

Total No. of Questions : 5]

SEAT No. :

P6595

[Total No. of Pages : 1

[5878]-11

P.G.D.B.M.

101 : ORGANIZATIONAL BEHAVIOR

(Semester - I) (2013 Pattern)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Define the term organizational behavior. Explain the models of OB.

OR

b) Discuss the relationship between organizational behavior and individuals. **[10]**

Q2) a) Define personality. Outline the factors influencing personality of an individual.

OR

b) Distinguish between Maslow's Need Hierarchy Theory and Herzberg's Two Factor Theory. **[10]**

Q3) a) 'Group dynamics is referred to as important core of any organization'. Comment.

OR

b) Define leadership and state its importance along with different leadership styles. **[10]**

Q4) a) What do you mean by organization's culture? Explain the factors affecting organizational culture.

OR

b) 'A strong culture has an effect on an organization's efforts to improve diversity' - Is it true? Discuss. **[10]**

Q5) a) What can be reasons for resistance to change? How can the resistance be minimized?

OR

b) Explain Kotter's eight step plan for implementing change. **[10]**



Total No. of Questions : 5]

SEAT No. :

P6596

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[5878]-12

First Year P.G.D.B.M.

102 : ACCOUNTING FOR BUSINESS DECISIONS

(2013 Pattern) (Semester - I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *All questions carry equal marks.*
- 3) *Use of non programmable calculator is allowed.*

Q1) a) Discuss the various accounting concepts and conventions.

OR

- b) Write short notes on
- i) Financial accounting.
 - ii) Management accounting.

Q2) a) Write the format of financial statements of sole proprietorship firm.

OR

- b) Write short notes on (Any two)
- i) Schedule VI of Co's Act.
 - ii) Objectives of financial statement.
 - ii) Limitations of financial statement.

P.T.O.

Q3) a) From the following figures extracted from the books of ABC Ltd. for the year ended on 31/03/2015. Prepare cost sheet showing

- i) Prime cost
- ii) Works cost
- iii) Cost of production
- iv) Cost of sales and
- v) Profit

Particulars	Amount in ₹
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 and Rates	500
Depreciation of Machines	1,500
Salary to Managing Director	12,000
Travelling expenses	1,100
General office expenses	1,000
Carriage out ward	1,000
Sales	2,50,000

OR

- b) From the following information supplied for Finolex Porex Pvt. Ltd. Prepare a statement showing the cost of production and goods sold for the period of 1/1/2014 to 31/1/2014.

Opening stock of Raw material	40,00,000
Raw materials purchased	5,00,00,000
Wages paid	2,50,00,000
Factory overheads	80,00,000
W.I.P (1/1/2014)	10,00,000
W.I.P. (31/1/2014)	20,00,000
Closing stock of raw materials on 31/1/2014	30,00,000
Closing stock of finished goods on 1/1/2014	80,00,000
Closing stock of finished goods on 31/1/2014	70,00,000
Selling and distribution overheads	10,00,000
Administrative overheads	25,00,000
Sales	10,00,00,000

- Q4) a)** Draw stores ledger card recording the following transactions that took place in a month under LIFO method.

15 th Jan	Opening stock	200 pieces @ ₹ 2 each
5 th Jan	Purchases	100 pieces @ ₹ 2.20 each
10 th Jan	Purchases	150 pieces @ ₹ 2.40 each
20 th Jan	Purchases	180 pieces @ ₹ 2.50 each
2 nd Jan	Issues	150 pieces
7 th Jan	Issues	100 pieces
12 th Jan	Issues	100 pieces
28 th Jan	Issues	200 pieces

OR

- b) A manufacturer used cost price as the basis for charging out materials to jobs. The receipts side of the stores ledger account shows the following.

1-4-2018	500	articles	bought at ₹ 3 each
2-4-2018	700	articles	bought at ₹ 3.10 each
3-4-2018	400	articles	bought at ₹ 3.20 each
4-4-2018	800	articles	bought at ₹ 3.10 each

Successive issues were made of 300, 1000 and 200 articles as on 5th, 6th and 7th April 2018 respectively. At what price per article should each of these issues be charged under FIFO method.

Q5) a) From the following information find out

- i) BEP
- ii) Profit for sales volume ₹ 50,000
- iii) The volume of sales to make a net profit of ₹ 10,000

	₹
1) Fixed cost	13,000
2) Variable cost	15,000
3) Total cost	28,000
4) Net profit	2,000
5) Net sales	30,000

OR

- b) The statement given below gives the flexible budget at 60% capacity. Prepare a tabulated statement giving a budget figures at 75% capacity and 90% capacity.

Expenses	At 60% of capacity (₹)		
Direct materials	1,60,000	-	100% variable
Direct labour	40,000	-	80% variable
Indirect material and spares	48,000	-	100% variable
Depreciation	60,000	-	100% fixed
Indirect labour	40,000	-	40% fixed
Rent	12,000	-	100% fixed
Electric power	8,000	-	40% fixed
Repair and maintenance	20,000	-	40% variable
Insurance on machinery	12,000	-	100% fixed

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Total No. of Questions : 5]

SEAT No. :

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[5878] - 13

First Year F.E.

Engineering

103 : BASIC ELECTRICAL ENGINEERING

(2015 Pattern) (Semester - I) (103004)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Answer all questions.*
- 2) *All questions carry equal marks.*
- 3) *Neat diagrams must be drawn wherever necessary.*

Q1) Define Economics. Explain the Basic Economic problems.

OR

Explain the concept & objectives of maximising firm value as present value of all profits.

Q2) Explain any one method used for Demand forecasting.

OR

Explain the various Determinants of market Demand at firms and Industry level.

Q3) Explain the concept and types of cost with suitable examples.

OR

Explain how risk management is done? With suitable examples.

Q4) Explain the Roles and functions of capital market in India.

OR

Explain the Regulatory functions & Roles of RBI.

Q5) Explain the concept and features of National Income in India.

OR

Explain the concept of plan and Non plan expenditure in Budget.



Total No. of Questions : 5]

SEAT No. :

P6598

[5878]-14

[Total No. of Pages : 2

First Year P.G.D.B.M.

104 : BUSINESS RESEARCH METHODS

(2013 Pattern) (Semester - I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Scientific calculators not allowed.*

Q1) Write a research proposal to identify customers perception about Nykaa brand products. **[10]**

OR

Explain Attitudinal scaling Techniques.

Q2) With examples explain types of Research Design. **[10]**

OR

Distinguish between cross-sectional and longitudinal research designs give one example of each type of design.

Q3) Draft a questionnaire to find out and product customers intentions towards newly launched garment brand “Cantaloons” Ltd. **[10]**

OR

Explain the following sampling techniques.

- a) Snowball
- b) Quote
- c) Accidental
- d) Purposive

P.T.O.

- Q4)** a) What are the uses of z-test explain. [5]
b) What are the uses of t-test explain. [5]

OR

What is ANOVA. What are the uses of ANOVA. State the assumptions to be true to analyse data with ANOVA?

- Q5)** Define and explain the following. [10]

- a) Hypothesis
- b) Literature Review
- c) Sample Design
- d) Sampling error

OR

Define and explain the following. [10]

- a) Validity
- b) Reliability
- c) Adequacy
- d) Consistency



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SEAT No. :

P6599

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[Total No. of Pages : 1

First Year P.G.D.B.M.

