	_	
Seat	Set	D
No.	Set	

		IN	PRINCIPLES OF MA			
•			: Wednesday, 11-12-2019 PM To 05:30 PM		Max. Marks: 70	
nstr	ucti	ion	s:1) All questions are compulsory2) Figures to the right indicate full ma	arks	S.	
Q.1	C h	 a)	se the correct alternatives from the is called as 'Father of Scientific M Elton Mayo Fedric Winslow Taylor	lan b)		
	2)	a)	is a determining future course of Planning Staffing	b)	ion in advance. Controlling Training	
	3)	a)	is a group of people working toge Controlling Organisation	b)	er to achieve set goals. Management Plans	
	4)	a)	is a process of stimulating empl Motivation Controlling	b)	es to get desired results. Communication Planning	
	5)	a)	needs emerge only when the bas Basic physiological needs Safety and security	b)		
	6)	a)	leadership, complete freedom Democratic Free -rein	b)	liven to employees. Autocratic None	
	7)	ex a)	statement that defines the reason or paistence is referred as Mission Goal	b)	vose of organization for its Values Programme	
	8)	a)	is the right to give orders and pover Power Planning	b)	to exact obedience. Responsibility Authority	
	9)	a)	epartmentation leads to grouping of Activities Both ' a' &'b'	b)	 Personnel None of these	
	10	a)	cgregor's Theory is modern, po X W	siti b) d)	Υ	
	11	a)	stablishing standard is the first step in Staffing Directing	b)	process. Planning Control	

	12) is the art of getting things done	through other people.	
	a) Planning	b) Management	
	c) Organizing	d) Controlling	
	13) Which of the following is not a moneta	ry incentive?	
	a) Job rotation	b) fringe benefits	
	c) bonus	d) pay revision	
	14) is the process of searching for p	• •	
	stimulating them to apply for the jobs in	<u> </u>	
	a) performance appraisalc) recruitment	b) trainingd) selection	
0 2	,	d) Selection	14
Q.2	Answer the following.a) Steps in planning process		14
	b) Managerial Grid		
Q.3	,		14
Q. 3	Attempt the following (7 Marks each)a) Explain various forms of organization s	tructure	14
	b) Define controlling and importance of co		
Q.	Attempt any one of the followings:	ŭ	14
٠.	a) Define management and explain various	us managerial roles and functions of	• •
	management.	3	
	b) Explain concept of decision making and	d steps in decision making & its types.	14
Q.5	Case Study:		
	Raj Automobiles Ltd. Is engaged in the but	, ,	
	automobiles. IT has about 100 employees practices have led to an extreme amount of		
	very lengthy waiting time, discourteous wo		
	and the high cost of repairing automobiles		
	getting their services elsewhere. The owner		
	situation but he finds his people are not me		
	because of poor wages and indifferent sup		
	environmentally alert community and they	•	
	local municipal authority that the nasty way wastewater disposed off, is causing a lot of	•	
	owner-manager wants your help in raising	•	
	employees and effectiveness of the operation	·	
	a) Analyse the above case.		05
	b) Identify problem in this case.		02
	c) Suggest alternative solutions.		05
	d) Identify best alternative.		02

Seat	Sat	D
No.	Set	

M.B.A (Semester-II) (CBCS) Examination Nov/Dec-2019 MARKETING MANAGEMENT

		MARKETING N	IANAGEMENT	
•		e: Thursday, 28-11-2019 00 PM to 05:30 PM	Max. Ma	rks: 70
nstrı	uctio	ns: 1) All questions are compulsory 2) Figures to right indicate full n		
Q.1	Fill i 1)	in the blank by choosing correct and the 4Ps includes which one of the		14
	')	a) Process c) Place	b) Prize d) Packing	
	2)	Which one of the following is a part a) Consumers c) Competitors	t of macro environment b) Suppliers d) Technological	
	3)	Occasion, benefits, user status, us segmentation. a) Geographic	age rate, loyalty are variables of b) Demographic	
		c) Psychographic	d) Behavioural	
	4)	A market consists of a set of characteristics that the company department a) Target c) Consumer	of buyers who share common needs or ecides to serve. b) Need d) None of the above	
	5)	Using Marketing strategy a segment differences and target the a) Differentiated c) Concentrated	firm might decide to ignore market whole market with one offer. b) Undifferentiated d) Micromarketing	
	6)	A product's is the place the relative to competing products. a) Segmentation c) Positioning	b) Targetingd) All of the above	
	7)		ollection, analysis and reporting of data marketing situation facing the company b) Research d) Market	' .
	8)	and dispose of goods, services, id and wants is known as consumer a) Research	b) Behaviour	ls
		c) Gathering	d) Buying	
	9)	Product is the set of all product offers for sale. a) Classification c) Mix	ducts and items that a particular seller b) Cohesiveness d) Lines	

	10)	Which of the following is not a stage a) Minority c) Introduction	in product life cycle b) Growth d) Decline	
	11)	A name, term, sign, symbol or design to identify the goods or services of or differentiate them from competitors is a) Patent c) Brand	or a combination of them intended ne seller or group of sellers and to	
	12)	The amount of money and/or other it product is called a) Prize c) Place	ems with utility needed to acquire a b) Price d) Promotion	
	13)	includes all the activities involuded directly to final consumers for person a) Logistics c) Retailing		
	14)	Samples, coupons, premiums, cash awards are tools. a) Selling c) Advertising	refunds, prizes, free trials, patronage b) Publicity d) Sales promotion	
Q.2	a) N	empt the following question. Micro Environment Basis for segmentation of consumer m	arkets	14
Q.3	a) (empt the following question. Consumer Decision making process Pricing objectives		14
Q.4		empt any one of the following quest at is marketing communication mix? Di OR		14
	Wha	at is product? Describe the new produc	t development process.	
Q.5	Rykarunr com athle right exar with The mov agai and The	ning, hiking, and cross training. Knowing the with giants like Nike and Reel etic footwear industry to capture a sist from the beginning resorted to some ple, she had her footwear British distance a personal note to fitness enthusiast le royal trainer told Ryka that the principle by the company's donation of partinst women. Ryka is Poe's way of full also helping women who are victims one Ryka phenomenon began when	ess not only liked the fit, but was also of its profits toward stopping violence filling her dream - running a business	

didn't fit right. Poe surveyed department stores and athletic footwear shops, asking customers and sales people what kind of shoes they wanted. She discovered that no one was paying attention to the women's market. The majority of the women's shoes were designed simply as scaled-down versions of men's shoes. To get a proper and painless fit, women needed athletic shoes

with higher arches and thinner heels, but couldn't find them. Poe decided

Page 2 of 3

that there was a future for a company that made athletic shoes just for women. Rather than cater to the whims of fashion, Ryka concentrates on manufacturing only high performance athletic shoes that fit a women's foot. Rykas are anatomically correct for women's feet, and the company's patented Nitrogen E/S system provides cushioning and shock absorption for the heel and ball of the foot. Ryka Ultra-Lite aerobics shoes weighonly 7.7 ounces, about one-third that of regular aerobics shoes. Ryka was the first athletic shoe producer to develop market lightweight shoes specifically designed for the ups and downs of step aerobics.

1)	Analyze the Case.	05
2)	Identify the Problem.	02
3)	Comment on Ryka's Market Targeting	07

Seat	Sat	D
No.	Set	

	'	VI.D	FINANCIAL MAN			
•			iday, 29-11-2019 /I To 05:30 PM		Max. Marks: 7	'0
Instr	uction) All questions are compulsory. 2) Figures to the right indicate full r	nark	S.	
Q.1	Fill ir 1)	long ser a)	e blank by choosing correct alte is the firm's decision to invest its g term assets in anticipation of an ies of years. Cash Budget Capital Budgeting	s cur	rent funds most efficiently in the ected flow of benefits over a	14
	2)	,	ignores Time Value of Money. Profit Maximization Both a & b	b) d)	Wealth Maximization None of these	
	3)	a) c)	is the process of calculating pr Discounting Both a & b		nt value from future value. Compounding None of these	
	4)	Qui a) c)	ick Ratio = Current Assets – ? Current Liability – Ba Stock & prepaid Expenses Debtors		OD Marketable Securities Bank Balance	
	5)	If R a) c)	ate of Interest is 9%, Calculate do 10 Years 8 Years		ng period as per rule 72 9 Years 7.5 Years	
	6)	Ass a)	Vorking capital is 5,00,000/- and Cosets 2,50,000 6,00,000	urrer b) d)	7,50,000 5,00,000	
	7)	con	nerally, venture capitalists provide npany. Early Maturity	fina b) d)	nce for stage of the Growth Decline	
	8)		refers to that portion of comparequity shareholders. Called up Capital Stock Split	ny's b) d)	net earnings that are paid out to Dividend Paid up Value	
	9)	a) c)	is non discounted technique of Pay Back Period IRR	cap b) d)	ital budgeting. Net Present Value Profitability Index	

