

Total No. of Questions : 5]

SEAT No. :

**P3802**

[Total No. of Pages : 5

**[6025]-101**

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

**GC - 01 : MANAGERIAL ACCOUNTING**  
**(2019 Revised Pattern) (Semester - I) (101)**

*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 basic purpose of\_\_\_\_\_is to facilitate managerial decision making.
  - i) Cost accounting
  - ii) Financial accounting
  - iii) Management accounting
  - iv) None of the above
- b) Describe Business entity concept with suitable example.
- c) Match the followings:

Column A

Contribution

Variable cost

P/V ratio

BEP

Column B

$C/S \times 100$

SP-VC

FC/P/V ratio

Marginal cost

- d) Define objectives of financial statements.
- e) State the reason, whether the following statement are true or false.  
If the closing stock appears in the trial balance:  
The closing inventory is then not entered in trading account. It is shown only in the balance sheet.
- f) Describe Break-Even point.
- g) When is trial balance prepared?
  - i) At the end of the accounting period
  - ii) Frequently during the year
  - iii) At the end of the year
  - iv) At the end of a month
- h) How to calculate idle time variance?

**P.T.O.**

**Q2)** Answers any two questions.

**[2×5=10]**

- a) Explain the rules of Accounting with suitable examples.
- b) Discuss marginal costing with advantages.
- c) Sunk cost.

**Q3)** Answer any one questions.

**[10]**

- a) Following is the Trial balance of Mr. Nadeem for the year ended 31<sup>st</sup> March 2021, prepare final a/c.

Particulars	Debit (₹)	Credit (₹)
Capital Account		25,000
Drawings	750	
Investments	10,000	
Motor Vehicles	8,000	
Office Furniture	2,000	
Office equipments	6,000	
Cash in hand	550	
Purchases	47,500	
Sales		75,500
Returns	1,500	1,000
Carriage inward	350	
Opening stock	14,000	
Customs, duties and clearing charges	3,000	
Debtors	17,600	
Salaries	2,500	
Trade expenses	300	
General expenses	600	
Bad debts	250	
Reserve for bad debts		750
Discount	100	50
Creditors		12,600
Prepaid Insurance	100	
Outstanding salaries		200
Total	1,15,100	1,15,100

Adjustments:

- i) Closing stock was valued at ₹ 8,000/-
- ii) Depreciation on Motor vehicle @ 5%, office furniture @ 5% and office equipments at 10%.
- iii) Create 5% Reserve for Doubtful debts on debtors.
- iv) Goods costing ₹ 100/- was taken for personal use by Nadeem and it was included in debtors.
- v) Goods worth ₹ 1,000/- were destroyed by fire and the Insurance company admitted a claim ₹ 800/-.

As a finance Manager you are required to prepare trading and profit and loss account for the year ended 31<sup>st</sup> March 2021 and a balance sheet as on that date.

OR

- b) As a Cost Accountant you are required to prepare a statement of a cost from the following data to show the material consumed, prime cost, factory cost, cost of goods sold and calculate profit for the year 2021-22. [10]

Particulars	Amt (₹)
Purchases of Raw Materials	13,50,000
Productive Wages	7,50,000
Power and fuel	50,000
Direct Expenses	75,000
Rent of factory	1,00,000
Supervisors salary	15,000
Indirect Material	10,000
Salary of office employees	50,000
Office Rent	35,000
Auditors fees	20,000
Warehouse charges	10,000
Advertisement	10,000
Showroom rent	15,000
Salary and commission of salesman	30,000
Sales	30,00,000

Other Information:

Stock	Opening (₹)	Closing (₹)
Raw Material	90,000	75,000
Work-in-process	36,000	45,000
Finished goods	1,80,000	1,65,000

**Q4) a)** As a cost accountant from the following information you are required to analyze. **[10]**

- i) Profit volume ratio
- ii) Fixed cost
- iii) Break even sales
- iv) Sales to earn profit ₹10 lakhs
- v) Margin of safety

Year	2021 (₹)	2022 (₹)
Profit	5,00,000	7,00,000
Sales	20,00,000	25,00,000

OR

**b)** Aaditi Enterprise Ltd. Furnished you the following related to the year 2022. **[10]**

	First half (₹)	Second half (₹)
Sales	45,00,000	50,00,000
Total Cost	40,00,000	43,00,000

Assuming that there is no change in prices and variable cost and that the fixed expenses are incurred equally in the second half year periods. Calculate for the year.

- i) Profit volume ratio
- ii) Fixed cost
- iii) Break Even sales
- iv) Margin of safety

- Q5) a)** The expenses for budgeted production of 10,000 units in a Raj Pvt. Ltd., Badlapur is **[10]**

Furnished below:

Particulars	Per unit (₹)
Material	700
Labours	250
Variable overheads	200
Fixed overheads	100
Variable expenses (Direct)	50
Selling expenses (40% fixed)	130
Distribution expenses (70% variable)	70
Administration expenses	100
Total cost of sales per unit	1,600

A company is appointed you as a finance executive. As a finance executive you are required to evaluate and prepare a budget for production of 9000 units and 7000 units.

OR

- b)** Find out the labour variances from the given information. **[10]**

	Standard			Actual		
	Hours	Rate	Amount	Hours	Rate	Amount
Skilled	30	5	150	32	5	160
Unskilled	40	4	160	32	4.25	136
	70		310	64		296

Calculate:

- i) Labour cost variance
- ii) Labour Rate variance
- iii) Labour efficiency variance
- iv) Labour mix variance



Total No. of Questions : 5]

SEAT No. :

P-3803

[Total No. of Pages : 2

[6025]-102

F.Y. M.B.A.

**GC-02 : ORGANIZATIONAL BEHAVIOUR**

**(2019 Pattern) (Semester - I) (102)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates :*

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

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

**[10]**

- a) Define OB.
- b) Write any two names of contributors of evolution of O.B.
- c) What are the components of Emotional Intelligence?
- d) What is Perception?
- e) Explain Locals of control.
- f) What is constructive conflict?
- g) Write any two names of formal groups.
- h) Name 2 contents of theories of Motivation?

**Q2)** Answer (any 2) [5 marks each] :

**[10]**

- a) Explain Johari Window with neat diagram.
- b) Explain 3 components of attitude.
- c) What are the 5 stages of group development.