105 : MANAGEMENT FUNDAMENTALS

(2013 Pattern) (Semester -I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) What is management? What are the contributions of Peter Drucker and Michael Porter to the management concept? **[10]**

OR

What are the differences between scientific approach and system approach?

Q2) What is the concept of Decentralization and Centralization? What are the issues in organizing? **[10]**

OR

What are the opportunity and challenges in managing cultural diversity in an organization?

Q3) Write a note on MBO/MBE. What is planning premises? **[10]**

OR

Explain the decision making process and various models studied in Decision making.

Q4) What is the difference between standards and Benchmarking? How is Benchmarking done in an organization? **[10]**

OR

Explain principles of co-ordination in detail.

Q5) How is the change management process executed in an Organization? **[10]**

OR

Write a note on effective use of communication devices and IT.



Total No. of Questions : 5]

SEAT No. :

P6600

[Total No. of Pages : 2

[5878]-21

G.D.B.M.

201 : BASICS OF MARKETING
(2013 CBCS Parttern) (Semester - II) (Theory)

Time : 2 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) *Your answer should be speific and to the point.*
- 6) *Support your answer with suitable live examples.*
- 7) *Draw neat diagrams and illustration supportive to your answer.*

Q1) a) What do you mean by Market? Discuss market places, market spaces and Meta markets. **[10]**

OR

b) Explain the difference between selling and Marketing. Elaborate Company Orientation towards market place. Product, production, sales marketing, and societal. **[10]**

Q2) a) Explain the importance of consumer behavior with appropriate examples. five steps buyer decision process with reference of the automobile industry. **[10]**

OR

b) Analyse the steps involved decision-making process for the product 'A Micro-Wave oven' **[10]**

Q3) a) Identify the difference between macro and micro environment. What is the need for analyzing the marketing environment. **[10]**

OR

b) Establish linkage of marketing function with all functions in the organization. **[10]**

P.T.O.

Q4) a) What is marketing segmentation? What are the different types of marketing segmentation discuss with examples? **[10]**

OR

b) If you are a marketing manager in a company with the below-mentioned products, develop market segment, targeting, and positioning for the marketing plan for each of those products.

i) Furniture

ii) Hair Dyes

[10]

Q5) a) Explain product mix through product width, product Depth, product Consistency & product line with an appropriate example. **[10]**

OR

b) Define product explain goods & Services continuum with an example and diagram. **[10]**



Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages : 4

P6601

[5878]-22

First Year P.G. D.B.M.

202 : FINANCIAL MANAGEMENT

(2013 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) a) “The objective of Financial management is to maximize the wealth of the shareholders by maximizing the value of Firm”. Explain.

OR

- b) Write a short note on:
- i) Process of financial planning
 - ii) CAPM

Q2) a) State net income & net operating income capital structure theories in detail.

OR

- b) What do you understand by ‘capital structure’? Explain in detail the various factors affecting capital structure.

Q3) a) Cash flows of Sahil Industries are given below.

Year	Cash Inflow
0	1,00,000
1	60,000
2	25,000
3	25,000
4	25,000

The cost of capital is 12%

- i) Calculate NPV.
- ii) Calculate IRR.

OR

P.T.O.

- b) A Ltd. is considering purchase of new machine costing Rs. 5,85,000. An additional investment will be required for the following reasons .

- i) Installation cost-15,000
- ii) working capital 1,00,000

Year	Cash inflows
1	1,00,000
2	1,40,000
3	1,75,000
4	1,50,000
5	1,25,000

The cost of capital is 15%

- 1) Calculate NPV.
- 2) Calculate PI.

Q4) a) From the given data calculate

- i) Gross Profit Ratio
- ii) Net Profit Ratio
- iii) Return on total Assets.
- iv) Inventory turnover Ratio
- v) Working capital turnover
- vi) Net worth to debt.

Sales	25,20,000	Other current Assets	7,60,000
Cost of sale	19,20,000	Fixed Assets	14,40,000
Net profit	3,60,000	Net worth	15,00,000
Inventory	8,00,000	Debt	9,00,000
Current liabilities	6,00,000		

OR

- b) Given below are the balance sheet of Suhana Ltd. as on 2017 & 2018.

<u>Liabilities</u>	<u>2017</u>	<u>2018</u>	<u>Assets</u>	<u>2017</u>	<u>2018</u>
Equity capital	3,00,000	4,00,000	Building	1,20,000	2,50,000
5% debenture	2,00,000	2,50,000	Machinery	3,00,000	2,50,000
P& L A/c	40,000	60,000	Stock	90,000	80,000
Creditors	70,000	80,000	Debtors	1,40,000	2,40,000
Prov. for tax	30,000	40,000	Prepaid exp	15,000	25,000
Proposal					
Dividend	25,000	25,000			
	<u>6,65,000</u>	<u>8,55,000</u>		<u>6,65,000</u>	<u>8,55,000</u>

The following additional information is obtained:

- i) The net profit for the year was 40,000 after charging depreciation.
- ii) During the year depⁿ charged was ₹ 30,000 on building & 40,000 on machinery.
- iii) The company purchased during the year building 1,60,000.
- iv) Dividend paid during the year amounted ₹ 20,000.

Prepare fund flow statement for the year 2018.

Q5) a) A proforma of cost sheet of company is provided.

Element of cost	Amount per unit
Raw material	80
Direct labour	30
Overheads	<u>60</u>
Total cost	170
Profit	<u>30</u>
Selling price	200

The following further particulars are available

- Raw material in stock 10 months
- Credit allowed by supplier 1 month
- Credit allowed to customer 2 months.
- Lag in payment of wages 1.5 weeks & overheads 1 month.
- Materials are in process for half month.
- Finished goods are in stock for an average of one month.
- $\frac{1}{4}$ output is sold against cash.

Cash in hand is 25,000 & level of activity 1,04,000 units. 4 weeks equivalent to one month. Prepare a statement showing working capital needed.

OR

- b) A Ltd. provides the following budget fig. for next year. Budgeted production 1,50,000 units.

Element of cost	
Raw material	60 ₹ P.U.
Labour	25 ₹ P.U.
Overheads	<u>15 ₹ P.U.</u>
Total cost	100 ₹ P.U.
Profit	25 P.U.
Selling price	125 PU.

Raw material in stock for 3 months, materials in process for 1.5 months, finished goods in stock for 3 months. Credit allowed by supplier of R.M. 2 months. Credit allowed to customer is 4 months. Lag in payment of wages one & half month. Cash balance 60,000. Prepare statement showing working capital requirement using cash cost approach.



Total No. of Questions : 7]

SEAT No. :

P7025

[Total No. of Pages : 1

[5878]-23

P.G.D.B.M

203 : LEGAL ASPECTS OF BUSINESS

(2013 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) Answer any 5 questions.
- 2) Each question carry 10 marks.

Q1) “All agreements are not contracts but all contracts are agreements” Discuss with proper example. [10]

Q2) Elaborate the Implied conditions in the contract of sale. [10]

Q3) Write a note on ‘Coercion & Undue Influence’ [10]

Q4) Explain the stages of Incorporation & Commencement of Business under the companies Act, 1956. [10]

Q5) What are the “Unfair Trade Practices” & “Restrictive Trade Practices” under the consumer protection Act 1986. Explain in detail. [10]

Q6) Explain the concept of patent, copyright & trademarks. [10]

Q7) a) Who can be considered as consumer under consumer protection Act. [5]

b) How is agency created. [5]



Total No. of Questions : 5]

SEAT No. :

P7026

[Total No. of Pages : 1

[5878]-24

First Year P.G.D.B.M.