10)					
	a)	Redeemable b) Registered			
11)	Op a)	ening Stock + Purchases + Direct Expenses - Closing Stock = Gross Profit b) Net Profit			
12)	a)	is the internal source of finance. Retained earnings b) Dividend			
13)	Co: a) c)	st of Capital is the required rate of return expected by investors. Maximum b) Average Minimum d) None of these			
14)	pre	sent value of cash outflows is called as			
Ans a)	swer (Mr. Harshad Invested Rs. 80,000/- on 1 st Jan 2016 and decided to increase his investment by 10% every year for next 4 years at 12% interest p.a. Find the amount he will receive at the end of 5 th Year i.e.	14		
	2)	Mr. Rohit real estate agency has rented his apartment for 5 years at an annual rent of Rs 6,00,000/- payable in advance every year. The rent will increase by 5% every year. If the agency's required rate of return is 14%. What is the present value of expected annuity rent.			
b)	be r	edeemed after 10 years. Flotation cost is expected to be 5%. Determine cost of preference shares with Dividend Tax of 5% and also calculate			
Writa) b)	Forr	ms of dividend	14		
The following information is given about M/s Platinum Ltd. for the year ending 31 st March 2017. Share Capital: Rs. 8,40,0000- Bank Over draft: Rs. 50,000/- Working Capital: Rs. 2,52,000/- Current Ratio: 2.5:1 Quick Ratio: 1.5:1 Gross Profit Ratio: 20% on Sales Stock Turnover Ratio: 5 times Sales: Rs. 5,00,000/- Trade Debtors: Rs. 70,000/- Opening Creditors: Rs. 40,000/- Closing Creditors: Rs. 30,000/- Closing Stock: Rs. 20,000/- higher than opening Stock Calculate: 1) Current Assets and Current Liabilities 2) Cost of Goods Sold, Average Stock and Purchases 3) Creditors Turnover Ratio		14			
	11) 12) 13) 14) Write a) b) Write a) Sha Ban Wor Curi Quid Gro Stoc Clos Clos Clos Clos Clos Clos Clos Clos	tim a) c) 11) Op a) c) 12) 13) Co a) c) 14) The pre a) c) Answer a a) 1) b) India be r the sam Write Sh a) Forr b) Role The follor 31 st Marc Share Ca Bank Ove Working Current F Quick Ra Gross Pr Stock Tu Sales: Rs Trade De Opening Closing S Calculate 1) Curr 2) Cos	time period. a) Redeemable c) Mortgaged d) Irredeemable 11) Opening Stock + Purchases + Direct Expenses - Closing Stock = a) Gross Profit c) Cost of goods sold d) Sales 12) is the internal source of finance. a) Retained earnings b) Dividend c) Debentures d) Venture capital 13) Cost of Capital is the required rate of return expected by investors. a) Maximum b) Average c) Minimum d) None of these 14) The discount rate at which present value of cash inflows equals to the present value of cash outflows is called as a) IRR b) NPV c) Profitability Index d) ARR Answer the following a) 1) Mr. Harshad Invested Rs. 80,000/- on 1st Jan 2016 and decided to increase his investment by 10% every year for next 4 years at 12% interest p.a. Find the amount he will receive at the end of 5st Year i.e. 31st December 2020. 2) Mr. Rohit real estate agency has rented his apartment for 5 years at an annual rent of Rs 6,00,000/- payable in advance every year. The rent will increase by 5% every year. If the agency's required rate of return is 14%. What is the present value of expected annuity rent. b) Indian Ltd. issued 11% preference shares face value of Rs. 100/- each to be redeemed after 10 years. Flotation cost is expected to be 5%. Determine the cost of preference shares with Dividend Tax of 5% and also calculate same without dividend tax. Write Short Note on: a) Forms of dividend b) Role of finance Manager The following information is given about M/s Platinum Ltd. for the year ending 31st March 2017. Share Capital: Rs. 8,40,0000-Bank Over draft: Rs. 50,000/- Current Ratio: 2.5:1 Quick Ratio: 1.5:1 Gross Profit Ratio: 20% on Sales Stock Turnover Ratio: 5 times Sales: Rs. 5,00,000/- Current Goods Sold, Average Stock and Purchases		

- 4) Creditors Payment Period
- 5) Debtors Turnover Ratio
- 6) Debtors Collection Period
- 7) Working Capital Turnover Ratio

OR

Explain the different long term sources of capital. Explain the features of Equity shares and debentures in detail.

Q.5 Case Study:

14

a) There are 2 mutually exclusive projects under active consideration of a company. Both the projects have a life of 5 years and have initial cash outlays of Rs. 1,20,000 each. The company pays tax at 50% rate and the maximum required rate of the company has given as 10%. The straight line method of depreciation will be charged on the projects. The project is expected to generate cash flows before taxes and depreciation as follows:

Year	Project X	Project Y
1	40,000	60,000
2	60,000	50,000
3	40,000	24,000
4	60,000	80,000
5	40.000	60.000

With the help of the above given information you are required to calculate:

- 1) The payback Period of each project
- 2) The Average rate of return for each project
- 3) The NPV and Profitability Index for each project
- 4) The IRR for each project

On the basis of calculations advice the company which project it should accept giving reasons.

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No.	Set	

		HUMAN RESOURCE		
•		ate: Saturday, 30-11-2019 3:00 PM To 05:30 PM	Max. Ma	rks: 70
Instr	ucti	ions: 1) All questions are compulsory.2) All questions carry equal marks3) Figures to the right indicate full		
Q.1		Il in the blank by choosing correct alto refers to the lists of human quado the job.	alities and qualification necessary to	14
		a) Job Descriptionc) Job Evaluation	b) Job Specificationd) Performance Appraisal	
	2)		right candidates from the pool of	
		applicants.a) Selectionc) Searching	b) Recruitmentd) Screening	
	3)	is described as imparting special Development c) Education	ecific skills. b) Training d) Distinction	
	4)	refers to a vertical move in range a) Demotion c) Promotion	nk and responsibility. b) Transfer d) Separation	
	5)	Behavioural Anchored Rating Scales is a) Behavioural Expectation Scales c) Field Review Method		
	6)	Paid holidays, car and furnished house a) Perquisites c) Salaries	e are the benefits relate to b) Bonus d) Fringe Benefits	
	7)	Which of the following is Wage and Saa) Ability to payc) Supply and demand of labour	alary Administration? b) Cost of living d) All the above	
	8)	Paired comparison is a method of a) Performance Appraisal c) Security	b) Development d) Convenience Handling	
	9)	Industrial Dispute Act was enacted in _ a) 1942 c) 1946	 b) 1947 d) 1948	
	10	Suspending an employee is aa) Punishmentc) Judgement	b) An action d) An unwanted	

		to Human Resource Management? b) Production objectives d) Both 'a' and 'c'	
	,	employees from Job to job. b) Job Rotation d) None of these	
	,	nd attracting capable of applicants b) Training d) Promotion	
	,	on-Monetary Benefits? b) Recognition of merit d) Responsibilities	
Q.2	Write short notes.a) Job description and specificationb) Components of Remuneration		14
Q.3	Write short notes.a) Grievance procedureb) Career Stages		14
Q.4	Attempt any one of the following question Define HRM. State the various functions invo		14
	Explain "Selection is the most complex method	od which involves scanning"	
Q.5	Analyze the following case. A machine operator spilt a large quantity of machine. The supervisor told the operator to refused stating that the specifications for his having time to check the exact wording of the called a service worker — a general helper-ty department — to do the cleaning. The service which happened to be just before the schedurest period shutdown. But he refused to do the that his job specification did not include such. On reviewing the three job specifications, it specification of the machine operator stated to the properties of the properties of the service of the	clean up the spill. The operator job did not include clean-up. Not e specifications, the supervisor ype of worker assigned to the e worker was called at 2.55 p.m., alled afternoon general ten-minute ne clean-up because he claimed chores. It was found that the job that the operator was responsible	14

On reviewing the three job specifications, it was found that the job specification of the machine operator stated that the operator was responsible for keeping the machine in clean operating order, but nothing about floor cleaning. The job specification for the service worker listed responsibility for assisting operators in various ways such as getting materials and tools, when called for assistance, but nothing was said about the clean-up. Although the sweeper was not present at the time, his job specifications were also checked; it did include all forms of cleaning, but specification stated that the sweeper's hours of work commenced after the shift ended.

