)** Following is the inventory data of a manufacturing unit. Categorize the components in A,B and C categories. **[10]**

Item number	Price/Unit (Rs.)	Units/Year
GA101	5	48,000
GB102	11	2,000
GC103	15	300
GD104	8	800
GE105	7	4,800
GF106	16	1,200
GG107	20	18,000
GH108	4	300
GI109	9	5,000
GJ110	12	500

- Q5) a)** Hypothesize the collaborations required in Supply Chain of company providing preventive and breakdown maintenance to two-wheeler and passenger cars in and around Delhi. Estimate key issues in collaborations in this case. **[10]**

OR

- b)** Compose Plant Layout for a high volume and single product line manufacturing unit. Appraise the merits and demerits of the same. **[10]**



Total No. of Questions : 5]

SEAT No. :

**P8428**

[Total No. of Pages : 2

**[5860]-2005**

**F.Y.M.B.A.**

**207 GE-UL-07 : CONTEMPORARY FRAMEWORKS IN  
MANAGEMENT  
(2021 Pattern) (Semester-II)**

*Time : 2 Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *Solve all questions.*
- 2) *Marks are indicated to the right-hand side.*

**Q1)** Answer any 5 (2 marks each)

**[10]**

- a) What is Emotional Intelligence?
- b) What do you mean by the concept of Inside-out?
- c) First who, then what is about \_\_\_\_\_.
  - i) Deciding who will lead
  - ii) Deciding direction first
  - iii) Getting right people on board
  - iv) Motivating right people
- d) Lack of Commitment leads to \_\_\_\_\_.
  - i) Artificial Harmony
  - ii) Ambiguity
  - iii) Low standard
  - iv) Status and go
- e) What habits one should adopt for private victory?
- f) What is the 'EQ brain'?
- g) Which of the following habits is not included in public victory habits?
  - i) Synergize
  - ii) Seek first to understand \_\_\_\_ Then to be understood.
  - iii) Sharpen your saw
  - iv) Think win/win
- h) What are the 5 Dimensions of Trait EI Model?

**P.T.O.**



**Q2) Write Short notes on Any Two. (5 marks each)**

**[10]**

- a) Barriers to empathy.
- b) Put first things first
- c) The law of connection

**Q3) Answer any 1.**

**[10]**

- a) ‘Hedgehog concept is central for any organization to transform from good to great’ Discuss.

OR

- b) “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?

**Q4) Answer any 1.**

**[10]**

- a) What is Level 5 Leadership? How can an organization encourage the growth of level 5 leaders?

OR

- b) Explain the law of respect. Discuss various ways to earn respect from others.

**Q5) Answer any 1.**

**[10]**

- a) Why do teams avoid accountability? If you are leading a team, what steps will you take to ensure accountability of your team members?

OR

- b) What do you mean by ‘Begin with the end in mind’? Why is it important for leading an effective life?



Total No. of Questions : 5]

SEAT No. :

**P8405**

[Total No. of Pages : 2

**[5860] - 2006**

**M.B.A.**

**208 : GEOPOLITICS AND WORLD ECONOMIC SYSTEMS  
(2021 Pattern)**

*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/Define any five out of eight :**

**[10]**

- a) Expand SAARC and EU.
- b) Explain any two Intellectual Property Right.
- c) Define Social Market Capitalism.
- d) Define Multilateral Trade Agreements.
- e) Explain structure of Global Economy.
- f) Define Copyright.
- g) Explain IMF.
- h) What is World recession?

**P.T.O.**

**Q2) Solve any two out of three :**

**[10]**

- a) Evaluate the National Economics Market Oriented Capitalism.
- b) Euro zone crisis and its impact on India.
- c) Impact of trade wars in liberalized Economy.

**Q3) Solve any one out of two :**

**[10]**

- a) Compare function of GATT and WTO.
- b) Explain International Labour Organization and its Role.

**Q4) Solve any one out of two :**

**[10]**

- a) Comment on dispute settlement procedures under GATT and WTO.
- b) Compare developmental and Social Market Capitalism.

**Q5) Solve any one out of two :**

**[10]**

- a) Explain any two development in international trade theory and its impact on foreign trade.
- b) Explain and Comment on effects of Globalization on Indian Economy.