204 : BUSINESS COMMUNICATION

(2013 Pattern) (Semester - II)

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) Define Communication. Explain process and importance of Communication. **[10]**

OR

What is Listening? Explain the principles of good listening?

Q2) What is a Memo? Draft a memo to one of your clerks who has huge arrears of work pending with him. **[10]**

OR

What are minutes of meeting? How minutes should be written? Draft the minutes of the first meeting of the board of Directors of a joint stock company.

Q3) You are facing a Placement interview. Explain in detail on your preparation to face a Placement interview? **[10]**

OR

Discuss the significance of audio-visual aids in communication. As a manager of the XYZ Bank, you have to address a Group of Merchants on the performance and facilities provided by your bank. How will you use the Audio-visual Aids?

Q4) You have recently joined a company as a secretary. Write a report to the Managing Directors on the defects in the routine work of the company's office. **[10]**

OR

Explain the role of Internet and Teleconferencing in the process of communication.

Q5) What are the steps in writing a good report? What are the essentials of good a report? **[10]**

OR

Outline a format for an activity report to be given to your sales team to track their monthly activities. **[10]**



Total No. of Questions : 5]

SEAT No. :

P6602

[Total No. of Pages : 1

[5878]-25

P.G. D.B.M.

205 : BUSINESS GOVERNMENT & SOCIETY

(CBCS 2013 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) What is meant by regulation of business? What are the economic roles of government in India?

OR

b) What is meant by macroeconomic crisis? Explain with examples.

Q2) a) Write a note on 'Industrial Development'. What is meant by 'Rural Urban Dynamics'?

OR

b) Explain in detail 'Privatization and Regulation'.

Q3) a) Explain the different types of Public Private Partnerships with emphasis on build operate and transfer model. (BOT)

OR

b) What are the issues that come with privatization?

Q4) a) What are the ways of coping with Global Competition?

OR

b) Is it possible to achieve business success through social Responsibilities? Justify your answer.

Q5) a) What is the Influence of demography in the changing workplace?

OR

b) Write a note on "Social justice and affirmative action".



Total No. of Questions : 5]

SEAT No. :

P6603

[Total No. of Pages : 1

[5878]-31

Second Year P.G.D.B.M.

301 : HUMAN RESOURCE MANAGEMENT

(2013 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All Questions are compulsory.*
- 2) *Each questions carry 10 marks.*

Q1) a) Discuss the scope, nature and functions of HRM. **[10]**

OR

b) Explain the integrated system model (matching model) in the Human Resource Management. **[10]**

Q2) a) Explain process of Human Resource Planning. **[10]**

OR

b) What is job analysis? Explain the importance and benefits of job analysis. **[10]**

Q3) a) How will you design the training program for a well reputed company for a Marketing Executives. **[10]**

OR

b) How can the effectiveness of training and Development program be evaluated. **[10]**

Q4) a) Define Performance. Why there is a need to measure the performance. **[10]**

OR

b) What is compensation? Write in detail the current trends in compensation. **[10]**

Q5) a) Explain the role of employee survey in maintaining employee relation. How such survey are to be conducted? **[10]**

OR

b) Write a short note on any (2): **[10]**

- i) Organisational Exit.
- ii) Handbook.
- iii) Lay-off-Retirement.
- iv) Downsizing.



Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages : 4

P6604

[5878]-32

S.Y. PG. D.B.M.

**302 - DECISION SCIENCE
(2013 Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All Question are compulsory.*
- 2) *All Questions carry equal Marks.*
- 3) *Use of simple calculator is Allowed.*

Q1. a) Solve Graphically.

[10]

Minimize, $Z = 6x_1 + 14x_2$

Subject to, $5x_1 + 4x_2 \geq 60$

$3x_1 + 7x_2 \leq 84$

$x_1 + 2x_2 \geq 18$

$x_1, x_2 \geq 0$

OR

b) Find the initial solution for the following process using VAM.

[10]

	W_1	W_2	W_3	W_4	supply
P_1	190	300	500	100	70
P_2	700	300	400	600	90
P_3	400	100	400	200	180
Demand	50	80	70	140	340

Q2) a) A Departmental store has a single cashier. During the Rush Hours customers arrives at a Rate of 20 customers per Hour. The cashier. Takes 2.5 minutes per customer for processing. **[10]**

- i) What is the probability that the cashier is idle.
- ii) What is the Average Number of customers in the Queuing system.

P.T.O.

- iii) What is the Average Queue Length.
- iv) What is the probability that customer shall have wait in the Queue

OR

- b) The Rainfall Distribution in the Monsoon Season as follows. [10]

Rain in cm	0	1	2	3	4	5
Frequency	50	25	15	5	3	2

simulate the Rainfall for Next 10 days. Using the following Random Number. 67, 63, 39, 55, 29, 78, 70, 06, 78, 76. Find Average Rainfall.

- Q3)** a) A farmers wants to Decide which of the 3 - Crops should be plant. The farmer has categorised the amount of Rainfall is High Medium & low estimated profit is given Below.

	Estimated profit (Rs)		
Rainfall	Crop A	Crop B	Crop C
High	8000	3500	5000
Medium	4500	4500	4500
Low	2000	3000	4000

Farmer wishes to plant one - crop

Decide the Best crop using.

- i) Harwicz criteria ($\alpha = 0.6$)
- ii) Laplace criteria
- iii) Minimax criteria

OR

b) Solve the following Game

[10]

$$\begin{array}{c} B_1 \quad B_2 \quad B_3 \\ A_1 \begin{bmatrix} 1 & 2 & 7 \end{bmatrix} \\ A_2 \begin{bmatrix} 6 & 7 & 2 \end{bmatrix} \\ A_3 \begin{bmatrix} 6 & 6 & 1 \end{bmatrix} \end{array}$$

- Q4)** a) i) Describe the characteristics of CPM & PERT method. [5]
ii) State the limitations of CPM & PERT techniques. [5]

OR

- b) The activities of a project & estimated time in days for each Activity is given Below. [10]

Activity	Duration
1 - 2	8
1 - 3	10
1 - 4	8
2 - 3	10
2 - 6	16
3 - 5	17
4 - 5	18
4 - 6	14
5 - 6	9

Draw the PERT Network for this Project

- i) Find the critical path
ii) Minimum duration completion

Q5) a) From a pack of cards one card is Drawn. Find the probability that **[10]**

- i) It is a Red card.
- ii) It is Black card.
- iii) It is a face card.
- iv) Not a face card.

OR

b) 10 unbiased coins are Tossel Simultaneously. Find the protability that **[10]**

- i) Exactly 5 heads
- ii) At - least 8 Heads
- iii) Not more then 3 heads

Total No. of Questions : 5]

SEAT No. :

P6605

[Total No. of Pages : 2

[5878]-33

Second Year P.G. D.B.M.

303 : OPERATIONS AND SUPPLY CHAIN MANAGEMENT

(2013 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Define Quality from various perspective. Customer's view and manufacturer's view. Explain the internal customer in brief and its importance in TQM.