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M.B.A. (Semester - II) (CBCS) Examination Nov/Dec-2019

	PRC	DU	JCTION MANAGEMENT AND	OPE	RATIONAL RESEARCH	
•			onday, 02-12-2019 // To 05:30 PM		Max. Marks:	70
Instr	uction	2	 All questions are compulsory. Figures to the right indicate full ma All question carry equal marks. 	rks.		
Q.1			e blank by choosing correct altern			14
	1)				machine fails.	
		,	Before When	d)	After As	
	۵)	,		,		
	2)		includes raw materials, work in p	rogr	ess, finished goods and	
		•	ares. Store	b)	Inventory	
		,	Supply	d)	Research	
	3)	ÁB	C analysis aims for	,		
	Ο,		All Better control	b)	Always Better Control	
		c)	Always best Cost	ď)	Always Bad Cost	
	4)		is a set of international standa	ards	on quality management and	
			ality assurance.			
		,	TQM	,	ISO 20000	
		c)	ISO 14000	d)	ISO 9000	
	5)	a) b)	RT refers to Program Evaluation Review Techni Program Examination Review Tech Programming Easy Report Test Program Evaluation Review Test	-	е	
	6)		is one of the secondary funct	ions	in maintenance management.	
		,	Assembly	p)	Manufacturing	
		c)	Waste Disposal	d)	Training	
	7)		layout groups machines into	cell	s which function somewhat	
			e product layout.	h)	Product	
			Cellular Manufacturing Process	d)	Straight	
	8)	O)		,	ng the quality of production and	
	-,	eva	aluating efficiency.		.9 we down't extraordinate	
		a)	Routing	b)	Inspection	
		c)	Scheduling	d)	Testing	
	9)		eater is the benefit of pr		•	
		,	Effort	,	Product	
		c)	Process	d)	Efficiency	
	10)		is innovative science of Operations R		•	<u> </u>
		,	Civil War World War II	,	World War I Industrial Revolution	

14

∣1)		are used in Markov Chains.		
,	a)	Transition Probabilities	b)	Simulation
	c)	Waiting time	d)	Constraints
2)	san		deci	sion of player to always select
	a)	Play	b)	Pure
	c)	Maximin	d)	Minimax
,			ible :	solution if the number of non-
	` `	•	b)	m-n-1
	c)	m+n-1	d)	None of the above
4)	Pla	nt location is the function of determin	ing l	
	a)	Investment	b)	Economy and Effectiveness
	c)	Materials	d)	Machinery
\new	ıΔr f	following guestions		
	2) 3) 4)	a) c) 2) san a) c) 3) A fe neg a) c) 4) Pla a) c)	 a) Transition Probabilities c) Waiting time 2) strategy in game theory means same strategy. a) Play c) Maximin 3) A feasible solution is called a basic feas negative allocations is equal to a) m-n+1 c) m+n-1 4) Plant location is the function of determina lovestment 	a) Transition Probabilities b) c) Waiting time d) 2) strategy in game theory means decisame strategy. a) Play b) c) Maximin d) 3) A feasible solution is called a basic feasible negative allocations is equal to a) m-n+1 b) c) m+n-1 d) 4) Plant location is the function of determining la) Investment b) c) Materials d)

Solve following assignment problem to find minimum cost.

	I	Ш	III	IV
Α	5	3	1	8
В	7	9	2	6
С	6	4	5	7
D	5	7	7	6

- A bank has only one typist. Since the typing work varies in length, typing b) rate is randomly distributed according to Poisson distribution with mean service rate 8 letters per hour. The letters arrive at the rate of 5 per hour. Find -
 - 1) % time typist is busy
 - Average number of letters with typist at any time 2)
 - Average waiting time in the queue.

Answer following questions. **Q.3**

A person at a horse race is considering placing a bet on specific horse. There are four possible alternatives and four states of nature with the following payoffs. What strategy should be selected as per-

- 1) Hurwicz Criterion ($\alpha = 0.5$)
- 2) Laplace criterion

	States of nature					
Strategies	A wins	B wins	C wins	All lose		
Bet A	7	-2	-2	-2		
Bet B	3	3	-2	-2		
Bet C	2	2	2	-2		
Do Not Bet	0	0	0	0		

b) What is Operations Research? Discuss its applications.

14

14

Q.4 Attempt any one of the following.

a) A company has three manufacturing plants and goods are distributed to four markets. Table shows transportation cost from each plant to each market. Find optimum cost of transportation using MODI method. Use VAM for initial basic feasible solution.

Markets	Р	Q	R	S	Demand
Plants	•	Q	11	Ü	Bomana
Α	2	2	2	4	1000
В	4	6	4	3	700
С	3	2	1	0	900
Supply	900	800	500	400	

b) What is production planning and control? What are its objectives and functions?

Q.5 Answer the following:

A Company sells two different products A and B. The company makes a profit of Rs.40 and Rs.30 on the two Products respectively. They are produced b common production processes. The production process has a capacity of 30000 man-hours. It takes 3 hours to produce a unit of A and one hour to produce a unit of B. The maximum number of units of A and B that can be sold in the markets are 8000 and 12000 respectively. Formulate LPP and solve graphically to maximize profit.

14

M.B.A. (Semester - II) (CBCS) Examination Nov/Dec-2019 INTERNATIONAL BUSINESS

			INTERNATION	AL BUS	INESS
•			iesday, 03-12-2019 // To 05:30 PM		Max. Marks: 70
Instr	uctior) All questions are compulsory. 2) Figures to the right indicate fu	ll marks.	
Q.1	Cho (1)	ove a)	the correct alternatives from t index of globalization measerall globalization. ESPO index	sures ecc b)	onomic, social, political and OFK index
	2)	ima a)	KOF index globalization is expressed ages and people. Economic Political	d) I as the s b) d)	Economic index pread of ideas, information, Social Technological
	3)	a) c)	is not the driving force for Decline in investment barriers World war	•	ation. Decline in trade barriers Increased FDI
	4)		I stands for Foreign direct investment Foreign deliberate investment	b) d)	Foreign deferred investment Foreign dumped investment
	5)	Inte a) c)	Economics	om intern b) d)	national trade and international Marketing Finance
	6)	GA a) b) c) d)	TT is General Agreement on Tariff a General Agreement on Trade a Global Agreement on Tariff and Global Agreement on Trade ar	and Tariff d Trade	
	7)	a) c)	company is geocentric in Transnational Domestic	its orienta b) d)	ation. Global Multinational
	8)	a) b) c) d)	is not the advantage of IB. Higher standard of living Wider market Optimum utilization of resource Fulfillment of entry requirement		
	9)	The a) c)	e new economic policy was fram 1991 1993	ed in the b) d)	year 1992 1994
	10)	a) c)	covers entry and exit of mu FEMA IMF	ıltinationa b) d)	al corporations in India. FERA IBRD

	11)	is an enduring statement of		•	
		organization from the other similar or	_		
		a) Mission	b)	Vision	
		c) Policy	d)	Strategy	
	12)	is the first stage of internation	nalizatio	on.	
		a) Domestic	b)	International company	
		c) Multinational company	d)	Global company	
	13)	IBRD is also known as			
	,	 a) World trade centre 	b)	World Bank	
		c) World trade organization	d)	World unit	
	14)	MNC is			
	,	a) Multinational company	b)	Multinational corporation	
		c) Multinational carrier	ď)	Multinational call centre	
Q.2	Writ	te short notes.			14
	a)	Advantages and disadvantages of MN	IC		
	b)	International Trade Relations			
Q.3	Writ	te short notes.			14
	a)	European Unions (EU)			
	b)	Product Life Cycle Theory			
Q.4	Ans	wer any one of the following question	ons.		
		ne international business. Explain vario		ges of internationalization.	14
		OR		,	
	Wha	at is meant by Foreign Direct Investmer	nt? Exp	lain the factors influencing and	
		sons for FDI.		Ğ	
Q.5	Cas	e Study.			14
		Eounded in 1008 Coneral Motors first	comm	anced its international appration	_

Founded in 1908, General Motors first commenced its international operations in the 1920s. GM is one of the world's first and largest MNEs and a full-line automobile manufacturer with annual revenue exceeding \$200 billion. More than one-third of the company's vehicles are produced and marketed outside its North American base.

For many years, GM's global operations were concentrated in Western Europe. Brand names like Opel, Vauxhall, Saab and Holden enabled the company to capture 12 per cent market share (2002) in the region, second only to that of Ford. GM also had long presence in Latin America and Asia, but, till recently, sales in those regions accounted for only a small proportion of the company's international business. GM, however, foresaw that Asia, Latin America and Eastern Europe would be the automobile industry's future growth markets. To exploit this big potential, the company decided to change its strategy. In 1997, GM embarked on an ambitious plan to invest \$2.2 billion in four manufacturing plants in Argentina, Poland, Thailand and China. This expansion plan is perfectly in tune with dramatic change in GM's philosophy towards management of its international operations.

The new philosophy holds that centres of excellence may be located anywhere in the company's global operations. GM is concentrating on exploiting these centres of excellence to provide latest technology to its global operations. The four new manufacturing facilities are clear example of this approach. All the plants are identical; each plant incorporates state-of the-art technology; and each has been designed not by Americans but by a team of German and Brazilian engineers. By building identical plants, GM should be able to match Toyota whose plants are so similarly designed that a change in a car in Japan can be quickly replicated around the world.