**Q3)** a) What is a complementary transaction? Explain with an example. **[10]**

OR

- b) How will central Tendency and halo effect in perception affect performance appraisal process?

**P.T.O.**

**Q4) a)** Explain Autocratic Model of OB and discuss where can we use. **[10]**

OR

b) Compare and Contrast Managers Vs Leaders.

**Q5) a)** Examine any two strategies of Change Management and discuss where they can be used? **[10]**

OR

b) What Strategies Bank Managers are using to manage a stress, employees in the month of March?

□□□

Total No. of Questions : 5]

SEAT No. :

**P3804**

**[6025]- 103**

[Total No. of Pages : 2

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

**103 GC-03 : ECONOMIC ANALYSIS FOR BUSINESS DECISIONS**

**(2019 Revised Pattern ) (Semester - I)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Figure to the right indicates marks.*
- 3) *Draw graphs wherever necessary.*

**Q1)** Attempt any 05 questions 02 marks each.

**[10]**

- a) Define Macro Economics.
- b) Explain Sunk Cost.
- c) Write the features of Monopolistic Competition.
- d) Write the formula for Cross elasticity of demand.
- e) Any two determinants of Supply.
- f) Define Cyclical pricing in short.
- g) Write the formula for multiplies effect.
- h) In laws of Variable Proportions stage III is where Average product Cuts the Marginal Product. True/False.

**Q2)** Attempt any 02 questions 05 marks each.

**[10]**

- a) Define Profit Maximisation Model.
- b) Explain various Criterias for Good Demand Forecasting.
- c) What are the various features of Indifference Curve?

**Q3)** a) Explain in detail Law of Demand with schedule & Graph.

**[10]**

**OR**

- b) Elaborate the concept of changes or shifts in supply Curve.

**P.T.O.**



**Q4) a)** How Price determination is done under Monopoly in the long Run?[10]

OR

b) What are the various methods of Government Intervention.

**Q5) a)** Write any two methods of Pricing Policies. [10]

OR

b) What are the various measures to control Business Cycle?



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Total No. of Questions : 5]

SEAT No. :

P-3805

[Total No. of Pages : 2

[6025]-104

M.B.A. (Revised)

GC - 04 - 104 : BUSINESS RESEARCH METHODS

(2019 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) Each question has internal option.

Q1) Attempt any five out of Eight :

[10]

- a) Define sample.
- b) Define alternate hypothesis.
- c) Explain the concept of scale.
- d) Define Research Design.
- e) Explain mean, mode, median.
- f) Explain the importance of research.
- g) Explain the concept of regression.
- h) Enlist application of research in finance.

Q2) Attempt any two out of three :

[10]

- a) Explain the types of variables with suitable example.
- b) Explain the practical consideration in research.
- c) Compare and differentiate primary and secondary data.

Q3) Attempt any one out of two :

[10]

- a) Explain the Levels of measurement with suitable examples.
- b) Differentiate between descriptive and exploratory research.

P.T.O.

**Q4)** Attempt any one :

**[10]**

- a) Prepare a questionnaire on Rising cardiac arrests among youngsters.
- b) Explain the different types of errors. Explain the errors in hypothesis testing with suitable example.

**Q5)** Attempt any one :

**[10]**

- a) Write a research proposal for disposal of electronic waste in Pune City.

OR

- b) A dice is thrown 120 times and frequency of various faces are as follows.

Face No	1	2	3	4	5	6
Frequency	10	15	25	25	15	27

Given : Chi-Square calculated is 11.40 Chi-Square at 5% level of significance at 5 df is 11.070 comment whether dice mas fair.

▽▽▽▽

Total No. of Questions : 5]

SEAT No. :

P-3807

[Total No. of Pages : 2

[6025]-106

M.B.A.

(GC - 06) - 106 : DIGITAL BUSINESS

(2019 Pattern) (Semester - I) (Revised)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.
- 3) Give relevant examples.

**Q1) Solve any five :**

**[10]**

- a) Define social commerce.
- b) Define click and mortar organisations.
- c) Define L-commerce.
- d) Define Social Learning.
- e) Define m-commerce.
- f) Explain the concept of Enterprise 2.0.
- g) Memorize any two applications of FINTECH.
- h) Name any two benefits of e-procurement method.

**Q2) Solve any two :**

**[10]**

- a) Explain EC order fulfillment process.
- b) Differentiate between e-catalog and traditional catalog.
- c) Summarize the attributes benefits and fundamental drivers of m-commerce.

**P.T.O.**

**Q3) Solve any one :**

**[10]**

- a) Discuss the ethical, legal and technological issues related to digital payments.
- b) 'E-commerce has significantly impacted on business'. Elaborate the statement by giving 2 suitable examples.

**Q4) Solve any one :**

**[10]**

- a) C2C e-commerce market in India is currently \$9 billion. Discuss the application of C2C e-commerce with respect to OLX.
- b) 'Success of digital business ecosystem depends on smooth working of various participants in ecosystem'. Elaborate on Intermediaries supply chain in Digital Business Ecosystem.

**Q5) Solve any one :**

**[10]**

- a) You are appointed as a consultant for designing online medicine delivery app. Design a suitable model for the same.
- b) You are appointed as a consultant for designing online educational game. Design a suitable model for the same.

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Total No. of Questions : 5]

SEAT No. :

**P3808**

**[6025]- 107**

[Total No. of Pages : 2

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

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

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

*Time : 2 Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) Answer all questions.*
- 2) Draw neat diagrams & examples wherever necessary.*

**Q1) Answer any 5 out of 8 questions.**

**[5×2=10]**

- a) Explain the importance of controlling.
- b) Discuss SMART goal.
- c) Explain Benchmarking of Best practices.
- d) What is grid analysis.
- e) List any 2 contemporary management approaches.
- f) Boundary less organisation.
- g) Concept of chain of command.
- h) Define matrix organisational structure.

**Q2) Answer any 2 out of 3 questions.**

**[2×5=10]**

- a) Articulate importance of sustainability to the managers Job.
- b) “MBO is beneficial to all organizations” discuss this statement with its benefits.
- c) “Decision making is the primary Task of management”. Discuss this statement also enlist various approaches in decision making.