OR

b) Discuss the concept of operations Management. Describe the functions of operations management & supply Chain management. **[10]**

Q2) a) Appraise various factors influencing in selecting the operation process. Illustrate the concept of Process Product Matrix. **[10]**

OR

b) Summarize the concepts with respect to the types of operation processes, which are given below:

- i) Project Production
- ii) Batch production
- iii) Continuous Production

[10]

Q3) a) Write the brief concept of Master production schedule. Explain the role of MPs in material planning. **[10]**

OR

b) Enumerate and explain various demand forecasting tools used for material planning. Explain in details MRP. **[10]**

P.T.O.

- Q4) a)** Interpret the cost associated with inventory with suitable examples. Discuss various assumptions made in regard with classic Economic order quantity model. **[10]**

OR

- b)** Classify following items into A,B & C categories. **[10]**

Sr.No.	Item name	Annual usage in units	Price/Unit in ₹
1	A	6,000 kgs	10/kg
2	B	800 lit.	6/lit
3	C	2,000 nos.	16/unit
4	D	4,500kgs	1/kg
5	E	50 nos.	8/unit
6	F	2,400 nos.	5/unit
7	G	80 nos.	0.25/unit
8	H	25 nos.	4,200/unit
9	I	750 kgs	2/kg
10	J	20 nos.	20/unit
11	K	5,000 nos.	0.10/unit
12	L	150 nos.	9/unit

- Q5) a)** Explain the Generalized supply chain model and also write suitable examples. Describe the key issues in SCM. **[10]**

OR

- b)** i) Note on Lean Management
ii) Note on Types of plant Layouts.



Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages : 1

P6606

[5878]-34

Second Year P.G. D.B.M.

**304 (MKT) : CONTEMPORARY MARKETING RESEARCH
(2013 Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Explain the term 'Contemporary Marketing Research'. Discuss the steps involved in marketing research.

OR

b) What do you mean by research? Explain significance of marketing research in modern times.

Q2) a) Design a questionnaire to study problems faced by customers during online shopping.

OR

b) Discuss following.

- i) Readership surveys
- ii) Mystery shopping

Q3) a) Explain the term probability sampling? Discuss any two probability sampling.

OR

b) What is test marketing? Discuss its application in detail.

Q4) a) What is Anova? Discuss application of ANOVA.

OR

b) Write short notes on

- i) Sources of primary data
- ii) Factor Analysis

Q5) a) Discuss the uses of multi-dimensional scaling in marketing research.

OR

b) Discuss the concept of cluster analysis and its importance in marketing research.



Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages : 1

P6607

[5878]-35

Second Year P.G. D.B.M.

304 FIN : FINANCIAL REGULATORY FRAMEWORK

(2013 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *There are 5 questions each 10 marks.*
- 2) *All questions are compulsory with internal choice.*

Q1) Describe the structure of regulatory Framework of India & their major participants. **[10]**

OR

Discuss the objectives & functions of National Housing Bank (NHB).

Q2) Explain the duties, powers & functions of Pension Fund Regulatory & development Authority. **[10]**

OR

Explain the functions & structure of SEBI.

Q3) Define articles of Association. What are the different contents of Articles of Association? **[10]**

OR

What do you mean by winding up? Explain various modes of winding up in details.

Q4) What do you mean by Foreign Direct investment? Explain the needs & regulation of FDI. **[10]**

OR

What do you understand by FMC. Discuss the Functions & power of FMC.

Q5) What are the various institutional issues with MFIs in India. **[10]**

OR

Write short notes on

- i) Purpose of society Registration Act 1860. **[5]**
- ii) Nidhi companies. **[5]**



Total No. of Questions : 5]

SEAT No. :

P6608

[Total No. of Pages : 1

[5878]-36

Second Year P.G. D.B.M.

304 IT : SOFTWARE ENGINEERING

(2013 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Draw a GUI from for opening a saving account in the co-operative bank.

OR

Describe Software Development life cycle.

Q2) Describe Prototyping.

OR

Explain in detail RAD and JAD

Q3) Explain system requirement specification for Library access system.

OR

Explain requirement anticipation for Sale order system.

Q4) Draw a use case diagram for maintaining Pathology Testing Lab.

OR

Draw a use case diagram for update the present contact number/mail id.

Q5) Draw output report format for Marketing follow up process of Medical products.

OR

Draw two input screen for Library accession process.



Total No. of Questions : 5]

SEAT No. :

P6609

[Total No. of Pages : 1

[5878]-37

Second Year P.G.D.B.M.

304 (OPE): INVENTORY MANAGEMENT

(2013 Pattern) (Semester - III)

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) What is inventory management? What are types of inventory? [10]

OR

What are different types of cost? Explain any five costs in details.

Q2) Differentiate between continuous review system (Q) and periodic review system (P). Also explain in short issues in 'P' & 'Q' system of inventory control. [10]

OR

Explain in detail ABC analysis with examples.

Q3) What is Production Quantity Model? Explain its application with respect to inventory management. [10]

OR

Explain the terms with suitable examples: Re order point with variable demand; Order quantity for periodic inventory system.

Q4) Discuss the role of KANBAN as a control tool. [10]

OR

What are the effects & benefits of JIT?

Q5) Which factors should be considered while taking Make or Buy decision? Discuss in detail merits & demerits of Make or Buy Decision? [10]

OR

“Materials management function plays an important role in manufacturing companies” Justify this statement based on important parameters.



Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages : 1

P6610

[5878]-38

Second Year P.G.D.B.M.

304 (HR): PERFORMANCE MANAGEMENT

(2013 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Differentiate between performance appraisal & performance management. **[10]**

OR

Define performance management. Outline the three main prospective for managing performance.

Q2) Explain the concept of monitoring? Describe the principle of monitoring in detail. **[10]**

OR

Describe the modern method of appraisal in details.

Q3) Define the role of top management in performance management. **[10]**

OR

What are the strategies for effective implementation of performance management?

Q4) Explain the linkage of performance management to reward. **[10]**

OR

Explain the benefits of performance based reward system. Why performance management fails in organization.

Q5) What do you understand the term ethical performance management? Explain the objectives & significance of ethics in performance management. **[10]**

OR

Explain ethics & dilemmas involved in performance management.



Total No. of Questions : 5]

SEAT No. :

P7027

[Total No. of Pages : 2

[5878]-39

S.Y.P.G.D.B.M.

304 IB - INDIAN ECONOMY & TRADE DEPENDENCIES

(2013 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) What are the trends in national income of India.

OR

b) Discuss the impact of public sector reforms on Indian Economy.

Q2) a) Describe the measures to remove regional disparities in India.

OR

b) What is human capital formation process? Explain in Indian context.

Q3) a) Discuss in detail the growth & present state of I.T. industries in India with example.

OR

b) Explain the industrial growth under 10th & 11th five year plan.

P.T.O.

Q4) a) What is Balance of payment. Explain BoP since the new economic reforms 1991.

OR

b) Why the foreign capital investment are needed to boost the foreign trade.

Q5) a) Explain the impact of liberalization in Indian Economy.

OR

b) What are the global strategies in the Global Trade with reference to India?

○○○○

Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages : 1

P6611

[5878]-40

Second Year P.G.D.B.M.