Total No. of Questions : 5]

SEAT No. :

P8406

[Total No. of Pages : 2

**[5860]-2007**

**F.Y. M.B.A.**

**PROJECT MANAGEMENT**

**209: Start Up and New Venture Management  
(2021 Pattern) (Semester - II)**

*Time : 2 Hours]*

*[Max. Marks : 50*

*Instructions to the candidates :*

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

**Q1)** Answer any five of the following :

- a) Entrepreneurial motivation.
- b) Entrepreneurial opportunity.
- c) Market analysis.
- d) Financial statements.
- e) Budgeting.
- f) Long tail market.
- g) Limited liability partnership.
- h) Mind map.

**Q2)** Answer any two of the following :

- a) Discuss in brief the innovative methods of present a business plan.
- b) Explain how to manage a founding team.
- c) Describe the concept of financing mix.

**P.T.O.**

**Q3)** Design a go to market strategy for an organisation manufacturing a medical device used to check blood sugar level.

OR

Discuss the process of entrepreneurial opportunity search and recognition with suitable examples.

**Q4)** Explain the entrepreneurial ecosystem in India.

OR

Discuss the different board models with suitable examples.

**Q5)** Create a business plan for an organisation planning to launch an electric two-wheeler in the Indian market.

OR

Evaluate the various causes of entrepreneurial failures with examples.



Total No. of Questions : 5]

SEAT No. :

**P8041**

[Total No. of Pages : 2

**[5860] - 2008**

**M.B.A.**

**210 : QUALITATIVE RESEARCH METHODS**

**(2021 Pattern) (Semester - II)**

*Time : 2 Hours]*

*[Max. Marks : 50*

*Instructions to the candidates :*

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

**Q1) Definitions (Any Five) :**

**[5 × 2 = 10]**

- a) Triangulation.
- b) Purposive sampling.
- c) Analytic induction.
- d) Focus Groups.
- e) Comparative Studies.
- f) Constant Comparative Method.
- g) Longitudinal Qualitative Studies.
- h) Quality Management.

**P.T.O.**

**Q2) Differentiation between any two :**

**[2 × 5 = 10]**

- a) Qualitative Research v/s Quantitative Research.
- b) Participant observation v/s Non-participant observation.
- c) Ethnography v/s Grounded Theory Methodology.

**Q3) a)** McDonalds wants to conduct focus groups to better understand children's perception of McDonald's dining room atmosphere, for that they want interviews of the children who have recently visited their restaurants.

From the above case study, answer the following : **[10]**

- i) What method will you choose between Focus Group & In-depth interview?
- ii) Explain the steps involved in the choosed method.

**OR**

- b) Elaborate the five principles of ethics in Qualitative Research. **[10]**

**Q4) a)** Discuss the Zaltman's Metaphor Elicitation Techniques. How it is used to understand the brand image of a company. **[10]**

**OR**

- b) Design a qualitative research design on the following : **[10]**
  - i) A survey on consumer perception of "E-Commerce" with reference to Amazon.
  - ii) A survey on consumer attitude, preference towards digital banking.

**Q5) a)** Explain the various steps in participant observation and analyze the observers roles. **[10]**

**OR**

- b) A Company wanting to launch ready to eat Chicken has appointed an Anthropologist to research how housewives buy, cook and consume Chicken. Imagine you have been choosen for this task & by using Ethnography process support your answer. **[10]**



Total No. of Questions : 5]

SEAT No. :

P8429

[Total No. of Pages : 2

[5860]-2009

F.Y. M.B.A. (Semester - II)

**211-GE-UL-11 : BUSINESS, GOVERNMENT & SOCIETY**  
**(2021 Pattern)**

*Time : 2 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 do you mean by gender discrimination?
- b) Define term 'Foreign Direct Investments (FDI)'.
- c) Explain the meaning of Economic inequality.
- d) Discuss the concept of social responsibilities of business.
- e) Explain the Gandhian Approach of industrial relations.
- f) Whether GDP and Economic Growth related to each other?
- g) Discuss the concept of privatization.
- h) Define secularism as per constitution of India.

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

- a) Significance of global competition.
- b) Characteristics of Multi-National Corporations (MNCs).
- c) Advantages of Globalization.

**Q3)** Answer Any One of the following (10 marks each) : **[10]**

- a) Explain the different factors affecting and influencing the workplace.
- b) Elaborate different areas of conflicts between :
  - i) Business and Society
  - ii) Society and Government

*P.T.O.*



**Q4)** Answer Any One of the following (10 marks each) : **[10]**

- a) Elaborate the disadvantages of multi-national company to host country and home country.
- b) Explain the advantages of BOT (Build, Operate and Transfer) Model.