**Q3) a) Sketch and discuss various organisation structure.**

**[10]**

**OR**

- b) “Controlling is a fundamental function that ensures work accomplishment according to Plan”. Analyse this statement and outline the various steps involved in controlling.

**[10]**

**P.T.O.**

**Q4) a)** Why Henry Fayol is called as father of management. Discuss the 14 principles of management. [10]

OR

b) What are the characteristics of good decision making. Also highlight some important biases and errors in decision making. [10]

**Q5) a)** You being a manager in an MNC is asked to make your trainees understand that planning is an important management process. Discuss the ways in which you explain it. Also explain the role of planning in today's organisation. [10]

OR

b) Management is regarded as an art by some, a science by others, the truth seems to be somewhere in between. In the light of this statement. Explain the nature of management. [10]



Total No. of Questions : 5]

SEAT No. :

P-3809

[Total No. of Pages : 2

[6025]-108

F.Y. M.B.A.

GE - UL - 02 : INDIAN ECONOMY

(Patt.2019 Revised) (Semester - I) (108)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Solve any five :

[10]

- a) Who publishes economic survey? What are the contents of economic survey?
- b) List down any two features of “Green Revolution”.
- c) Define inflation. Explain the two types of inflation.
- d) Recall the structure of Indian capital market. Give suitable chart.
- e) Define the sectoral composition of Indian economy. What is the contribution of each sector to GDP of the country.
- f) What is the meaning of ‘India as economic superpower’.
- g) Define start-ups and angel investors. Give example of each.
- h) Define ‘special economic zones’. Give example.

Q2) Solve any two of the following :

[10]

- a) Identify the trading partners of India. Highlight the direction of India’s foreign trade.
- b) Illustrate the objectives of NITI Aayog.
- c) “PM Jan Dhan Yojana and MUDRA Yojana” are initiated with which objectives?

P.T.O.



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

- a) “Agricultural growth rate in India is 6% per annum”. Do you agree with the statement give reasons.
- b) Explain why Human Development Index is an indicator of development of the country. Comment on India’s HDI rank of 2021-22.

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

- a) “India is the second largest populous country” is it an advantage or challenge for development of the economy. Analyze with the help of features of India’s population.
- b) Analyze the considerations for introduction of “Liberalization, Privatisation & Globalization” strategy in India.

**Q5) Solve any one of the following :** **[10]**

- a) “Budget sets the direction of growth of India”. - Discuss.
- b) Asses the poverty eradication programmes in India.



Total No. of Questions : 5]

SEAT No. :

P-3810

[Total No. of Pages : 2

[6025]-109

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

GE - UL - 03 : ENTREPRENEURSHIP DEVELOPMENT

(2019 Pattern) (Revised)

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 entrepreneur, entrepreneurship and enterprise. [2]
- b) Define Innovative entrepreneur. [2]
- c) Expand N-Ach/N-pow./N-AII./N-Aut. [2]
- d) Define business model. [2]
- e) What is social sector? [2]
- f) What is mobility of entrepreneurs? [2]
- g) Define Networking in business. [2]
- h) List two ways an entrepreneur can prevent business failure. [2]

Q2) Solve any two :

[10]

- a) Examine the roles of SISI in Entrepreneurship Development. [5]
- b) Compare and contrast between network and alliances in business. [5]
- c) Write in your own words Entrepreneurial Competencies. [5]

Q3) Solve any one :

[10]

- a) The Social Entrepreneurs are government's best friend-Evaluate the statement. [10]
- b) Illustrate the Objectives of The National Institute for Entrepreneurship and Small business Development (NIESBUD) For Entrepreneurship Development. [10]

P.T.O.

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

- a) Discuss the Theory of Profit by Knight, Theory of Social change by Everett Hagen. Cite example supporting the theories. [10]
- b) Evaluate the opportunities available in case of Export Oriented Units (EOU) with reference to support by Government agencies. [10]

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

- a) Amit runs his own enterprise in an area on the outskirts of Kota, Rajasthan. He manages a collective of people with disabilities who make Rajasthani puppets in a traditional style. Mainly selling to tourists through local shops, and pays them a basic salary as well as a profit share. The puppets are all made as Amit's own designs and are quite different to the standard items in most tourist stores. His quirky designs and their popularity with shoppers have come to the attention of Manish, who runs a relatively large factory producing puppets and other tourist-friendly wares. Manish approaches Amit to suggest that he buy his enterprise, including his designs and that Amit and his employees all come and work at Manish's factory. He is offering a lot of money, and Amit doesn't know whether he wants to maintain his independence or go for the security offered by a lump cash sum and guaranteed employment. He uses a SWOT analysis to take a snapshot of his current situation and help him consider the decision: Read through the case study and develop a SWOT Analysis for Amit's business decision. [10]
- b) Examine the role of EDII in Entrepreneurship Development. [10]



Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages : 2

**P3811**

**[6025]-110**

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

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

**(Patt.2019 Revised) (Semester - I)**

*Time : 2 Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All the questions are compulsory.*
- 2) *Each question have an internal option.*
- 3) *Figures to the right indicate full marks.*
- 4) *Answer should be specific and to the point.*

**Q1)** Answer any five (2 - marks each).

**[10]**

- a) There appears to be two types of declarative memory \_\_\_\_\_ memory for knowledge and facts and episodic memory autobiographical.
  - i) procedural
  - ii) flashbulb
  - iii) semantic
  - iv) autobiographical
- b) Define Thinking.
- c) Mention types of conditioning.
- d) Define hallucinations.
- e) Mention goals of Psychology.
- f) What is cognition.
- g) Mention the Trends for the New Millennium in the field of Psychology.
- h) Define verbal learning.

**Q2)** Answer any Two (5-marks each).

**[10]**

- a) Explain how is sensory adaption is essential for everyday psychological functioning.
- b) Outline the Gestalt Theory of Perception.
- c) Discuss the measures of memory Retention.

**P.T.O.**

**Q3) Answer any one.**

**[10]**

- a) Analyze in detail how learning and memory work as international Process?
- b) Explain the relationship between language and thinking with example.

**Q4) Answer any one.**

**[10]**

- a) State various students which points out the role of brain in learning and conditioning with examples.
- b) Explain the James Lang theory of emotions in detail.

**Q5) Answer any one.**

**[10]**

- a) Explain how do people form impressions of what others are like and the causes of their behaviour.
- b) What are the different ways in which a manager can influence his subordinate's social Behaviour.