304 (SCM): ESSENTIALS OF SUPPLY CHAIN MANAGEMENT

(2013 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Define Supply chain management and also explain generalized supply chain model. **[10]**

OR

b) Discuss in detail concept of physical distribution and also the role of supply chain as a value driver. **[10]**

Q2) a) Explain Agile as supply chain strategy. **[10]**

OR

b) Draw a typical structure of supply chain for four wheeler company to covering Indian market. **[10]**

Q3) a) How changing business landscape in globalization make impact on supply chain. **[10]**

OR

b) Most supply chains cover several countries, what particular problems are there with international logistics? **[10]**

Q4) a) Explain in detail the functions of Distribution Manager. **[10]**

OR

b) Describe any two building blocks in supply chain management. **[10]**

Q5) a) What is meant by “Customer success”. How it is different from “customer satisfaction”? **[10]**

OR

b) Elaborate on the different aspects of customer focused marketing and supply chain service outputs. **[10]**



Total No. of Questions : 5]

SEAT No. :

P6612

[Total No. of Pages : 2

[5878]-41

Second Year P.G.D.B.M.

304 RABM: AGRICULTURE AND INDIAN ECONOMY

(2013 Pattern) (Semester - III)

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) Explain the place of agriculture in the national economy. Describe the progress of agriculture under the Five Year Plans. **[10]**

OR

Explain the present position of Indian Agriculture with respect to new thrust areas of agriculture.

Q2) Explain in detail the concept of food security? Explain food self-sufficiency. **[10]**

OR

What is public distribution system? Describe the chief constituents of distribution system in India.

Q3) Explain the most appropriate approach for scheduling irrigation in field crops with its merits and demerits. **[10]**

OR

What are the various approaches used for scheduling irrigation?

Q4) Write the concept of Land reforms. What is the need and scope for Land reforms in a developing economy? **[10]**

OR

Explain the meaning of Economic Holding and also comment upon changing pattern of ownership in India.

P.T.O.

Q5) Explain the unorganized sector and India's informal economy.

[10]

OR

Write short note on (any two)

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



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Total No. of Questions : 5]

SEAT No. :

P6613

[Total No. of Pages : 1

[5878]-42

Second Year P.G.D.B.M.

**304 (FBM): ESSENTIALS OF FAMILY BUSINESS MANAGEMENT-I
(2013 Pattern) (Semester - III)**

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

OR

What are the principles which are guiding Family business?

Q2) What is the need to preserve the entrepreneurial spirit and promote a positive-sum dynamic in later generation. **[10]**

OR

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

Q3) What is the difference between creative conflicts and destructive conflicts. **[10]**

OR

How family articulates values in members for effective successful planning.

Q4) What exactly constitutes a family members’ compensation? Are salaries scaled and based on the roles and responsibilities of each family member? **[10]**

OR

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

Q5) Discuss the issues if a non-family manager is a bridging president or CEO of Family Business. **[10]**

OR

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



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Total No. of Questions : 5]

SEAT No. :

P6614

[Total No. of Pages : 1

[5878]-43

Second Year P.G.D.B.M.

304TM : TECHNOLOGY COMPETITION & STRATEGY

(2013 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Explain the term 'technology strategy' and 'technological leadership' in detail with example.

OR

Explain the influence of environmental trends on competition.

Q2) What do you understand mapping the technology environment? Explain steps in mapping and mapping at macro level and industry level environment.

OR

Which are the major trends in the technology environment shaping the competitive domain? And how?

Q3) Explain strategy analysis and decision making using production evaluation matrix and market-growth-market-share analysis matrix.

OR

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

Q4) What are different stages for formulating technology strategy for a firm.

OR

What are different types of technological strategy? Explain the types with appropriate examples.

Q5) What is a collaborative arrangement? What are the different advantages of Inter-Firm collaboration for small and large firms?

OR

What are strategic and operational reasons of collaborative activity?



Total No. of Questions : 10]

SEAT No. :

P6615

[Total No. of Pages : 1

[5878]-44

Second Year P.G.D.B.M.

305 : MARKETING MANAGEMENT

(2013 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) What is 4P's of Marketing? Highlight on changing market situation in current scenario. **[10]**

OR

Q2) Define Branding. Discuss its purpose and significance. **[10]**

Q3) Explain PLC by giving relevant examples. **[10]**

OR

Q4) Discuss the factors in influencing pricing decisions. Explain its objectives. **[10]**

Q5) What are the various methods of promotion? Write a detailed note on any two of them. **[10]**

OR

Q6) Explain price as competitive weapon with examples. **[10]**

Q7) What is test marketing? Explain by giving examples. **[10]**

OR

Q8) What are new trends in packaging? How these new trends help to expand market size? Discuss with examples. **[10]**

Q9) "Usage of Internet has revolutionised the Distribution Management to a large extent", Do you agree with the statement? justify your answer. **[10]**

OR

Q10) Write notes on (any two)

- a) New trends in packaging **[5]**
- b) Managing price changes. **[5]**
- c) On-line marketing. **[5]**



Total No. of Questions : 5]

SEAT No. :

P6616

[Total No. of Pages : 1

[5878]-51

P.G.D.B.M.

401 : GEOPOLITICS & THE WORLD ECONOMIC SYSTEM

(2013 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Explain the distribution of wealth and economic activities.

OR

b) Discuss in detail the theory of Hegemonic stability.

Q2) a) Discuss market-oriented capitalism with the help of suitable examples.

OR

b) Illustrate and briefly discuss the differences among National Economies.

Q3) a) Explain the objectives and functions of SAARC and ASEAN.

OR

b) What is Free trade? Explain its merits and demerits.

Q4) a) Explain the objectives and functions of International Monetary system.

OR

b) Explain the nature of financial crisis of USA in 2008.

Q5) a) Examine the consequences of economic globalisation.

OR

b) Evaluate the benefits of FDI (Foreign Direct Investment) for the state's economy.



Total No. of Questions : 5]

SEAT No. :

P6617

[Total No. of Pages : 2

[5878]-52

P.G.D.B.M

402 : MANAGEMENT INFORMATION SYSTEMS

(2013 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Define data, information and knowledge. "Justify use of information and knowledge is a support system for a company to take decisions in a competitive environment". [10]

OR

b) What is networking topology? Describe types of networking topologies with suitable diagram. [10]

Q2) a) Explain with help of diagram how prototyping helps in development of business applications with suitable example. [10]

OR

b) Define CASE Tools and write how it is helpful for Rapid Development Model of Software development. [10]

Q3) a) Explain how Business Intelligence and Analytics helpful to any multinational company for taking various decisions by managers. [10]

OR

b) Justify the statement with suitable example "Use of GIS is a high support to take competitive advantage over their competitors". [10]

P.T.O.

Q4) a) Discuss MIS Model for a digital firm (with suitable example) [10]

OR

b) What do you mean by information security and control Write how it is important for police department of a State Government. [10]

Q5) a) A cooperative Bank want to implement MIS, Discuss in detail it's application including opening of an account for new parties (individuals & company), Deposit withdrawals and money transfer etc. [10]

OR

b) 'Zain' is a newly launched three Star Hotel is interested to develop MIS for smooth functioning. Discuss in detail its application including booking (registration), room service, billing and cancellation of registration etc. [10]



Total No. of Questions : 5]

SEAT No. :

P6618

[Total No. of Pages : 2

[5878]-53

S.Y. P.G.D.B.M.