These four plants are modeled after GM's Eisenach facility in Germany which is managed by the company's Opel subsidiary. This plant is the most efficient automanufacturing operation in Europe and the best within GM. Productivity in the plant is at least twice that of most North American assembly operations. Each of the four new plants of GM produces state-of-the-art vehicles for local consumption.

To achieve economies of scale and cost effectiveness, GM is also trying to design and make vehicles which share a common global platform. Engineering teams based in Germany, Detroit, Australia and South America are designing these common vehicle platforms. Management in the local plants is given the flexibility or choice to customize certain features of the cars to suit local needs, tastes and preferences. At the same time, adherence to a common global platform enables the company to distribute the cost of designing a car over greater volume and achieve scale of economies in the manufacture of common components. This should help GM to rationalize and improve its cost structure. The first successful result of this endeavour was the 1998 Cadillac Seville which was designed to be sold in more than 40 countries. GM estimates that the coordinated global approach to design cars will reduce the cost of developing a new model by 15 to 25 per cent.

In spite of bold moves for greater global integration, many problems still exist in GM. Compared to Toyota, GM still suffers from high cost, low perceived quality and proliferation of brands. Its aggressive penetration into the emerging markets may be based on the correct assumption that demand will grow strongly in these markets/countries. But, other automobile companies, particularly the Japanese, are also expanding their production facilities in the same markets/countries. This raises the fear of global excess capacity and consequent price competition. GM has not been very successful in India primarily because of competition from the Japanese car manufacturers Suzuki (Maruti-Suzuki), Honda and Toyota.

Analyse the case

Seat No. Set	P
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M.B.A. (Semester - II) (CBCS) Examination Nov/Dec-2019

		MANAGERIAL COMMI	JNI(CATION - II	
•		e: Wednesday, 04-12-2019 O PM To 05:30 PM		Max. Marks	: 70
Instr	uction	is: 1) All questions are compulsory. 2) Figures to the right indicate full ma	arks.		
Q.1	Fill ir 1)	To effectively, is the basic object a) To Inform	tive (b)	of any presentation. To Communicate	14
	2)	c) To DeliverUse of during oral presentations towards the speaker.a) Style of delivery	help b)	Good dress	
	_,	c) Reading tools	,	Visual aids	
	3)	A type of interview where a interviewer answers very fast is known as a) Stress Interview c) Personal interview		Panel Interview	
	4)	Often people fail in interviews due to No. a) Eye contact c) Facial Expression	b)	erbal aspects such as Posture All the Above	
	5)	Use of voice over voice g life. a) Clear and soft c) Active over passive	b)	your writing more clarity and None of these Passive over active	
	6)	Choosing the right words and is a) Sentences c) Letters		irst important step in writing. Phrase Alphabet	
	7)	In a business letter use of words "Your Sir/Madam that greets the reader are c a) Salutations c) Heading	alled b)		
	8)	is the 7 th C of effective business a) Concise c) Complete	writi b) d)	ng. Courteous Correct	
	9)	The of a business letter contains the last line. a) Body c) Conclusion	b)		
	10)	The art of writing depends a good deal the most important places. a) Abbreviations c) Phrases	b)	utting the strongest in Sentences Words	

11) Personal attributes that enable someone to interact effectively and _____ with other people is called as soft skills. Bosnian a) Perfectly b) Slowly c) Harmoniously d) Rudely A is a short official note that is sent by one person to another within 12) the same company or organization. a) Memo b) Notice c) Memorandum d) Agenda 13) is a very important business etiquette. a) Proper dressing Greeting c) Arriving on time d) Loud communication 14) offer online, a broad range of jobs in a vast number of fields. a) Job Portals b) Employment exchange c) Consultancy firms d) Websites Q.2 Answer the following. 14 a) Job interview process **b)** Characteristics of effective memos Q.3 Attempt the following. 14 a) Advantages and disadvantages of oral presentation b) Different parts of Resume Q.4 Attempt any one of the followings. 14 a) Explain the process of business presentation in detail. b) You are proprietor of Arihant Printing Press. Draft a quotation to be submitted to Balaji Management Institute – Hyderabad, for printing 500 college magazines at the price of Rs 600/- per magazine. **Q.5** Case Study 14

A well-known media conglomerate recently had a serious incident when one of their customer service representatives changed a customer's name from "'John Smith" to "A!@hole Smith" (not the customer's actual name) after a heated phone call. This incident went public and caused a wave of bad press for the company. Likely, the company also had legal ramifications from this incident, though they were never made public. The company immediately engaged Inversoft to solve this problem. The company highlighted here is a well-known media conglomerate with millions of customers and a highly recognized brand. This use case applies to any company that sends electronic or paper communications to its customers including: Incidents like these cost corporations millions of dollars each year in litigation and payouts. eLawForum estimates the total cost of litigation for Fortune 500 companies to be equivalent to one-third of the after-tax profit. This means that a company with \$1 Billion in after tax profit will have as much as \$333 Million in total litigation costs. Unfortunately, the bad news does not stop there. Bad publicity reduces brand equity, which impacts consumer sentiment, and ultimately cuts into the bottom line. According to a study conducted by the Cisco Internet Business Solutions Group, 72% of customers who have a negative customer service experience either reduce their overall spend or switch altogether. Furthermore, for subscriber-based organizations, customer retention is the key metric to revenue and growth. A negative news story that causes even 0.1% customer attrition could impact revenue by \$1M for every \$1B in annual subscription revenue.

Problems with profanity in customer communications can have a substantial impact on revenue for any company. Furthermore, most B2C companies understand that customer satisfaction is crucial to the success of the business. Beyond billing statements, B2C companies have communication with their customers through online form submissions, chats, forums, support portals and emails. A solution to prevent future problems that impact revenue is now a business requirement. IMPACT ABOUT THE USE CASE Media Financial Telecom Health Insurance Broadcasting Credit Cards Utilities Entertainment inversoft 72% of customers who have a negative customer service experience REDUCE OVERALL SPEND SWITCH ALTOGETHER \$1Million LOST 0.1% OF \$1Billion 1 (888) 423 7814 www.inversoft.com 1 (888) 423 7814 Only a few weeks after the incident, the company had already installed CleanSpeak and was directing all billing and customer records through the system whenever they were edited. Inversoft's enterprise-scale filtering and moderation software gave them the confidence to know that inappropriate or unwanted content would no longer go through to their customers. Communication with customers is constantly changing. We are now Connecting with our customers more frequently through multiple, diverse channels. As a result, it is no longer possible to use employees to pre-screen all communications, but our standards remain the same. Therefore, businesses now must invest in automated solutions like CleanSpeak to prevent offensive and inappropriate language in all customer communications. For nearly a decade, companies ranging from start-ups imc

۱)	Analyze the Case.	05
2)	Identify the Problem.	02
3)	Identifying Alternative Solutions.	05
1)	Give the Best solution.	02

Seat	Set	D
No.	Set	

		w.b.A. (Semesi	Research Me		ology	
•		: Thursday, 05-12 DPM To 05:30 PM			Max. Marks	: 70
Instr	uctior	s: 1) All questions 2) Figures to th	s are compulsory. le right indicate full	mark	S.	
Q.1	Fill ii		ined as systematic specific topic.		ernatives given below: ientific search for pertinent Research method Research methodology	14
	2)	•	st and the most crit	,	tep of the research process.	
	3)	a) Secondary day c) Both a & b	ata originally collect ata	ted fo b) d)	-	
	4)		_ is to guide the re eep him on the righ		cher by delimiting the area of ck. Research none of these	
	5)		raw conclusion reg		mber of items or a small portion g whole population. Scaling Data analysis	
	6)	is the mo behavioural scien a) Mail Surveys c) The observat	ces.	meth b) d)	od especially in studies relating to The Interview Method Questionnaire	
	7)	•	quiry or a research	•	ow much, by what means constitute Research method Research methodology	
	8)	a) Convenience c) Judgment Sa	Sampling	forms b) d)	of non-probability sampling. Quota Sampling Snowball Sampling	
	9)	•	t them quantitative		els to different objects under qualitatively is called scaling measurement	