Total No. of Questions : 5]

SEAT No. :

P-3812

[Total No. of Pages : 2

[6025]-111

M.B.A. (Semester - I)

GE - UL - 05 : LEGAL ASPECTS OF BUSINESS

(III) (2019 Revised Pattern)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer the following (any 5) :

[2 marks each]

- a) Define Goods as per sales of Goods Act.
- b) What do you mean by “Nemo Ret Quod Non Habet” under sales of Goods Act?
- c) What do you mean by contingent contract?
- d) Define Promissory Note.
- e) Who is a Co-surety.
- f) Name the two type of mistake of fact.
- g) What do you mean by a Private Company?
- h) What is an Article of Association?

Q2) Answer the following (any 2) :

[5 marks each]

- a) Distinguish between Sale & Agreement to Sale.
- b) Distinguish between Guarantee & Warrantee.
- c) Distinguish between Public & Private Company.

Q3) a) Explain the provisions related to discharge of contract by Agreement.[10]

OR

- b) Explain the various types of Endorsement under Negotiable Instrument Act.

P.T.O.

**Q4)** a) “A mere mental acceptance, not evidenced, by words or conduct is, in the eye of law, no acceptance. “Explain the statement with examples.[10]

OR

b) “When an instrument on its maturity remains unsatisfied, the instrument is said to be dishonoured”. Explain the statement with respect to Dishonour of Negotiable Instrument.

**Q5)** a) Explain the legal provisions relating to state commission under the consumer Protection Act, 1956. [10]

OR

b) What is meant by ‘under influence’? ‘A’ applies to a banker for a loan at a time where there is stringency in the money market. The banker declines to make the loan except at an unusually high rate of interest. A accepts the loan on these terms. Whether the contract is induced by undue influence? Decide.



Total No. of Questions : 5]

SEAT No. :

**P3813**

**[6025]-112**

[Total No. of Pages : 2

**M.B.A. - I**

**GE- UL - 06 : DEMAND ANALYSIS & FORECASTING  
(2019 Pattern Revised) (Semester - I) (Theory) (112)**

*Time:2 Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

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

**[10]**

- a) Explain the significance of Demand Forecasting.
- b) What are the weaknesses of forecasting?
- c) Describe Expert Opinion Method.
- d) Define Short Run Forecast.
- e) Describe Consumer Surveys.
- f) Define Cyclical Variations.
- g) What is Demand Estimation?
- h) Define purpose of forecast.

**Q2) Answer any two (5 marks each):**

**[10]**

- a) Differentiate Short Run Forecast and Long Term Forecast.
- b) Express Determinants of Demand.
- c) Outline the steps involved in New Product Forecasting.

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

**[10]**

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

**OR**

- b) Illustrate Consumer Surveys, Consumer Clinics and Focus Groups.

**P.T.O.**



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

**[10]**

- a) State in detail the steps involved in Selecting a Forecasting Technique.

OR

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

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

**[10]**

- a) Tyre demand is estimated to grow by 7-9 per cent over the next five years (FY2019-23) supported by favourable outlook for the domestic automotive industry, analyze 4 components of time series in the light of this statement.

OR

- b) Explain your thoughts on the Myths versus Reality of Forecasting.



Total No. of Questions : 5]

SEAT No. :

**P3814**

[Total No. of Pages : 2

**[6025]-201**

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

**201- GC - 07 : MARKETING MANAGEMENT  
(2019 Pattern) (Semester -II) (Revised)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *Draw neat labeled diagrams whenever necessary.*
- 2) *Figures to the right indicate full marks.*
- 3) *Attempt all Questions.*
- 4) *Make suitable assumptions wherever necessary.*
- 5) *All questions carry equal marks.*

**Q1) Solve any Five of the following**

**[10]**

- a) List the sources of Idea generation.
- b) A(n) \_\_\_\_\_ product exceeds customer expectations.
  - i) Strategy
  - ii) Superior
  - iii) Augmented
  - iv) Anticipated
- c) Define product Vs Brand.
- d) Enlist components of product Mix.
- e) Draw a diagram of Goods & service continuum.
- f) Enumerate classification of Product.
- g) Recall Marketing Audit.
- h) Define skimming Pricing.

**Q2) Solve any Two of the following.**

**[10]**

- a) Describe parameters of Annual plan control.
- b) Explain the factors influencing pricing decision.
- c) Describe Booz Allen & Hamilton classification scheme for new product.

**P.T.O.**

- Q3) a)** You as a marketing manager of Beauty product company. Design a suitable distribution channel for a company. **[10]**

OR

- b) Design a distribution channel for online offering of a soft drink beverages.

- Q4) a)** Mr. Amit is planning to start a detective series on OTT platform. You as a Marketing Manager in Mr. Amit's company, develop a suitable Integrated Marketing Communication (IMC) Plan for this new project. **[10]**

OR

- b) Develop an Integrated Marketing communication (IMC) for new Learning portal of certification courses for management students.

- Q5) a)** Design a marketing plan for a company starting 5G Mobile Network Services. **[10]**

OR

- b) Design a marketing plan for a company starting a new brand of preschool services.



Total No. of Questions : 5]

SEAT No. :

**P3815**

**[6025]- 202**

[Total No. of Pages : 4

**M.B.A. - I**

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

**(2019 Pattern Revised) (Semester - II)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) Solve any five**

**[5×2=10]**

- a) The main point of financial management in a firm is:
  - i) the number and types of products or services provided by the firm.
  - ii) the minimization of the amount of taxes paid by the firm.
  - iii) the creation of value for shareholders.
  - iv) the profits earned by the firm
- b) The term 'capital structure' refers to \_\_\_\_\_
  - i) long term debt, preferred stock, and common stock equity.
  - ii) current assets and current liabilities.
  - iii) total assets minus liabilities.
  - iv) share holder's equity.
- c) \_\_\_\_\_ is represented by the total current assets.
  - i) Gross working capital
  - ii) Net working capital
  - iii) Fixed working capital
  - iv) variable working capital
- d) What is Business Finance?
- e) Enlist financial statement of listed company.
- f) What is the formula for calculating interest coverage ratio?
- g) Define the term cost of capital.
- h) What do you mean by leverage?