**Q5)** Answer Any One of the following (10 marks each) : **[10]**

- a) Explain the meaning and objectives of industrial relations in India.
- b) Explain the various causes poverty in India.



munotes.in

Total No. of Questions : 5]

SEAT No. :

P8407

[Total No. of Pages : 2

[5860]-2010

F.Y. M.B.A. (Semester - II)

**GE-UL-12 : BUSINESS PROCESS RE-ENGINEERING (212)**  
**(2021 Pattern)**

*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) Which best describes the process of benchmarking?
  - i) Comparison of actual performance with budget
  - ii) Comparison of direct competitors' performance
  - iii) Comparison of the costs of one product with another
  - iv) Comparison of the performance of one operation or business with another
- b) KPI stands for \_\_\_\_\_.
  - i) Key Process Indication
  - ii) Key Predictive Indicator
  - iii) Key Performance Indicators
  - iv) Key Process Information
- c) All Barriers to BPR implementation success are the results of \_\_\_\_\_.
  - i) Cause
  - ii) Root Causes
  - iii) Success
  - iv) Problems
- d) \_\_\_\_\_ is an integrated approach to identifying, acquiring & retaining customers.
  - i) Customer Management
  - ii) Customer Relationship Management
  - iii) Customer Process Management
  - iv) Process Management
- e) Define BPR.
- f) What is reduced cost?
- g) State any 2 objectives of BPR.
- h) What are the organizational enablers?

**P.T.O.**

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

- a) Describe different phases of BPR.
- b) Explain Just in Time concept.
- c) Discuss the factors related to IT infrastructure.

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

- a) What principles are used in BPR? Discuss in brief.
- b) Discuss the key elements of scorecard in detail.

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

- a) Point out the relationship between BPR & Information Technology.
- b) Define steps involved in performing business process reengineering.

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

- a) Discuss business activity map with neat diagram.
- b) What do you mean by product design and development? Discuss in brief.



Total No. of Questions : 5]

SEAT No. :

**P8430**

[Total No. of Pages : 2

**[5860]-2011**

**F.Y. M.B.A. (Digital Marketing)**

**SC-DM-01 : FUNDAMENTALS OF DIGITAL  
MARKETING**

**(2021 Pattern) (Semester - II)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) Attempt any five :**

**[5 × 2 = 10]**

- a) Define Digital Marketing.
- b) What is e-marketing?
- c) Explain a Blog.
- d) What is a Domain name?
- e) Define Affiliate marketing.
- f) What is social media?
- g) Full form of SEO and SEM.

**Q2) Attempt any two :**

**[2 × 5 = 10]**

- a) Explain the benefits and challenges of Digital marketing.
- b) Explain the pros and cons of video marketing.
- c) Explain the importance, issue and challenges of Blogs.

**Q3) Attempt any one :**

**[10]**

- a) Discuss different types of websites based on functionality, purpose, planning & conceptualization.

**OR**

- b) Discuss the usage of Affiliate marketing along with its need in digital marketing.

**P.T.O.**

**Q4) Attempt any one :**

**[10]**

- a) What are the 5 key benefits of digital marketing?

**OR**

- b) What is web development? Explain some of the key pre-planning activities of web development.

**Q5) Attempt any one :**

**[10]**

- a) Pantanjali Ayurved has started its journey to become one of the biggest FMCG brand in India. Devise a digital marketing implementation strategy for branding their products.

**OR**

- b) Devise a digital marketing plan for sustainability and market growth for Maruti Cars website.



Total No. of Questions : 5]

SEAT No. :

P8408

[Total No. of Pages : 2

[5860]-2012

**M.B.A. (Digital Marketing)**

**SC - DM - 02 : CONSUMER BEHAVIOR IN DIGITAL ERA**

**(2021 Pattern) (Semester - II) (206 DM)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *All questions carry equal marks.*
- 3) *There is alternative in each question.*
- 4) *Relevant examples are must in each answer to support the answer.*

**Q1)** How one company will make changes for the digital buying behavior of B2C and B2B buyers or customers? Illustrate with appropriate examples. **[10]**

OR

How the buying has evolved from physical, to digital to phygital? Illustrate with appropriate examples. **[10]**