	10) is the extent to which a measuring instrument provides adequate					
		a)	verage of the topic under study. Criterion-related validity Construct validity	b) d)	Content validity None of these	
	11)	a)	also known as numerical scan which a respondent selects one Graphic rating scale Summated scales		it presents a series of statements pest reflecting his evaluation. The itemized rating scale Semantic differential scale	
	12)	a)	is a statistical measure used i mparing a variance to a theoretica U- test t-test		context of sampling analysis for ance. F- Test chi-square test	
	13)		is the process of reducing la meaningful analysis. Editing Classification	rge n b) d)	nass of data into homogeneous Coding Tabulation	
	14)	a) c)	is sometimes called interval s Simple random sampling Multi -stage sampling	ampl b) d)	<u> </u>	
Q.2	Write a) b)	Obje	ort notes on: ectives and motivation of research tracteristics of a good sample	1		14
Q.3	Write a) b)	Ехр	ort notes on: lain interview as a method of data lain structure of report	colle	ection	14
Q.4			caling and explain Nominal scale, h examples. OR	Ordir	nal scale, Interval scale, Ratio	14
	Explain detail		he term research design and expl	ain v	arious types of research design in	
Q.5	a res bran the n	are t seard ds vi nost	ady:- The brand manager of shampoo be The brand manager of shampoo be The to find out what is the current pe Tis - a vis other brands (Competitor Timportant factors buyers consider Timportant factors buyers on the a	erceprs). Y whil	otion of consumers about your fou also want to know what are e buying a brand of shampoo.	14
	1) 2)	Whe	ether to reposition your brand. ether to launch line extensions of same brand name)		·	
	3)		ether to launch a new brand of sha	ampo	00.	
	a) b) c) d) e)	Title Prep Sug Sug Prep	f this you are require to prepare for the research pare objectives for the research. It is a suitable research design with gest data collection method and spare questionnaire for collecting strand.	amp	ling method	02 02 02 02 06

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Seat	Set	D
No.	Set	

		EVENT MANA			
•		ate: Friday, 06-12-2019 :00 PM To 05:30 PM		Max. Marks	: 70
Instr	ucti	ions: 1) All questions are compulsory 2) Figures to the right indicate full r	nar	ks.	
Q.1		experience as the correct alternatives from the Events offer experience as the cap interactive c) Experiential	eve b)		14
	2)	Every client has oriented idea to a) Objective c) Media	b)	achieved through an event. Budget Visitors	
	3)	refers to the activity of providing (a) Hotel c) Catering Service	b)	d, refreshments for events. Hospitality Cooking	
	4)	There is growing need of to look successfully. a) Employees c) Clients	b)	the need of events and host it Customers Professionals	
	5)	is the most significant skill that a a) Communication c) Computer	b)	event manager should possess. Fund raising Budgeting	
	6)	Computer aide event management supp way. a) Economic c) Better	b)	s to organize events in most Efficient Detailed	
	7)	helps for building goodwill amora) Public Relationsc) Communicating	b)	ne target market. Advertising Budgeting	
	8)	is a document that will be writt providing professional event management a) Budget c) Application	nt s b)		
	9)	Kumbh Mela is an example of ea) Crowded c) Social	b)	nt. Large scale Religious	
	10) is necessary for obtaining spon a) Canvassing c) Costing	b)	ships, fund raising, and advertising. Customization Concept	
	11) record keeping system is less ea) Eventc) Complete	b)	nsive. Manual Monitoring	

	12) can help event manager to delease.a) Stock takingc) Assigning Responsibilities	egate work and boost efficiency. b) Training d) Administration	
	a) Corporateb) Entertainment	clients and employees. b) Networking d) Social	
	14)Primary role of service is to provia) Medicinec) Fire Brigade	de first aid medical care at event place. b) Ambulance d) Police	•
Q.2	Write short notes.a) Responsibilities of Event Managerb) Developing record keeping system		14
Q.3	Write short notes.a) Need for event proposalb) Catering Service in various events		14
Q.4	What are different permissions required to are to be arranged? OR	conduct an event and what utilities	14
	Discuss role of media in success of event. used by Event Management Company?	What different types of media are	
Q.5	Prepare event plan for wedding ceremony two days. Decide suitable venue in Solapur necessary assumptions and mention those	. Prepare budget for the event. Make	14

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Seat	Set	D
No.	Set	

		M.B.A. (Semester – II) (CBCS) E BANKING AND IN			
•		ate: Friday, 06-12-2019 :00 PM To 05:30 PM		Max. Marks	: 70
Instr	ucti	ons: 1) All Questions are compulsory an 2) Figure to the right indicates full r		•	
Q.1		The Key/Core function(s) of a Bank is (a a) Safe Custody through Lockers b) Accepting Deposits and Lending mode) Maintaining Accounts of Customers d) Collecting and Clearing Cheques	re)	·	14
	2)	The difference between a Bank and a N instruments is that NBFC the inst a) cannot issue b) , with special permission from RBI, c c) can issue d) , by passing resolution in Board, can	run an	nents of negotiation of its own.	
	3)	The Payment responsibility of a person accordance to provisions of law are covera) Personal Insurance c) Liability Insurance	ere b)		
	4)	The principle of assigns the duty steps to minimize the loss to the subject a) Subrogation c) Mitigation of Loss	ma b)	•	
	5)	To be recognized as a scheduled bank, capital of not less than Rs a) Two Lakhs c) Ten Lakhs	b)	bank should have a paid up Five Lakhs None of the above	
	6)	The type(s) of Bank Advances accounts a) Cash Credit A/c c) None of the Above	b)	(are) Over Draft A/c Both of the Above	
	7)	sector for lending refers to the sidesirable but neglected by commercial background a) Priority c) Agriculture	an b)	•	
	8)	A asset is one which has remained months.a) Standardc) Doubtful	b)	NPA for a period exceeding 12 Sub-standard Loss	

	 NEFT and RTGS are forms of tr providing interbank fund transfer facility customers of banks. 		
	a) ECS	b) EFT	
	c) IMPS	d) None of the above	
	10) is the rate at which one bank bo short term requirements.	rrows money from another bank for	
	a) Bank Rate	b) Call Rate	
	c) Repo Rate	d) Base Rate	
	 is a contract whereby in considering installments, the insurer undertakes to on expiry of period. 	·	
	a) Term Insurancec) Life Insurance	b) General Insuranced) Non-Life Insurance	
	12)The State Government has of state 3 of state 2 of state 3	ake in a Regional Rural Bank. b) 25% d) 35%	
	payable to the insured, if alive, on the case of demise if the insured.		
	a) Money-Bank Policyc) Endowment Policy	b) Term insurance policyd) Whole Life Policy	
	14) refers to the cash that banks hat percentage of their total demand and tienal control of the cash that banks hat percentage of their total demand and tienal control of the cash that banks hat percentage of their total demand and tienal control of the cash that banks hat percentage of their total demand and tienal control of the cash that banks hat percentage of their total demand and tienal control of the cash that banks hat percentage of their total demand and tienal control of the cash that banks hat percentage of their total demand and tienal control of the cash that banks hat percentage of their total demand and tienal control of the cash that banks hat percentage of their total demand and tienal control of the cash that banks hat percentage of the cash that banks hat percentage of the cash that banks hat ban		
Q.2	Answer the Following.a) Discuss in brief Life Insurance and its tb) Explain difference between bank and N	ypes.	14
Q.3	Write Short Notes on the following:a) Life and Non-Life Insurance.b) Deposits and advances		14
Q.4	Answer any One of the following: Discuss in detail the structure of Indian Ba OR	nking System.	14
	Explain in detail about GIC and its subsidia	aries.	
Q.5	Analyse the following case study and a A legal suit was filed by Mrs. G. M. Cha of Rs. 77800/- due from four insurance pomr. T. R. Gurupadaiah. LLIC denied the fraudulent misrepresentation and suppresentation while filling up the proposal forms for the study of t	nnabasamma for realization of a sum plicies held by her deceased husband claim as the deceased was guilty of sion of material acts with regard to his	14
	The four policies were taken between 3. The insured died on 14th Oct. 1961 in According to LIC, the deceased was suffer of lungs which he was fully aware of at the fraudulently denied the facts in proposal for	n a hospital for tubercular ailments. Fring from acute diabetes and disease the time of taking the policies and had	

The wife contended that neither he nor any of the family members has any knowledge of his illness and emphatically denied the allegations of misrepresentation and suppression of material fact. She claimed that the deceased was keeping good health ad was actively taking part in his business.

The LIC doctors who had certified the good health of insured at the time of taking out the insurance policies and were examined as defense witness disapproved the case of illness. It was not suggested that these doctors were wither won over by the insured or were negligent in performing their duties. They had submitted confidential reports about the health of the insured and were of the opinion that he was in good health.

Question:

What should be the court's judgment in this case? Please elaborate.