**P.T.O.**

**Q2)** Answer any two.

**[10]**

- a) Explain in brief modern approaches of financial management.
- b) Explain in detail the trend analysis.
- c) Critically examine the various steps involved in capital budgeting process.

**Q3)** a) xyz Ltd. has provided the following information.

Types of capital	Book Value (Rs.)	Market Value (Rs.)	Specific Cost (After Tax)
Equity capital	10,00,000	15,00,000	15%
Preference share capital	10,00,000	15,00,000	7%
Debt.	2,00,000	1,90,000	4%
Retained Earnings	1,50,000	1,75,000	12%
Total	23,50,000	33,65,000	

Determine the WACC using

- i) Book value of weights.
- ii) Market value of weights.

**[10]**

OR

b) From the following information of xyz Ltd.

**[10]**

Calculate:

- i) Net operating cycle period.
- ii) Number of operating cycles in given period.

Particulars	Amount (Rs.)
Raw materials consumption per annum	8,42,000
Average cost of production	14,25,000
Annual cost of sales	15,30,000
Annual sales	19,50,000
Average value of current Assets held:	
Raw Materials	1,24,000
Work-in-progress	72,000
Finished goods	1,22,000
Debtors	2,60,000

The company gets 30 days credits from its suppliers. All sales made by the firm are on credit only. You can take one year equal to 360 days.

**Q4) a)** Following are the details of AVD corporation Ltd.

Liabilities	Amount (Rs.)	Assets	Amount (Rs.)
Equity share capital	7,00,000	Fixed Assets	8,00,000
Reserve & Surplus	4,00,000	Martetable Investment	1,00,000
Creditors	3,00,000	Closing stock	2,00,000
		Debtors	3,00,000
Total	14,00,000	Total	14,00,000

Additional information

Gross profit : Rs. 6,00,000

Opening stock : Rs. 2,00,000

Sales : Rs. 15,00,000

Comment on the financial position of the company on the basis of

i) Working capital Turnover Ratio.

ii) Current ratio

iii) Liquid ratio

iv) Debtors Turnover ratio

v) Creditors Velocity

[10]

OR

b) Analyse the operating, financial and combined leverage under financial plan A and Financial plan B, when the fixed costs are Rs. 1,00,000 and Rs.50,000 in two different situations.

[10]

The information regarding capital structure and other data are as under:

Particulars	Amount (Rs.)
Total Assets	6,00,000
Total Assets Turnover based on sales	3
Variable cost as percentage of sales	70%

Particulars	Financial Plan A	Financial Plan B
Equity	7,00,000	2,00,000
10% Debenture	2,00,000	4,00,000

**Q5) a)** ABC Ltd. is planning to invest in new project. The investment budget of the company is Rs. 40,00,000. The company has following alternatives.

[10]

Particulars	Project A	Project B
Initial investment	25,00,000	25,00,000
Useful lite	5years	6years
Cost of capital	10%	10%

Cash inflow at the end of the year

Year	Project A	Project B
1	5,00,000	10,00,000
2	7,00,000	6,50,000
3	8,50,000	7,00,000
4	6,50,000	4,00,000
5	5,00,000	4,00,000
6		2,00,000

Evaluate which project the company should select on the basis of pay Back period, Net present value and profitability Index.

OR

- b) A proforma cost sheet of xyz Ltd. Provides the following information.[10]

Particulars	Cost Per Unit (Rs.)
Material	35
Labour	20
Overheads	20
Total cost	75
Profit	20
Selling Price	95

Additional information available

- i) Level of Activity Rs. 50000 units
- ii) Raw material are expected to remain in stock for average period of a month.
- iii) Work in progress for average half a month.
- iv) Credit allowed by suppliers is one month.
- v) Credit allowed to customers one month.
- vi) Lag in payment of wages is half a month.
- vii) Lag in payment of overheads is a month.
- viii) Half of sales are on cash basis.
- ix) cash balance expected is Rs. 1,50,000.
- x) Finished goods remain in stock for one month.

The production and sales are consistent. Forecast the working capital requirement for the said level of activity as per cash cost method.



Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages : 2

**P3816**

**[6025]- 203**

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

**203-GC-09 : HUMAN RESOURCES MANAGEMENT**

**(2019 Revised Pattern ) (Semester - II)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

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

**[5×2=10]**

- a) Name any 4 functions of HRM.
- b) What is Job specification?
- c) Define succession planning.
- d) Give 2 points of difference between training and development.
- e) Define Recruitment.
- f) What is HR Accounting.
- g) Name any 4 components of salary.
- h) What is a grievance?

**Q2)** Answer any Two of the following (5 marks each).

**[2×5=10]**

- a) Explain the process of selection.
- b) Explain HR Audit.
- c) Examine any 3 types of employees separation.

**Q3)** a) Examine the process of designing a training program.

**[10]**

**OR**

- b) Discuss the process of HR planning.

**P.T.O.**



**Q4) a)** Define performance Appraisal. Discuss the process of performance Appraisal with a flow chart. **[10]**

OR

b) Elaborate on the trends in compensation with specific reference to IT sector.

**Q5) a)** Write the Job description and Job specification for a salesman working at a mall in pune city. **[10]**

OR

b) What changes would you recommend for the leaves policy of a company where employees are now being, given working in a 'Hybrid Mode' (you may make the necessary assumptions).



Total No. of Questions : 5]

SEAT No. :

**P3817**

**[6025]- 204**

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

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

**204-GC- 10 : OPERATIONS AND SUPPLY CHAIN**

**MANAGEMENT**

**(2019 Revised Pattern ) (Semester - II)**

**Time : 2½ Hours]**

**[Max. Marks : 50**

**Instructions to the candidates:**

- 1) *All questions are compulsory.*
- 2) *Each question has internal options.*
- 3) *Each question carry equal marks.*
- 4) *Use of Non-Scientific calculator is allowed.*

**Q1) Attempt any five out of eight following questions. [10]**

- a) Define logistic management.
- b) Recall the concept of Internal Customer.
- c) Enlist the any four key principles of TQM.
- d) List 2 examples of Batch Production.
- e) Define Process Layout.
- f) Give the roles of Production Planning and Control. (PPC)
- g) Define Scheduling.
- h) State the full of VED and GOLF.