**403MKT : INTEGRATED MARKETING COMMUNICATION
(2013 Pattern) (Semester - IV)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions carry equal marks.*
- 2) Each question has internal choice.*
- 3) Figures to right indicate full marks of that question.*

Q1) What is IMC-Integrated Marketing Communication? Explain its role in present day business with example. **[10]**

OR

Explain IMC in brief and IMC Process. **[10]**

Q2) Explain briefly the organization structure of an advertising Agency and their roles in an ad campaign. **[10]**

OR

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

- a) Ad Planning
- b) Ad Budget

Q3) Explain the concept of Sales Promotion & Personal selling. **[10]**

OR

Discuss the role and scope of sales promotion with examples. **[10]**

Q4) Explain How PR has changed due to internet era with examples. **[10]**

OR

Explain various PR activity types with examples. **[10]**

P.T.O.

Q5) Write short notes on any two :

[10]

- a) Effectiveness in IMC
- b) Technology in IMC
- c) Advertising Media



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Total No. of Questions : 5]

SEAT No. :

P6619

[Total No. of Pages : 2

[5878]-54

S.Y. PGDBM

FIN-403 : CORPORATE FINANCE

(2013 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Each question has an internal option.
- 3) Each question carries 10 marks.
- 4) Use of simple calculator is allowed.

Q1) a) Define corporate finance. State the goals of corporations. [10]

OR

- b) What are the techniques adopted by corporation in making investment decision? Explain with appropriate example. [10]

Q2) a) The Intex Corporation has net operating profit After Tax (NOPAT) Rs. 2,40,000. The company's existing capital consists of equity shares Rs. 3,00,000 having 20% cost and the company is having debt Rs. 2,00,000 at 12% cost. [10]

The company is paying tax at 30% Tax Rate, you are required to calculate Economic Value Added (EVA) of the company.

OR

- b) Calculate Economic Value Added (EVA) [10]

Sales	6,00,000
(-) Operating cost	3,20,000
(-) Interest cost	24,000
Earnings Before Tax	2,56,000
(-) Tax @ 30%	76,800
Earnings After Tax	1,79,200

Roshni company is having equity share capital of Rs. 4,00,000/- @ 20% cost and the debt of Rs. 2,00,000/- @ 12%.

P.T.O.

Q3) a) Explain the framework of Value Based Management and the challenges faced in its implementation. **[10]**

OR

b) Explain the concept, features & need of value based management. **[10]**

Q4) a) A firm has given the following information. Calculate share price by using Gordon's model. **[10]**

Given :

Capital Rate 14%

Earnings per share Rs. 100

Retention Ratio 40%

Internal Rate of Return 15%

OR

b) From the following information nofstar Ltd. Compute price per share as per Walter's model. **[10]**

Given :

Rate of return on the investment 16%

Earning per share Rs.12/-

Payout ratio 40%.

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

i) Merger Vs Acquisition.

ii) Concept of Disinvestment and its types.

OR

b) Explain the concept and reasons for corporate Restructuring. **[10]**

Total No. of Questions : 6]

SEAT No. :

[Total No. of Pages : 1

P7028

[5878]-55

P.G.D.B.M.

403 - IT : IT MANAGEMENT

(2013 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Question No. 6 is compulsory.*
- 2) *Attempt any four from remaining questions.*
- 3) *All questions carry equal marks.*

Q1) Explain any two output Devices. **[10]**

Q2) Explain Networking architecture & Networking Protocols. **[10]**

Q3) What is system software? Explain various features of operating system. **[10]**

Q4) What do you understand By Database Management explain its features. **[10]**

Q5) Explain the system control and Audit. **[10]**

Q6) Short notes (any two) **[10]**

- a) CRM
- b) System Utilities
- c) Data Mining
- d) Performance Management



Total No. of Questions : 5]

SEAT No. :

P6620

[Total No. of Pages : 2

[5878]-56

P.G.D.B.M.

403 OPE : PLANNING & CONTROL OF OPERATIONS

(2013 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Explain the concept & function of planning & control of operation.

OR

- b) Define the concept of planning & control of operation. Explain the process of Dispatch in production control-documentation.

Q2) a) What is demand forecasting? Explain in detail sources of data used in demand forecasting.

OR

- b) Write a short note on :
- i) Design of forecasting system
 - ii) Casual method of forecasting

Q3) a) Explain various Aggregate Production Planning Method.

OR

- b) Write a short note on :
- i) Alternative for managing demand
 - ii) Alternative for managing supply

P.T.O.

Q4) a) Explain in detail Enterprise Resource Planning & Resource planning in services.

OR

- b) Write a short note on :
- i) Capacity Requirement Planning
 - ii) Manufacturing Resource Planning (II)

Q5) a) Explain in detail Operational Control Issue in Mass Production System.

OR

- b) Explain the concept of Scheduling of Flow Shops & Scheduling of Job Shops.



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Total No. of Questions : 5]

SEAT No. :

P6621

[Total No. of Pages : 2

[5878]-57

P.G.D.B.M.

403 - HR : LABOUR LAW

(2013 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Explain in brief Labour Laws & its objectives, State the Role of ILO.

OR

b) Why there is need to change Labour Laws?

Q2) a) What are the rights of employees under the payment of wages Act 1936?

OR

b) Explain the following with reference to the payment of Bonus Act 1965?

- i) Payment of minimum & maximum bonus.
- ii) Set on & set gf allocable surplus.

Q3) a) Explain the provisions relating to health under factory Act 1948.

OR

b) Discuss the provisions relating to 'Safety' (Any 10) under the factories Act 1948.

P.T.O.

- Q4)** a) Explain the various schemes made under the employees provident fund & miscellaneous Provisions Act 1952.

OR

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

- Q5)** a) Discuss the cases where employer is not liable to pay compensation under workmen's compensation Act 1972.

OR

- b) What is employer's Liability for the compensation under the workmen's compensation Act 1923?

□□□

Total No. of Questions : 5]

SEAT No. :

P6622

[Total No. of Pages : 2

[5878]-58

S.Y. P.G.D.B.M.

IB-403 : INTERNATIONAL BUSINESS ECONOMICS

(2013 Pattern) (Semester - IV)

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 full marks.*

Q1) a) What are the items listed in current and capital Accounts? **[10]**

OR

b) Give your arguments in favour & against globalization has it affected Indian business adversely? **[10]**

Q2) a) Discuss the Assumption and limitation of the Heckscher-Ohlin. **[10]**

OR

b) Critically examine the law of comparative advantage theory. **[10]**

Q3) a) What is the rationale behind trade restriction? What are the ways of restricting exports & imports? **[10]**

OR

b) Discuss the various types of foreign exchange transactions. **[10]**

Q4) a) How does FDI impact the economy of a country? Discuss with reference to India with an example. **[10]**

OR

b) How do MNC operate in a Tax haven country. **[10]**

P.T.O.

Q5) a) Write short note :

[2 × 5 = 10]

- i) Eurocurrency Market
- ii) Special Drawing Rights

OR

b) Discuss briefly the demand and supply of international reserves. [10]

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Total No. of Questions : 5]

SEAT No. :

P6623

[Total No. of Pages : 2

[5878]-59
S.Y. P.G.D.B.M.
403 SCM : INVENTORY MANAGEMENT
(2013 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) *All questions carry equal marks.*

Q1) a) What is Aggregate Planning? Describe linkage of Aggregate Planning with Inventory Management. **[10]**

OR

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

- i) Chase Production Strategy.
- ii) Dependent and Independent demand

Q2) a) Define "Inventory". What are the Right reasons for Investing in Inventory? **[10]**

OR

b) Define Inventory. What are the Different types of Cost that require to be considered in Inventory Decision? **[10]**

Q3) a) Explain the Three V Model of Inventory Management. **[10]**

OR

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

- i) Demand Pull Approach to Manage Inventory
- ii) Automated Inventory Tracking System

P.T.O.