Seat	a . [
No.	Set I	Р

	M.B	3.A. (Semester - III) (New) (CBC STRATEGIC M <i>A</i>	-		
•		e: Wednesday, 11-12-2019 0 AM To 02:00 PM		Max. Marks	s: 70
Instr	uctio	ns: 1) All questions are compulsory. 2) Figures to the right indicate full	mark	5.	
Q.1	Cho (1)	ose the correct alternatives from the In VRIO Framework, 'R' stands for _ a) Rational c) Rate		ions and rewrite the sentence. Rare Review	14
	2)	,	esour	nt and distribution of financial, ces to strategic tasks for the Resource Allocation	
	3)	 c) Strategic Implementation A process of determining the effective the organizational objectives and take required is known as a) Strategic Intent b) Strategic Formulation c) Strategic Implementation d) Strategic Evaluation and control 	king co	0, 0,	
	4)	Mergers takes place when the organizations related to each other ecustomer groups or alternatives technal Horizontal c) Concentric	either		
	5)	According to General Electric Nine (signal is 'Stop' which indicates retreiliquidation or rebuilding approach for a) Green c) Black	nchme	ent strategies of divestment and	
	6)	The Basic Principle(s) to measure the Responsibility is/are a) Sustainability c) Transparency	b) d)	act of Corporate Social Accountability All of the above	
	7)	could be considered as an er contractual agreement between two a) Joint Venture c) Demergers	•	3	
	8)	Business Ethich is a/an a) Descriptive Study c) Normative Study	b) d)	Experential Study Hypothetical Study	

	9)	 is a process by which organisations monitor their relevant environment to identify opportunities and threats affecting their business for the purpose of taking strategic decisions. 		
		 a) Environmental Scanning b) Organisational Appraisal c) Strategic Evaluation d) None of the above 		
	10)	According to BCG Matrix, the business units with low growth rate still high market share refers to		
		a) Starsb) Cash Cowsc) Question Markd) Dogs		
	11)	The structure that involves dividing the total work according to different product lines, customers or geographical area is called as a) Hybrid Structure b) Divisional Structure c) Matrix Structure d) Entrepreneurial Structure		
	12)	The resource allocation where resources are distributed through a process of segregation down to the operating levels is known as a) Top-down approach b) General approach c) Down-Top approach d) Strategic approach		
	13)	The objective of is to ensure, as far as possible, the interests of the stakeholders-enable individuals, corporations and society. a) Corporate Governance b) Employees c) Customers d) Society		
	14)	denote what an organisation hopes to accomplish in a future period of time. a) Objectives b) Purpose c) Mission d) Goals		
Q.2	a)	Short Notes. Levels at which Strategy Operates Porter's 5 force Model	4	
Q.3	a)	Short Notes. Strategic Control Corporate Social Responsibility	4	
Q.4	Expla Strat	egy.	4	
	Defir maki		4	
Q.5	Textiindus starte sector half ohas starte Nout a RS large	Study. e industries in India-Several business houses have their origin in this try. In the mid-1980s, the powerloom sector in the unorganised sector d hurting badly the interests of the composite textile mills of the organised r. Their cost structure, with lower overheads and no duties, was less than f that of the mills for equivalent production. The post liberalisation period een a large number of foreign brands enter India. It is in this scenario that ayur brand of Rajasthan Spinning and Weaving Mills (RSWM) has to carve place for itself. WM is the flagship company of the LNJ Bhilwara group. It has been the st producer and trader of yarn in the country and caters to the large ands for blended yarns and grey cloth fabric used for the children's school	4	

uniform.

In 1994, the yarn business faced a severe crunch owing to overcapacity. From 1995 onwards, RSWM became a late follower of the industry trend as other competitors already moved up the value chain.

Textile manufacturing is basically constituted of the processes of spinning, weaving, processing and marketing. More than 50 per cent of the value is concentrated in the weaving and processing. Moving up the value chain from spinning involves large investments in machinery and labour. Graduating to marketing requires getting closure to the customer. This is the challenge that a traditional spinning mill like RSWM had to face if it was to sustain itself in a highly competitive market.

At another level, for RSWM, it was a matter of cultural transformation of the organisation long used to a conservative, trader mentality. From the market side, it has long been troubled with its commitment to the loyal middle-class customers as it had to simultaneously pay attention to the upwardly mobile upper middle class customers. Then there was the dilema of being too many things to a wide range of audience. RSWM wanted to have a stake in the export markets as well as keep its share in the rural markets. It excelled in basic textile processing yet dreamt of attaining sophistication in in-house production of readymade garments. And all this while it has been a late mover, losing out to early movers such as Raymonds. No wonder it virtually landed up on the fringes of the industry, far behind formidable competitors like Reliance, Grasim, and S. Kumar

Analyse the above case, Identify the problem, State the alternatives, Choose the best alternatives.

Seat	Set	D
No.	Set	

M.B.A. (Semester - I) (CBCS) Examination Nov/Dec-2019 ACCOUNTING FOR MANAGERS

		ACCOUNTING F	OR MA	NAGERS	
		e: Thursday,12-12-2019 O PM To 05:30 PM		Max. Marks	: 70
Instr	uctior	1) All questions are compulsory.2) Figures to the right indicate full	ıll marks	3.	
Q.1	Choo 1)	The assets of a business can be cl a) Only fixed assets c) Fixed and current assets	lassified b)		14
	2)	The profit on the reissue of forfeite a) Capital A/cc) Profit & Loss A/c	b)	are transferred to Capital Reserve General Issues	
	3)	The basic rule of book-keeping "De all gains and incomes" is applicable a) Personal account c) Nominal account	e to b)		
	4)	 Which of the following statement is a) Fixed assets must always be s b) Book-keeping and accounting c) Owner's Equity = Assets + Lia d) Patents is an example of current 	shown a are diffe bilities	t market value erent terms	
	5)	 Accounting is concerned with		ons	
	6)	Closing stock is valued at a) Cost b) Market value c) Cost or market price whicheve d) Cost or market price whicheve			
	7)	Following is (are) called the elemental a) Material c) Expenses		Cost Labour All of the above	
	8)	Patents, Copyrights and Trademar a) Current assets c) Intangible assets	ks are _ b) d)	Fixed assets Investments	
	9)	The process of entering all transactal Posting c) Accounting	tions fro b) d)	om the journal to ledger is called _ Entry Trial balance	•
	10)	Interest on loan paid by business is a) Revenue expense c) Asset	s an exa b) d)	ample of Income Return outward	

	11)	on credit from Mr. Z?			
		a) Purchases account b) Mr. Z account c) Cash account d) Sales account			
	12)	capital is taken up by the general public. a) Issued capital b) Subscribed capital c) Authorized capital d) Reserve capital			
	13)	An informal accounting statement that lists the ledger account balances at a point of time and compares the total of debit balances with the total of credit balances is known as a) Income statement b) Balance sheet c) Trial balance d) Cash Book			
	14)	Double entry accounting system includes a) Accrual accounting only b) Cash accounting only c) Both cash and accrual accounting d) None of the above			
Q.2	Writ	te Short Notes	14		
	a) b)	Forensic accounting Subsidiary books			
Q.3	a)	SG company purchased new machinery on 1 st july, 2016 for Rs. 2,75,000 and spent Rs. 20,000 for reconditioning and Rs. 5,000 for installation. Another machine was purchased on 1 st October, 2017 for Rs. 2,00,000 which includes installation charges of Rs. 10,000. On 1 st july, 2018 the first machine was sold for Rs. 1,50,000 and on the same date another machine was purchased for Rs. 1,00,000. Company follows written down value method of depreciation @ 15%. Prepare machinery account for 3 years considering that company closes its books of accounts on 31 st March every year.			
	b)	Following transactions is provided by Mr. Raj, who has started the business from june, 2019. Date Particular 1 Commenced business with cash in hand Rs. 1,50,000 and cash in bank Rs. 2,00,000 2 incurred expenses of Rs. 5,000 on account of audit fees 3 paid into bank account Rs. 35,000 7 paid to Rohit by cheque 64,500 alter receiving discount of Rs. 500 10 brought furniture of Rs. 10,000 and payment made through bank 11 received cheque from Vinay Rs. 23,600 after allowing discount of Rs. 400 13 sold goods of Rs. 40,000 to sachin 15 cash sales of Rs. 25,000 made by Raj 18 deposited a cheque of Rs. 20,000 received from Aniket 19 purchased goods of Rs. 15,000 and payment done through bank 22 withdrawn Rs. 20,000 from bank account for office use 23 received commission of Rs. 1,500 25 paid advertisement expenses of Rs. 12,000	07		

Prepare cash book with bank and discount column.

Q.4 a) From the following information of Super Co. Ltd for the year 2018 you are required to prepare cost sheet

Particulars	Rs.
Stock of raw material (1. 1.18)	50,000
Indirect material	1,000
Depreciation on plant	3,000
Salesman salary	4,000
Salary to office supervisor	5,000
Other factory expenses	11,000
Purchase of raw material	1,70,000
Stock of raw material (31.12.18)	80,000
Indirect wages	20,000
Office rent and rates	1,000
General Manager's remuneration:	·
Office	4,000
Factory	8,000
Sales department	12,000
Other selling expenses	2,000
Traveling expenses of salesman	2,200
Sales	5,00,000
Advertisement expenses	4,000
Other office expenses	1,800
Factory rent and rates	10,000
Depreciation on office furniture	200
Carriage inward	10,000
Direct wages	1,80,000
A.D.	

OR

RK Co. Ltd offered to public for subscription 1,00,000; 14% preference b) shares of Rs.100 each at a premium of Rs. 10 per share. Payment was to be made as follows:

On application Rs.30

On allotment Rs.40 (including premium)

On first and final call Rs.40

Applications were received in for all the shares offered and allotment was duly made. All money was duly received except the money on call on 100 shares which were forfeited after the requisite notices had been served. Later, all the forfeited shares were reissued as fully paid up at Rs. 95 per share.