**Q2) Attempt any two out of Three following questions. [10]**

- a) Identify and Express Ethical and Environmental Issues in operations management.
- b) Explain service Blue Printing.
- c) Explain the Key issues of Supply Chain Management.

**Q3) a) “Stop Making assumptions regarding the production and start planning your capacity”. Interpret the statement with respect to Home Appliances. [10]**

**OR**

- b) Appraise the enablers of Supply Chain. [10]

**P.T.O.**

**Q4) a)** Categorise the following component in A, B and C Categories. **[10]**

Component Name	Annual Demand	Cost Per Unit In ₹
C1	3000	50
C2	4000	12
C3	1500	15
C4	6000	10
C5	1000	20
C6	500	500
C7	300	1500
C8	600	2
C9	1750	10
C10	2500	5

OR

b) Categorise the various Inventory cost Appraise EOQ by using graphical representation. **[10]**

**Q5) a)** Design the service system for online Banking operations. (Consider assumptions). **[10]**

OR

b) Compose generalized Supply Chain Model for computer Accessories manufacturing company. (Consider assumptions). **[10]**



Total No. of Questions : 5]

SEAT No. :

P-3821

[Total No. of Pages : 2

[6025]-209

M.B.A. (Revised)

(205 MKT): MARKETING RESEARCH

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) All questions are compulsory.
- 2) Figures to the right indicate marks for that question/sub-question.
- 3) Your answers should be specific and to the point.
- 4) Support your answers with suitable live examples.
- 5) Draw neat and clean diagrams/illustrations supportive to your answer.

**Q1) Answer any five out of six questions :**

**[5 × 2 = 10]**

- a) Define descriptive and exploratory research design.
- b) Enlist any four sources of qualitative data.
- c) Define probability and non-probability sampling.
- d) Define Brand Research.
- e) Enlist the methods of demand forecasting.
- f) Define concept of TRP.

**Q2) Answer any two out of three questions :**

**[2 × 5 = 10]**

- a) Brief the assumptions and pre requisites of conjoint analysis.
- b) What are the conditions of data collection for factor analysis.
- c) What are the types of marketing research reports and how are they useful for business decision making.

**P.T.O.**

**Q3) Solve any one :**

- a) Differentiate between marketing research and marketing intelligence. [5]
- b) Discuss the recent trends in marketing research. [5]

OR

What is cluster analysis, state the application of cluster analysis for business decision making with example. [10]

**Q4)** a) Draft the questionnaire to know the customer satisfaction towards newly launched SPRI mango Juice brand in Pune. Consider the suitable scales for framing your question to collect demographic and product characteristics data. (Expected Likert scale Questions for at least 5 product characteristics). [10]

OR

- b) Define focused group discussion method for data collection and explain the application, assumptions and requisites of FGD in marketing research.

**Q5)** a) SPRI Pvt. Ltd. has appointed you as marketing manager. Company wants to launch the electric SUV car in Pune. It's important for company to know the customer preference towards buying the electric SUV cars and so you are expected to create the conjoint analysis model considering the above situation. [10]

OR

- b) Describe in detail any four demand forecasting methods with example.



Total No. of Questions : 5]

SEAT No. :

**P3928**

[Total No. of Pages : 2

[6025]-211

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

**206 - HR - SC-HRM-02 : EMPLOYEE RELATIONS AND  
LABOUR LEGISLATION - II  
(2019 Revised Pattern) (Semester - II)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *Attempt all the questions.*
- 2) *All Questions carry equal marks.*
- 3) *Figures to the right indicate full marks.*

**Q1)** Attempt any five:

**[10]**

- a) Define employee relations.
- b) Enlist three different forms of Workers Participation in India.
- c) What is ILO? Where is the headquarter of ILO?
- d) State two types of trade unions recognized under the Act?
- e) Enlist all the factors considered while fixing or revising minimum wages?
- f) Name two legislation governing Unions and Wages?
- g) Enumerate two authorities established for settlement of Industrial Dispute.
- h) Highlight any two features of Collective Bargaining.

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

**[10]**

- a) Compare and Contrast the Dunlop's and The Social Action Approach.
- b) Discuss the role played by the International Labour Organization (ILO).
- c) Discuss the rights conferred upon recognized trade unions under the relevant labor legislation.

**P.T.O.**

- Q3) a)** Describe the provisions regarding the various settlement machinery outlined in the Industrial Disputes Act, 1947, which aims to facilitate the investigation and resolution of industrial disputes. **[10]**

OR

- b) Explain in detail about Advisory Boards and Registration of establishment as per the provisions related to The Contract Labour (Regulation and Abolition) Act, 1970? **[10]**

- Q4) a)** Define Factory. Analyze the importance of the provision pertaining to working hours, annual leave with wages, rest intervals, and spread-over under the Factories Act, 1948, in ensuring just and satisfactory working conditions for employees in factories. **[10]**

OR

- b) Discuss the provisions related to fixing hours for a normal working day and the payment of wages for workers who work for less than the normal working day. Also, elaborate on the obligations of employers in maintaining registers and records under the Minimum Wages Act 1948. **[10]**

- Q5) a)** Explain the inquiry process under The Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013, including the employer's duties and the constitution of the Internal Complaint Committee. Describe how ABC Corporation can ensure a fair and unbiased investigation in their inquiry. **[10]**

OR

- b) Evaluate the powers and duties of inspectors appointed under the Maternity Benefit Act - 1961 and propose appropriate actions for carrying out their responsibilities effectively in a specific workplace setting. **[10]**



Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages : 2

**P3929**

**[6025]-212**

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

**206 - SC - OSCM - 02 : SUPPLY CHAIN MANAGEMENT  
(2019 Pattern) (Semester - II) (Revised)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

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

- a) Define Reverse logistics.
- b) Enumerate types of KANBAN.
- c) Define JIT.
- d) Define CRM.
- e) Define VMI.
- f) Define push based supply chain.
- g) Explain the flow involved in supply chain.
- h) Explain Core Competency.

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

- a) Explain how JIT purchasing can result in Creating the lean SC.
- b) Compare and Contrast Pull based SC and Push based SC.
- c) Explain driving forces in changing business landscape.

**P.T.O.**



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

- a) Explain the necessity of outsourcing and elaborate the advantages of outsourcing.

OR

- b) Explain in brief customer value requirement mapping.