**Q2)** You, as a Consumer want to buy a daily needs product for own home. Explain the digital buying process for this digital buying situation? **[10]**

OR

Compare the buying behaviour process different roles of buyers and buying process steps for different platforms such as web, mobile application and social media. Give appropriate example to justify. **[10]**

**Q3)** How will the GenX, GenY and GenZ digital buying behaviour differ in buying any product or service? How companies will leverage these changes? Explain with examples of some digital buying situations. **[10]**

OR

How one product or service buying has changed over the decades from offline to web, to multiple and hybrid buying environment? How companies have changed their digital marketing due to change in the buying behaviour? Explain for one product or service. **[10]**

**P.T.O.**

**Q4)** B2B buying factors are multi-dimensional as compared to B2C buying in any industry. Justify the same with proper example. **[10]**

OR

Explain roles and processes of digital buying in B2B and B2C context with relevant examples. **[10]**

**Q5)** How Social marketing Community Forums playing roles in effective digital marketing? Explain with some company's community campaign. **[10]**

OR

How the companies are leveraging latest digital marketing trends to drive their business? Illustrate this with any five digital marketing trends. **[10]**



Total No. of Questions : 5]

SEAT No. :

P8409

[Total No. of Pages : 2

[5860]-2013

F.Y. M.B.A. (Semester - II)

PROJECT MANAGEMENT

PRJSc-PRJ-01 : Fundamentals of Project Management  
(205)

(2021 Pattern)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

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

[10]

- a) Which of these is not one of the constraints of a project?
  - i) Scope
  - ii) Resources
  - iii) Team
  - iv) Budget
- b) Which of the following is not correct about initial phase of a project?
  - i) The cost associated at the beginning of the project is highest
  - ii) Stakeholders have maximum influence during this phase
  - iii) The highest uncertainty is at this stage of the project
  - iv) All the above statements are correct
- c) Which of the following is not an example of formal communication?
  - i) Contract
  - ii) Email
  - iii) Project status report
  - iv) Status meeting

P.T.O.



- d) Root Cause Analysis relates to:
  - i) Process Analysis
  - ii) Quality Audits
  - iii) Quality Control Measurements
  - iv) Performance Measurements
- e) Define Project
- f) Define Risk in Project Management
- g) Any two project scope checklist
- h) What is top down estimating

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

- a) What is the importance of project management?
- b) Explain the expectation of project stakeholders in detail.
- c) What are the basic rules to follow in developing project?

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

- a) Discuss the types of the project closure in detail.
- b) What are the different methods for estimating project times and costs?

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

- a) What is Five-Stage Team Development Model? Explain it in brief.
- b) Discuss Risk Management process in detail.

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

- a) What is Work Breakdown Structure? How WBS Helps the Project Manager in entire Project?
- b) Explain various types of projects with supportive example.



Total No. of Questions : 5]

SEAT No. :

P8042

[Total No. of Pages : 2

[5860] - 2014

M.B.A.

**SC-206 PRJ SC-PRJ-02 : Tools and Techniques in Project Management  
(2021 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) Describe the steps involved in check sheet process of data gathering.
- b) State 'how to use' Focus Groups for collecting the data for projects.
- c) Locate and describe the pitfalls to be aware of when conducting Cost-Benefit Analysis.
- d) Quote the concept of Cost of Quality in Data Analysis.
- e) Define the standards associated with flowchart shapes used in projects.
- f) Describe RACI chart used in responsibility assignment matrix for data representation of projects.
- g) List any four abbreviations with its full forms for the earned value terminology used in Estimate at Completion technique.
- h) Influence diagram use various shapes to indicate nodes. Describe the statement.

**P.T.O.**

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

- a) Summarise the composition of project teams and the basic interpersonal and team skills required in the team.
- b) Discuss any two data gathering techniques used in Project Management.
- c) Explain the regression analysis technique used in projects.