Journalize all the above mentioned transactions.

Q.5 From the following trial balance of Mr. Vicky Prepare Trading and Profit and Loss A/c for year ended 31st March 2019 and the balance sheet as on that date taking into account the adjustments given.

Debit Balance	Rs.	Credit Balance	Rs.
Vicky's drawing	4,500	Vicky's Capital	24,000
Purchases	20,000	Sales	30,500
Return inwards	1,500	Discount	1,900
Stock(1.4.2018)	8,000	Sundry Creditors	10,000
Salary	4,200	Bills Payable	2,500
Wages	1,200		
Rent	350		
Bad Debts	400		
Discount	700		
Sundry debtors	14,000		
Cash in Hand	260		
Cash at Bank	5,940		
Insurance	400		
Trade Expanses	300		
Printing	150		
Furniture	2,000		
Machinery	5,000		
	68,900		68,900

Additional information:

- 1) Closing Stock was valued at Rs-7000
- 2) Insurance was prepaid to the extent of Rs-60
- 3) Outstanding liabilities were, salary Rs-200 and wages Rs-200
- 4) Make provision for doubtful debts at 5% on sundry debtors.
- 5) Calculate interest on capital 5% p.a.
- 6) Depreciation is to be provided at 5% on machinery and 10% on furniture
- 7) Make provision for discount on creditors at 1%

Seat No.		Set	Р
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	W.B	.A.	(Semester - III) (Nev MANAGE)			Namination Nov/Dec-2019	
•			ursday, 12-12-2019 I To 02:00 PM			Max. Marks	s: 70
Instr	uction) All questions are comp 2) Figures to the right ind	•	ark	S.	
Q.1	Choo 1)		contains the picture	of total plans ing to sales, b	s d pr	ions and rewrite the sentence. uring the budget period and it ofit, cost, production etc. Zero based budget Sales Budget	14
	2)	a) b) c)	e primary goal of Manage Interpret financial data Record all business tra Ascertain cost Provide information for	nsactions			
	3)	am	en sales are Rs. 2,00,00 ount of profit will be 50000 60000	 b	st I)) I)	Rs. 30,000 P/V Ratio 40% the 80000 70000	
	4)		·	b		o is 40% then break even point is 17,25,000 10,00,000	
	5)	a)	nagers utilizes marginal Make or buy decision Acceptance of foreign o	b)	Selection of suitable Sales Mix	
	6)		audit is an attempt m nagement process and f Financial Management	unction.)	te the performance of various Internal Cost	
	7)	act a) c)	Variance occurs du ual days worked. Capacity Variance Price Varian	b	in) (number of budgeted days and Calendar Variance Mix Variance	
	8)	Wh a) c)	at will be the impact on l Decrease Increase	b	d c) l)	ost is increased? No change None of the above	
	9)	a)	budget is prepared Fixed budget Both a and b	b)	fferent level of activity. Flexible budget None of the above	

	10)	Variance is always unfavorable	e.		
		a) Capacity Variance	b)	Calendar Variance	
		c) Idle time variance	d)	Profit Variance	
	11)	,	b)	for cost control purpose is/are Post Costing All of these	•
	12)	,	ıdge b) d)	eted sales revenue the variance Unfavorable Moderate	
	13)	Gross Working capital equals to a) Total of current Assets I c) Total of Sundry debtors	b)		
	14)	,	b)	40% the MOS Rs. 8,00,000 Rs. 28,00,000	
Q.2	Writ	e short notes on.			14
	a)	Reporting needs at different level			
	b)	Difference between Management accou	unti	ng and cost accounting	
Q.3	Atte a)	mpt the following question. Following information has been made a company, manufacturing spare parts:	ıvai	lable from the cost records of a	14

Particulars	Per Unit
Direct Material	
X	Rs.16
Υ	Rs.12
Direct Wages	
X	12 Hours @ 75 Paisa per hour
Υ	6 Hours @ 75 Paisa per hour
Variable Overheads	120% of Wages
Fixed Overheads (Total)	Rs. 1500/-
Selling Price	
X	Rs. 50
Υ	Rs. 40

The directors want to be acquainted with the desirability of adopting any one of the following alternatively sales mixes in the budget for the next period suggest the suitable sales Mix:

- 1) 250 units of X & 250 Units of Y
- 2) 400 Units of X and 100 Units of Y

b) From the Following Calculate:

- 1) Material Cost Variance
- 2) Material Price Variance
- 3) Material Usage Variance

Standard Data:

Material A 50 kg @ Rs. 4 per Kg.

Material B 100 Kg @ Rs. 6 per kg.

Standard Output - 120 Kg.

Actual Data:

Material A 2500 kg @ Rs. 5 per Kg

Material B 2500 Kg @ Rs. 5 per kg.

Actual Output - 3720 Kg.

Q.4 Estimate the working capital required from the data given below. Project annual Sales- 75,000 units at Rs.100/-

14

Cost Per Unit	Rs.
Raw Material	40
Labour	10
Overheads	30
Debtors pay after	5 Weeks
Creditors are paid after	4 Weeks
Raw material in stock	6 Weeks
Finished stock	8 Weeks
Production & Progress time	4 Weeks
Lag in payment of wages	4 Weeks
Lag in payment of Overhead	6 Weeks

Assume:

- 1) Contingency-10% of the estimated working capital
- 2) 10% of sales and 10% of purchase are on cash basis
- 3) Desired average cash and bank Balance-1,87,500/-

OR

What is audit? Explain different types of Audit.

14 14

Q.5 Case Study:

Prepare a cash Budget of Infotech Ltd. for April, May and June 2012:

Month	Sales	Purchase	Wages	Expenses
January (Actual)	80000	45000	20000	5000
February (Actual)	80000	40000	18000	6000
March (Actual)	75000	42000	22000	6000
April (Budgeted)	90000	50000	24000	7000
May (Budgeted)	85000	45000	20000	6000
June (Budgeted)	80000	35000	18000	5000

Additional Information:

- 1) 10% of the purchases and 20% of sales are for cash.
- 2) The average collection period of the company is ½ month
- 3) The credit purchases are paid regularly after one month.
- 4) Lag in Payment of wages half month.
- 5) The rent of Rs. 500/- per month is included in expenses is paid in same month
- 6) Other expenses are paid after one month lag.
- 7) Cash balance on April 1,2012 may be assumed to be Rs. 15,000/-

SLR-BT-21

Seat	Sat	D
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	W.B	A. (Semester - III) (New) (CBC). SKILL DEVEL	•		
•		e: Friday, 13-12-2019 O AM To 02:00 PM		Max. Marks:	70
Instru	uction	ns: 1) All questions are compulsory and 2) Figures to the right indicates full		•	
Q.1	Choo 1)	Pareto 80:20 principle was basically papelicable to nearly every managerial a) Money Management c) Time management	ropo asp b)	osed for which is	14
	2)	Mechanism of material and information customer satisfaction at lowest possible a) KPO c) SCM			
	3)	In what type of proposal should indire proposal? a) Internal Proposals b) Solicited proposals		External proposals	
	4)	Proposals can be classified asa) Internal & External Proposals b) Solicited and unsolicited proposa c) Both of the above d) None of the above			
	5)	The quadrant of high importance and quadrant of a) necessity c) deception	high b) d)	urgency tasks is known as quality and personal leadership waste	
	6)	 ITES stands for a) Income Tax Exemption Scheme b) Information Technology Enabled c) Information Technology Exchang d) Income Tax Evaluation Services 			
	7)	is a process between two partidiscussion in a subject of interest for a) Goal Setting c) Business Proposal		3	
	8)	A response to Request for Proposal (a) Internal Proposals c) Solicited proposals	b)) is a type of External proposals	

	9)	not third party clients. a) Onshore BPO b) Offshore BPO			
		c) Captive BPO d) Near-shore BPO			
	10)	Functions such as AND(), OR(), IF() are known as a) Comparision b) Logical c) Statistical d) Arithmatic			
	11)	The order of phases in negotiation process is a) Preparation phase, negotiation phase implementation phase b) Negotiation phase, preparation phase, implementation phase c) Preparation phase, implementation phase, negotiation phase d) No Specific order			
	12)	Inefficient Delegation, Socialising on job, doing urgent rather than important things are examples of a) Inefficiency b) Time wasters c) Improper goals d) All of the above			
	13)	The function allows looking for values from worksheet ranges where decision table is arranged in a horizontal manner and the operation of looking of value is performed on the first row of the decision table from left to right. a) Lookup b) HLookup c) VLookup d) DGET			
	14)	Wishes, and goals usually clump together. a) hopes b) beliefs c) dreams d) targets			
Q.2	a)	ver the following questions. Discuss the meaning and benefits of SWOT Analysis. Discuss benefits of practicing etiquette.	14		
Q.3	a)	e short notes. Explain the steps involved in successful time management. Write short note on SUBTOTAL feature of MS Excel.	14		
Q.4	a)	ver any one of the following questions. Discuss in detail the concept of SMART Goal setting with different types, areas of goals. What is business proposal? Discuss the steps in writing effective business	14		
Q.5	Anal At Uf engir Mass facul India There	proposal.	14		
	One day, professor and head of the mechanical engineering department, Dr Mathur, went to the central library to discuss the possibility of procuring certain international books and journals for UPITS with the visiting German library chief, James Wandel. Dr Mathur reached about a half hour later than the pre-arranged time.				