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

- a) How can vendor managed inventory be applied successfully.

OR

- b) Elaborate the necessity of outsourcing.

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

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

OR

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



Total No. of Questions : 5]

SEAT No. :

P-4218

[Total No. of Pages : 2

[6025]-215

M.B.A. (Semester - II)

**GE - UL - 07 (207) : CONTEMPORARY FRAMEWORKS IN  
MANAGEMENT**

**(2019 Pattern) (Revised)**

*Time : 2 Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

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

- a) What is Emotional Intelligence?
- b) What are the basic four types of activities as per the habit of put first thing first?
- c) 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
- d) 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
- e) Which of the following is NOT a quality of collaboration?
  - i) Honesty
  - ii) Openness
  - iii) Respect
  - iv) Inconsistency
- f) What do you mean by the concept of Inside-out?
- g) What is the 'EQ brain'?

**P.T.O.**

- h) The book Five Dysfunctions of a team is written by
- i) Daniel Goleman
  - ii) Stephen Covey
  - iii) Patrick M. Lencioni
  - iv) John Maxwell

**Q2) Answer any 2 : (5 marks each)**

- a) What do you mean by self-awareness?
- b) What you mean by being proactive?
- c) What are the various ways to earn respect of others as a leader?

**Q3) Answer any 1 : (10 marks each)**

- a) Evaluate the 5 dimensions of Trait EI model.

OR

- b) “He who thinks he leads, but has no followers, is only taking a walk”. Explain this statement with the help of Law of influence.

**Q4) Answer any 1 : (10 marks each)**

- a) “Hedgehog concept is central for any organization to transform from good to great” – Discuss.

OR

- b) Briefly introduce seven habits of highly effective people.

**Q5) Answer any 1 : (10 marks each)**

- a) Analyze the fundamental causes of organizational team failure.

OR

- b) As soon as people lose respect for you, your influence over them will disappear. Do you agree with this? Justify your answer with the law of influence and law of respect.



Total No. of Questions : 5]

SEAT No. :

P-3825

[Total No. of Pages : 2

**[6025]-216**  
**F.Y. M.B.A.**  
**208-GE-UL-08 GEOPOLITICS AND WORLD ECONOMIC**  
**SYSTEMS**  
**(2019 Pattern Revised) (Semester - II)**

*Time : 2 Hours]*

*[Max. Marks : 50*

*Instructions to the candidates :*

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

**Q1)** Attempt any 5 questions:

**[5 × 2 = 10]**

- a) Definition of "Capitalism".
- b) Two responsibilities of IMF.
- c) Meaning of "Intellectual Property Rights".
- d) Two responsibilities of "EV".
- e) Two issues in "Brexit".
- f) Two impacts of fluctuating prices of crude oil.
- g) Meaning of "Copyrights."

**Q2)** Attempt any two out of 4:

**[2 × 5 = 10]**

- a) Elaborate - OPEC
- b) Elaborate - SAARC
- c) Explain - ASEAN
- d) Explain - NAFTA.

**P.T.O.**

**Q3) a)** Elaborate the meaning of "Global Economy and its History structure along with its components". **[10]**

OR

b) Explain the term "Globalisation" and evaluate the positive effects of Globalisation on Indian Economy.

**Q4) a)** Explain the "Payment systems in International trade" and what are its types. **[10]**

OR

b) Analyse the "The Bretton Wood System" and explain its elements in details.

**Q5) a)** Evaluate the term "World recession" and elaborate the reasons of recession which has taken place in India in 1930 & 2009. **[10]**

OR

b) Elaborate the "Dispute settlement procedure" under GATT & WTO and how it works.



Total No. of Questions : 5]

SEAT No. :

P-3826

[Total No. of Pages : 2

[6025]-217

M.B.A.

**209-GE UL09 : START UP AND NEW VENTURE  
MANAGEMENT**

**(Patt.2019 Revised) (Semester - II)**

*Time : 2 Hours]*

*[Max. Marks : 50*

*Instructions to the candidates :*

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

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

**[10]**

- a) State the qualities of an entrepreneur.
- b) Indicate the market intelligence activities that can be carried out in start-up venture.
- c) Identify the meaning “Pitch” considered in presentation prepared for investor.
- d) Outline the role of successful board in entrepreneurship.
- e) Name the most important functions of an entrepreneur.
- f) Recognize the importance of small business in Indian Economy.
- g) Show the reasons for start-up failure.
- h) State the characteristics of an entrepreneur.

**Q2)** Attempt any two.

**[10]**

- a) Describe the essential parts of entrepreneurial ecosystem.

OR

- b) Demon state the process of entrepreneurial opportunity identification.

OR

- c) Illustrate the PMEGP scheme for entrepreneurship.

*P.T.O.*

**Q3)** Attempt any one.

**[10]**

- a) Evaluate how is founder team built and managed.
- b) Asses the points to be considered in sales and marketing strategies financial facts and risk analysis while making a business plan.

**Q4)** Attempt any one.

**[10]**

- a) Discuss how is value proposition and product development process carried out while developing a business model.

OR

- b) Summarize PMEGP scheme provided by the government for start-ups.

**Q5)** Attempt any one.

**[10]**

- a) Discuss the success story of any entrepreneur you feel suitable. State the factors that made him successful entrepreneur.

OR

- b) Break down a role of the government in entrepreneurship development.



Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages : 2

**P 3827**

**[6025]-218**

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

**210 - GE UL - 10 : QUALITATIVE RESEARCH METHODS**

**(2019 Revised Pattern) (Semester -II)**

*Time : 2 Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** Define the following (any 5) (2 marks each)

- a) Sampling.
- b) Combining Qualitative & Quantitative Data.
- c) Case constitution in the sample.
- d) Enlist the qualitative research methods.
- e) Zaltman's Metaphor Elicitation Techniques.
- f) Enlist the characteristics of qualitative research.
- g) Define Purposive sampling.

**Q2)** Answer any two out of 3 (5 marks each)

- a) What is the purpose of using qualitative research methods?
- b) Ethnography Vs Grounded Theory Methodology.
- c) Participant observations Vs Non - participant observations.