Q4) a) What is Hazardous waste? Describe Storage and Disposal Methods. **[10]**

OR

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

- i) Environmental Aspects of Storage
- ii) Precautions during Loading and Unloading

Q5) a) What is JIT? Explain JIT Purchasing with example. **[10]**

OR

b) What do you mean by Supply Chain? Explain key Operational Aspects in Supply Chain. **[10]**



Total No. of Questions : 5]

SEAT No. :

P6624

[Total No. of Pages : 2

[5878]-60

S.Y. P.G.D.B.M.

403 RABM : RURAL MARKETING - I

(2013 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) a) Discuss rural marketing models with suitable examples.

OR

- b) What makes the rural market attractive? What are the problems related to rural marketing?

Q2) a) Discuss in detail the HLL's social marketing initiatives and its impact on the society.

OR

- b) 'Chambal's' 'Uttam Bandhan' has paved a path for practice of sustainable agriculture and community welfare. Do you agree with this statement? Comment.

Q3) a) What are the characteristics of a rural buyer? How a buying behaviour pattern of a rural consumer differs from that of urban buyer.

OR

- b) Explain the influence of opinion leaders on the buying decision process in the context of rural consumer with appropriate examples.

P.T.O.

Q4) a) At present three out of four of the country's consumers are in rural market and one half of national income is generated there. While getting a grip on rural market. What problems and challenges are faced by the corporate in rural marketing research?

OR

b) Explain the significance of information in rural marketing research. What are the sources of information in rural marketing research.

Q5) a) What role does women and youth play in segmentation in rural market?

OR

b) Explain positioning. Suggest suitable positioning strategy for :

- i) Organic fertilizers
- ii) Jio mobile



Total No. of Questions : 5]

SEAT No. :

P6625

[Total No. of Pages : 2

[5878]-61

S.Y. P.G.DBM

403-FBM : MANAGING INNOVATION - I

(2013 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Explain the concept of Innovation, Invention and Creativity.

OR

Discuss Business Design and Managing Change.

Q2) Explain in detail Clark Model and Cycle Model.

OR

Discuss in detail Fosters S curve.

Q3) Explain the relationship between Competencies and Assests.

OR

Discuss Value Chain, Value Network, Value Shop.

Q4) What is to innovate? Discuss the Innovation Portfolio in detail.

OR

Discuss the concept of Creating emotional appeals and Process innovation.

P.T.O.

Q5) Define innovation. Explain in detail various sources of innovation.

OR

Explain the concept of Complimentary Innovators.



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Total No. of Questions : 5]

SEAT No. :

P6626

[Total No. of Pages : 2

[5878]-62

PGDBM

SPECIALISATION : TECHNOLOGY MANAGEMENT

TM-403 : Fundamentals of Management of Technology

(2013 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) All questions carry equal marks.

Q1) a) Define “Technology”. Describe the various levels of Development of Technology. Explain Relation of Knowledge and Technology. [10]

OR

- b)** Write short notes : [10]
- i) General Managers Perspective on Managing Technology.
 - ii) Characteristics of Technology

Q2) a) Explain Evolution of Production Technology over the Past Century.[10]

OR

- b)** Write short notes : [10]
- i) Role of Technology in Wealth Creation
 - ii) Technology and National Economy

Q3) a) What are the Types of Innovation? Describe the Creativity and Innovation in Managing Technology. [10]

OR

- b)** Write short notes : [10]
- i) Critical Factors in Managing Technology.
 - ii) Technology- Price Relationship.

P.T.O.

Q4) a) Explain Management of Technology Guiding Principles for Managing Enterprises. **[10]**

OR

b) What do you mean by Management of Technology? Discuss various Changes in Business Environment. **[10]**

Q5) a) Explain Various Indicator of Competitiveness in Management of Technology. **[10]**

OR

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

- i) Japan for Global Competitiveness.
- ii) Emergence of the Tigers.

Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages : 2

P6627

[5878]-63

S.Y. P.G.D.B.M

404 MKT : CONSUMER BEHAVIOUR

(2013 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

All questions are compulsory & Carry equal marks.

Q1) a) Define lifestyle. Explain the effect of lifestyle on consumer Behaviour.

OR

b) Differentiate between customer & consumer. Explain various consumer roles.

Q2) a) Define attitude. Discuss its Meaning & Characteristics. Explain strategies for changing attitudes.

OR

b) Discuss the influence of personality on purchase decisions. Give relevant examples.

Q3) a) Describe the buyer decision process for buying a two wheeler.

OR

b) Discuss post purchase evaluation with special reference to consumer satisfaction, dissatisfaction & customer delight.

Q4) a) Describe Howard sheth model of consumer Behaviour.

OR

b) Explain Engel - Blackwell - Miniard Model of consumer Behaviour.

P.T.O.

Q5) a) Discuss salient features of Indian consumers.

OR

b) What is LSM C Living standard measures? How LSM can be a useful tool to marketers?



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Total No. of Questions : 5]

SEAT No. :

P6628

[Total No. of Pages : 2

[5878]-64
S.Y. P.G.D.B.M
404 - FIN : MERCHANT BANKING AND FINANCIAL
SERVICES
(2013 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) What is merchant banking? Discuss in detail the various functions performed by merchant bankers. **[10]**

OR

b) Explain the Structure of Money Market. Discuss in detail the Players in the Indian Money Market. **[10]**

Q2) a) Do you agree with the statement “Prospectus is an advertisement giving a complete picture of the company and its future activities, plans and policies; Elaborate. **[10]**

OR

b) Write a note on any 2 : **[10]**

- i)** Methods of Marketing of new issues.
- ii)** Variants of underwriting.
- iii)** Functions of public issue management

Q3) a) What is Mergers and Acquisitions. Explain types of Mergers in detail. **[10]**

OR

b) Why is portfolio Management Services are important. Explain registration of portfolio manager. **[10]**

P.T.O.

Q4) a) Define Financial Services. Elaborate the various Financial Services.[10]

OR

b) What is Hire purchase. Difference between hire purchase and leasing. [10]

Q5) a) Write a note on any 2 : [10]

i) NBFC

ii) CRISIL

iii) Association of Mutual Funds Industry (AMFI)

OR

b) The most important funding to a new start up is Venture capital. Explain in detail types and stages of venture capital. [10]



Total No. of Questions : 5]

SEAT No. :

P7029

[Total No. of Pages : 1

[5878]-65

S.Y. P.G.D.B.M.

404 IT : E-BUSINESS

(2013 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Explain e-Business in details with suitable example. **[10]**

OR

Explain E-Business enabling Technologies.

Q2) Explain e-Business architecture in details. **[10]**

OR

Explain e-SCM in details with example.

Q3) What are the security measures to be taken care for online e-Payment? **[10]**

OR

What is search engine optimization? Explain How SEO helps the e-Business.

Q4) What are different legal aspects to be taken into consideration for e-Business. **[10]**

OR

Discuss the steps for Launching E-Business with example.