**Q3) a) 'Earned Value Analysis is a technique that integrates scope, schedule and cost information into single measure to assess the status of Project Performance'. Interpret this statement with suitable example. [10]**

OR

- b) Illustrate the Schedule Performance Index (SPI) and Cost Performance Index (CPI) used in Performance Index technique for data analysis of project. Use suitable example to rationalize your answer. [10]

**Q4) a) You are the Project Head of a service provider organization in the field of broadband services. You have given a task to identify the causes of dissatisfaction amongst the users. Infer the same using Cause-and-Effect Diagram for Data Representation. [10]**

OR

- b) Analyse the concept of Probability and Impact Matrix for data representation of children crest in your organization. [10]

**Q5) a) Your organization is updating its current Project Management Office (PMO) information system infrastructure with all new software, cloud computing, collaboration sites and real time reporting software. Construct the decision tree to analyse the data of your organization. [10]**

OR

- b) You are a Project Manager of a company which is setting up pathological lab. Prepare a cost and time estimate using To-Complete Performance Index technique. You may consider workable assumptions. [10]



Total No. of Questions : 5]

SEAT No. :

**P8043**

[Total No. of Pages : 2

**[5860] - 2015**

**F.Y. M.B.A.**

**205 : FINANCIAL MARKETS & BANKING OPERATIONS**

**(2021 Pattern) (Semester - II)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates :*

- 1) Draw neat labeled diagrams wherever necessary.*
- 2) Figures to the right indicate full marks.*
- 3) Attempt all the questions.*

**Q1) Solve any Five :**

**[5 × 2 = 10]**

- a) Define Cryptocurrency Market.
- b) Define the term MUDRA.
- c) Define Spot Market.
- d) Define Forward Market.
- e) Define MICR.
- f) Define Development Banking.
- g) List out functions of Central Bank.
- h) Define ADR.

**P.T.O.**

**Q2) Solve any Two :**

**[2 × 5 = 10]**

- a) Describe different types of ECS.
- b) Explain the concept of ATM. State its different types.
- c) Distinguish between primary market and secondary market.

**Q3) Solve any One :**

**[1 × 10 = 10]**

- a) Illustrate various Global Debt Instruments used in Capital Markets.

OR

- b) Illustrate the concept of NBFC. How is it different from a bank?

**Q4) Solve any One :**

**[1 × 10 = 10]**

- a) Explain the structure of financial system in detail.

OR

- b) Explain various participants in Indian Money Market.

**Q5) Solve any One :**

**[1 × 10 = 10]**

- a) Summarize how the technology had benefitted the Banking Industry in India.

OR

- b) Summarize various reforms in Indian Money Market.



Total No. of Questions : 5]

SEAT No. :

**P8044**

[Total No. of Pages : 2

**[5860] - 2016**

**M.B.A.**

**SC - 206 : FINTECH MANAGEMENT**

**Basic R Programming in Fintech Management**

**(2021 Pattern) (Semester - II)**

*Time : 2½ Hours ]*

*[Max. Marks : 50*

*Instructions to the candidates :*

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

**Q1) Answer any 5 out of 8 (2 Marks Each) :**

**[10]**

- a) Write a definition of Fintech Management.
- b) List the types of Analytics.
- c) What is Sports Analytics?
- d) Define Arrays.
- e) What is Vectors?
- f) What is Spatial Analysis?
- g) How would you clean the data?
- h) When you will use function - head & tail?

**Q2) Answer any 2 out of 3 (5 Marks Each) :**

**[10]**

- a) What can you infer from the Descriptive Statistics? Explain with example.
- b) Explain the artificial intelligence and machine learning to evaluate investment opportunities.
- c) Explain importance of data in Fintech Management and business analytics.

**P.T.O.**

**Q3) a)** How would you apply the following functions for handling missing values from a vector called 'A' with some missing value [100, 200, 300, NA, 500]. **[10]**

- i) is. na
- ii) na. omit
- iii) na. exclude
- iv) na. tail
- v) na. pass

OR

**b)** How would you present the data using Histogram and Simple Bar Chart? Explain with suitable example. **[10]**

**Q4) a)** Analyze the analytical decision - making process in Fintech Management. Explain with example. **[10]**

OR

**b)** What can you infer from Exploratory Data Analysis? Explain with suitable example. **[10]**

**Q5) a)** Evaluate the following dataset with the help of descriptive statistics. **[10]**

Fruit Name	Fruit Price	Fruit Colour
Mango	160	Yellow
Apple	180	Red
Kiwi	240	Green
Pineapple	70	Yellow
Banana	40	Green

OR

**b)** Create a dataset [smart phone] that stores the mobile information [Price, Company name, Model] of five different companies. Store at least 10 rows. Write the commands to find out the output for the following information. **[10]**

- i) Maximum price of Mobile of each company.
- ii) Minimum price of Mobile of each company.
- iii) Average price of Mobile of each company.