**P.T.O.**



**Q3) Answer 3 (a) OR 3 (b)**

**[10]**

- a) You are conducting a case study of a successful small business. Describe how you would use observations & interviews to explore the factors that contribute to their success.
- b) You are conducting a Focus group study to explore the attitudes of parents towards vaccination. Describe how you would analyse the data & what types of themes you might expect to find.

**Q4) Answer 4 (a) OR 4 (b)**

**[10]**

- a) 'How do you qualitative research methods such as interviews, Focus group & observation help business to better understand their customer's needs & preferences?
- b) How can qualitative research methods be used to explore the impact of new technologies & social media on society & culture?

**Q5) Answer 5 (a) OR 5 (b)**

**[10]**

- a) What ethical considerations should researchers take into account when conducting qualitative research with vulnerable populations, such as children or individuals with mental health conditions?
- b) Imagine that you are conducting a qualitative study on the experiences of individuals with disabilities in the workplace. What innovative methods could you use to ensure that the participants are able to fully express their experiences & perspectives?



Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages : 2

**P 3827**

**[6025]-218**

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

**210 - GE UL - 10 : QUALITATIVE RESEARCH METHODS**

**(2019 Revised Pattern) (Semester -II)**

*Time : 2 Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** Define the following (any 5) (2 marks each)

- a) Sampling.
- b) Combining Qualitative & Quantitative Data.
- c) Case constitution in the sample.
- d) Enlist the qualitative research methods.
- e) Zaltman's Metaphor Elicitation Techniques.
- f) Enlist the characteristics of qualitative research.
- g) Define Purposive sampling.

**Q2)** Answer any two out of 3 (5 marks each)

- a) What is the purpose of using qualitative research methods?
- b) Ethnography Vs Grounded Theory Methodology.
- c) Participant observations Vs Non - participant observations.

**P.T.O.**

**Q3) Answer 3 (a) OR 3 (b)**

**[10]**

- a) You are conducting a case study of a successful small business. Describe how you would use observations & interviews to explore the factors that contribute to their success.
- b) You are conducting a Focus group study to explore the attitudes of parents towards vaccination. Describe how you would analyse the data & what types of themes you might expect to find.

**Q4) Answer 4 (a) OR 4 (b)**

**[10]**

- a) 'How do you qualitative research methods such as interviews, Focus group & observation help business to better understand their customer's needs & preferences?
- b) How can qualitative research methods be used to explore the impact of new technologies & social media on society & culture?

**Q5) Answer 5 (a) OR 5 (b)**

**[10]**

- a) What ethical considerations should researchers take into account when conducting qualitative research with vulnerable populations, such as children or individuals with mental health conditions?
- b) Imagine that you are conducting a qualitative study on the experiences of individuals with disabilities in the workplace. What innovative methods could you use to ensure that the participants are able to fully express their experiences & perspectives?



Total No. of Questions : 5]

SEAT No. :

P-3828

[Total No. of Pages : 2

[6025]-219

M.B.A.

**211 : BUSINESS, GOVERNMENT & SOCIETY**

**(GE - UL - 11) (2019 Revised Pattern) (Semester - II)**

*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)**

- a) What is PPP?
- b) Define poverty line.
- c) Explain the term Globalization.
- d) State the term ethics.
- e) What factors have contributed to India's over all economic growth in recent decades?
  - i) Limited access to global market.
  - ii) Lack of foreign direct investment.
  - iii) Technological advancements and skilled work force.
  - iv) High inflation rates and fiscal defects.
- f) Poverty is commonly defined as :
  - i) Lack of access to basis necessities and resources.
  - ii) Unequal distribution of wealth in society.
  - iii) Limited economic growth and development.
  - iv) High levels of inflation and unemployment.
- g) Industrial relations focus on the interaction between :
  - i) Employers and employees in the workplace.
  - ii) Business and government regulators.
  - iii) Domestic and international markets.
  - iv) Competing firms in the same industry.

**P.T.O.**

**Q2) Write short notes on any two**

**(5 marks each)**

- a) Brexit
- b) Pricing mechanism
- c) Build operate & transfer model

**Q3) a)** Discuss the inter sector linkage and impact of foreign direct investment in India's economic growth. **[10]**

**OR**

- b) What strategies can be implemented to promote balanced regional development and reduce urban rural inequalities.

**Q4) a)** What are the key factors driving the globalization of Indian business and the challenges do they face in the global market? **[10]**

**OR**

- b) Explain the role of finance & trade in the development of business in India. **[10]**

**Q5) a)** What are the potential benefits and risks associated with implementing Public - Private partnership projects? **[10]**

**OR**

- b) How does the blending of people, technology, and ethical behaviour contribute to the success of business in the global environment. **[10]**

**x x x**

Total No. of Questions : 5]

SEAT No. :

P-3930

[Total No. of Pages : 2

[6025]-220

M.B.A. (Revised)

**212 (GE-UL-12): BUSINESS PROCESS RE-ENGINEERING  
(2019 Pattern) (Semester - II)**

*Time : 2 Hours]*

*[Max. Marks : 50*

*Instructions to the candidates :*

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

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

**[10]**

- a) In the job designing concept, BPR stands for \_\_\_\_\_.
  - i) Business Process Resourcing
  - ii) Business Process Reengineering
  - iii) Business Process Reporting
  - iv) Business Process Remolding
- b) The cycle time can reduced by \_\_\_\_\_.
  - i) Supply Chain Management
  - ii) Cost Reduction
  - iii) Quality Improvement
  - iv) Service Improvement
- c) Planning and Scheduling is include \_\_\_\_\_.
  - i) Forecasting & Positioning
  - ii) Design
  - iii) Design for Supply Chain
  - iv) Bill of Material
- d) Change Management
  - i) Manual Approach
  - ii) Non Structural Approach
  - iii) Structural Approach
  - iv) Step Approach

**P.T.O.**

- e) What is change management?
- f) Identify any 2 principles of BPR.
- g) What is six sigma.
- h) Define Just in Time.

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

- a) Describe the factors relating to BPR success.
- b) Explain importance of ERD.
- c) Explain factors relating to BPR failure.

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

- a) What is lean manufacturing and discuss characteristics of lean process in a manufacturing company.
- b) Discuss enablers of BPR in manufacturing.

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

- a) Explain control intervention success in detail.
- b) Differentiate between TQM and BPR.

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

- a) List out the functions of BPR.
- b) Discuss role of IT in BPR.