Q5) Short notes (any 2) : **[10]**

- a) e-CRM
- b) M-Commerce framework
- c) Information publishing technologies
- d) E-Marketing



Total No. of Questions : 5]

SEAT No. :

P6629

[Total No. of Pages : 2

[5878]-66

P.G.D.B.M

404 OPE : MRP I & MRP II

(2013 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) Answer all questions.*
- 2) All questions carry equal marks.*

Q1) If you are appointed as production head in an automobile co. Explain all MPS functions you need to perform.

OR

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

Q2) Explain BOM in brief. Develop BOM for

- i) Table
- ii) Chair

OR

What is role of MRP-1 in industry? Explain with examples.

Q3) Explain the term capacity. Explain CRP process for a management institute.

OR

Explain the backward and forward strategies with example.

P.T.O.

Q4) Explain MRP - II framework.

OR

Explain MRP - II functions with example.

Q5) Explain the problems and benefits of MRP - I.

OR

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



Total No. of Questions : 5]

SEAT No. :

P6630

[Total No. of Pages : 2

[5878]-67

PGDBM

404 HR - INDUSTRIAL RELATIONS

(2013 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Attempt all questions.*
- 2) *Each question has internal options.*
- 3) *All questions carry equal marks.*

Q1) a) Define Industrial Relation. Explain the Gandhian Approach to IR. [10]

OR

- b) Explain the Human relations approach to IR and give importance of Industrial Relations. [10]

Q2) a) Define "Employer" under ID, Act, 1947, Explain works committee under ID Act, 1947. [10]

OR

- b) Explain appointment, and duties of conciliation officer. [10]

Q3) a) Give the objectives of the trade union Act, 1926 Explain the registration of trade union. [10]

OR

- b) Explain the rights of Recognised and unrecognised unions under the MRTPU and PULP Act, 1971. [10]

P.T.O.

Q4) a) Write the objectives of the industrial Employment (standing orders) Act, 1946. Explain the main features of the Act. **[10]**

OR

b) Define 'A principal employer' under contract labour (Regulation and abolition) Act 1970. Explain responsibilities of contractor. **[10]**

Q5) a) Explain the concept and evolution of workers Participation in management. **[10]**

OR

b) Explain the concept and evolution of collective Bargaining. **[10]**



Total No. of Questions : 5]

SEAT No. :

P6631

[Total No. of Pages : 2

[5878]-68

S.Y. P.G.D.B.M.

404-(IB) : EXPORT AND IMPORT PROCEDURES

(2013 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Discuss Official machinery for Trade procedures and documentation.

OR

What is International Trade? Explain procedure and documentation as trade barriers.

Q2) Explain Cargo Insurance in detail along with its claim procedures.

OR

Discuss Export Order processing in detail. Explain Export contract and Export Price Quotation.

Q3) Discuss Pre-Shipment and Post- Shipment finance in detail.

OR

Explain role of EXIM bank and ECGC in India.

Q4) What is Export Promotion Council? Explain the role of export promotion council.

OR

Explain the major export promotion schemes in India with examples.

P.T.O.

Q5) What is the concept of Foreign exchange? Discuss the provision of Foreign Exchange Management Act- 2000.

OR

Discuss the provisions of Pre-shipment Inspection & Quality Control Act, 1963.



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Total No. of Questions : 5]

SEAT No. :

P6632

[Total No. of Pages : 2

[5878]-69

S.Y. P.G.D.B.M.

LOGISTICS MANAGEMENT

404 - (SCM) : Supply Chain Management

(2013 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) What is logistics management. Explain various activities of logistics management.

OR

b) Discuss scope and importance of logistics management with examples.

Q2) a) State the meaning of fragmented logistics and discuss the various problem associated with Fragmented logistics?

OR

b) Discuss the various concerns of service response logistics.

Q3) a) What is meant by out sourcing logistics? Explain with suitable examples.

OR

b) Discuss various elements of logistics costs.

P.T.O.

Q4) a) What is the meaning of logistic Relationship? Explain the types of logistic Relationship with example.

OR

b) What is the effect of logistic service location and layout on service delivery.

Q5) Write short notes on :

- a) Value added role of logistic
- b) 3PL Vs 4 PL
- c) Global service issue
- d) Value added Role of logistics



Total No. of Questions : 5]

SEAT No. :

P6633

[Total No. of Pages : 2

[5878]-70

PGDBM

404RABM : RURAL CREDIT AND FINANCE

(2013 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Discuss the role of agriculture in economic development of country by quoting examples.

OR

b) Explain the characteristics of Indian agriculture.

Q2) a) Give classification of agricultural Finance and discuss the significance of Co-Op. credit.

OR

b) Discuss the important issues of the present co-operative credit system?

Q3) a) Write short notes on :

- i) PAC's
- ii) LAMP's

OR

b) Elaborate on the structure and functions of District Central Co-operative Banks.

Q4) a) Write short notes on :

- i) Kind Loans Vs Cash Loans
- ii) Principle of Supervised credit

OR

b) With respect to agricultural finance discuss Business Vs Social and Moral Theory?

P.T.O.

Q5) a) Discuss the approach and delivery channels with respect to rural finance.

OR

b) Elaborate on the Triangle of microfinance and the role of BDS in rural finance.



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Total No. of Questions : 5]

SEAT No. :

P6634

[Total No. of Pages : 1

[5878]-71

P.G.D.B.M.

**404 FBM : ESSENTIALS OF FAMILY BUSINESS
MANAGEMENT - II
(2013 Pattern) (Semester - IV)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

- Q1)* a) How effective governance of shareholder plays important role in family Business? Discuss.
b) Explain the concept of 'Well balanced Board' in detail.
- Q2)* a) Explain the Boundaries between the Board and the family council.
b) Discuss the concept of 'Annual Shareholders Meeting' with its process & importance.
- Q3)* a) "In Family Business firm Managing the succession is Real challenge for leader". Discuss.
b) How the right successor can be selected in family Business firm? Discuss.
- Q4)* a) Explain the role of CEO spouse in Family Firm.
b) "CEO plays very important role in successor and continuity of family Business. Discuss.
- Q5)* a) What do you mean by evolution of New leaders in family Business.
b) Write short note on :
i) Intrapreneurship ii) Transmission state



Total No. of Questions : 5]

SEAT No. :

P6635

[Total No. of Pages : 2

[5878]-72

P.G.D.B.M.

Technology Management (Specialization) (Elective Core)

404 TM : TECHNOLOGY FORECASTING

(2013 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) What is technology forecasting method? Explain the Participatory techniques. [10]

OR

b) Explain Trend Analysis with suitable example. Discuss Trend Extrapolation. [10]

Q2) a) i) Write short note on Nominal Group Process. [5]

ii) Write short note on Science Fiction Analysis. [5]

OR

b) "Write a note on Brain storming". Explain the Nominal Group Process(NGP) with example. [10]

Q3) a) Explain Technology Assessment? Discuss agent modeling with suitable example. [10]

OR

b) Explain Economic base modeling. Discuss various applications of simulations in Technology forecasting. [10]

P.T.O.

Q4) a) Explain Cost benefit. Discuss in details Valuing and Decision methods with suitable example. [10]

OR

b) Explain in brief Economics base modeling. Discuss input output analysis [10]

Q5) a) Explain in detail Descriptive and Matrices methods? Discuss Analogies method. [10]

OR

b) i) Write short note on Innovation System Modeling. [5]

ii) Write short note on Multiple Perspectives Assessment. [5]



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