The door was shut, but he opened it and walked in, pulled up a chair to move it closer, sat down, leaned over the desk, extended his hand, and said, "Hi! How are you this morning, Wandel?"

Dr Mathur was surprised to see a frown on Mr. Wandel's face and felt further confused to hear the question, "By the way, are you my boss?"

"No", said Dr Mathur.

"Then, please know my name is James Wandel.'

"I am sorry, I didn't mean to be impolite or rude to you. I just wanted to address you in a more friendly way. I am indeed very sorry, Mr. James:

Mr. Wandel was visibly annoyed. "Yes, what do you want?" he asked curtly.

"No, nothing. I am sorry", said Dr Mathur and left Mr. Wandel's office completely puzzled and disappointed.

Analyse the above case and answer the following:

- a) What went wrong in this exchange?
- b) What can one learn from this case about business and professional interactions?

Seat	Sat	D
No.	Set	Г

M.B.A. (Semester - III) (New) (CBCS) Examination Nov/Dec 2019 Marketing Management (Paper – I) BRAND MANAGEMENT AND SOCIAL MARKETING

		BRAND MANAGEMENT AN		• •		
,		e: Saturday,14-12-2019 0 AM To 02:00 PM		Max. Mark	s: 70	
Instr	uctior	ns: 1) All questions are compulsory. 2) Figures to the right indicate full	marl	KS.		
Q.1	Fill in	n the blanks by choosing correct almost which of the following statement is transport a). Branding helps to organize invertible by Branding helps in getting a compactory of the signals a certain level of quantum distribution.	ue? itory etiti	ve advantage	14	
	2)	When the same brand name holds so is known as the a) Umbrella brand c) Multi-brand	b)	•		
	3)	Marketers can apply a branding on _ a) Physical good b) A store and organization	b)	 A service All of the above		
	4)	is a short three-to - five word aspect of the brand. a) Mental map c) Brand equity	•	ession of the most important Brand Mantra Brand audit		
	5)	The process which helps to trace valunderstand financial impact of brand a) Brand value chain c) Brand Revitalization	mar b)			
	6)	is a strategy of using a success modified product in a new category. a) Duo branding c) Brand extension	b)	brand name to launch a new or Line extension Multi branding		
	7)	 Which of these are the benefits of accepting guest bloggers on blog? a) Increasing brand interest and promotion b) Boosting sales through affiliate links c) Email marketing campaigns d) Diversifying blog content 				
	8)	Social media marketing uses social ra) Create a website b) Promote a company and reach nc) Monitor online performance d) Share content via newsletters				

	9)	Twitter is a type of platform. a) Blogging b) Interactive c) Analytics d) Microblogging	
	10)	 What is a hashtag? a) Hashtag is a word used to tag a message in order to identify it with a certain topic b) Hashtag is the first word in the message c) Hashtag is the link you add to the message posted on social media d) Hashtag is the title of an image or video you post on social media 	
	11)	Tweets contain up to characters. a) 100	
	12)	Which of these is not a type of social media? a) Blogs and microblogs b) Social networking websites c) Google Ads d) Collaborative projects	
	13)	analysis is survey based multivariate technique that enables marketers to profile the consumer's decision making process with respect to brands. a) Conjoint	
		called a) Mental map b) Brand Mantra c) Brand equity d) Brand audit	
Q.2	a)	e short notes. Brand Product Matrix Green Marketing	14
2.3	a)	e short notes. Comparative methods for Brand Equity Measurement Choosing Brand Elements	14
Q.4	a) Wb) W	mpt any one /hat are four steps of Brand Building? Discuss in detail with the help of BBE. /hat is Social Marketing, its Evolution and Need? Discuss comparison etween Commercial and Social Marketing.	14
Q.5	years of Ca spec comp types depa D in his or the his e	er. S. Chakraborty was domiciled in Los Angeles, U.S.A. for the last eight is. After getting his Masters degree in Food Technology from the University alifornia he obtained a Ph. D. ializing in 'high protein products'. After completing his education, he joined a pany. Hypro Inc. as a Director of R& D. The company developed different is of high protein products which were marketed through a large number of artmental stores throughout U.S.A. The company enjoyed a good reputation. Inc. Chakraborty was seriously thinking of returning to India and settling down is hometown of Bangalore. He was also toying with the idea for the last two ree years to set up a plant to produce high protein products in India. During arlier visits, after talking to different people, he had noticed the availability of abeans in abundance. He had carried out several experiments in his	

laboratory and had developed what he called "Soyabean Milk." He felt that for a

country like India with the majority of the children being undernourished, this would be an ideal product.

Soyabean Milk would have some percentage of normal milk, water and other raw materials added to give it a high protein value. It will be pasteurized, so refrigeration would not be essential and will have almost the same or even better life than average milk. Soyabean Milk would cost about 15 percent more than the regular milk, which, he felt, was justified due to its high protein values, to obtain same proteins.

Technically he was confident about the production of the Soyabean Milk. Marketing-wise and commercially, whether such a project will be viable, was his main doubt. His friends had informed him that recently two companies have already introduced Soyabean Milk in India which was, however, very costly in the market. This did not worry him much as he felt that his product would be superior and that with such a large population in India, even a dozen competitors should do reasonably good business. Thus, he felt encouraged by the news of two companies introducing the soyabean milk. He first wanted to ascertain the feasibility of his project. He had several questions to which he wanted the answers.

You as an expert help him by answering following questions -

	as an expension by anomaling renorming quiestion	
a)	Analyze the case	04
b)	Whether the tradition-bound Indian population would accept a new	04
	concept like Soyabean Milk?	
c)	In what form should he introduce the Soyabean Milk? As a substitute to normal milk or by adding different flavours, as a competitive product to the already existing soft drinks market?	04
	, ,	
d)	Suggest suitable brand name and reason for that Brandname	02

Seat	Set	D
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M.B.A. (Semester - III) (New) (CBCS) Examination Nov/Dec-2019

		Financial Manageme INDIAN FINANCIA		• •
•		ate: Monday, 16-12-2019 :30 AM To 02:00 PM		Max. Marks: 70
Instr	ucti	ions:1) All questions are compulsory 2) Figures to the right indicate full management	ark	S.
Q.1	C h	noose the correct alternatives from the is regarded as a queen of Indian a) SEBI c) Finance Ministry	fina b)	
	2)	Money market deals with instrum a) long term c) medium term	b)	ss. short term all of these
	3)	are an important instrument of sha) National saving certificatesc) Treasury bills	b)	term borrowing by the Govt. Bonds Any of the above
	4)	Prospectus is not issued in a) public issue c) right issue	,	private placement none the above
	5)	In India, the company which actually deafund is called as a) sponsor company c) asset management company	b)	with the corpus of the mutual trustee company Mutual fund Company
	6)	NIFTY is the index of a) BSE c) OTCEI	,	NSE CSE
	7)	fund invests in highly liquid secur a) Open ended fund c) Balanced fund	b)	s like commercial paper. Close ended fund MMMF
	8)	is a guarantee for marketability of a) Listing c) Registration	b)	nares. Underwriting Issue by prospectus
	9)	is a method of cancellation of shaa) Book buildingbuy back	b)	s. Bonus issue Reissue
	10)Members of the OTCEI are only. a) Individuals c) Financial institution	,	Corporates Banks

	11) Find the odd one outa) commercial paperc) certificate of deposit	b) share certificated) treasury bill		
	12)Type of contract which involves fut price is classified asa) future contracts	ture exchange of assets at a specified b) present contract		
	c) spot contract	d) forward contract		
	13) Financial institutions are also knowa) Financial organizationc) Financial system	n as b) Financial intermediaries d) Any of the above		
	market.	regulate and promote the Indian capital		
	a) Registrar of issuec) SEBI	b) Merchant banksd) RBI		
Q.2	Attempt the following questions.a) Types of derivative market.b) Money market instruments.		14	
Q.3	Attempt the following questions.a) Types of commodity marketb) E-trading		14	
Q.4	Attempt any one of the following que Briefly discuss about various steps inv		14	
	Explain in detail about role of various p	participants in secondary market.		
Q.5	Case Study: These days, the development of a country is also judged by its system of transferring finance from the sector where it is in surplus to the sector where it is needed the most. To give strength to the economy, SEBI is undertaking measures to develop the capital market. In addition to this, there is another market in which unsecured and short-term debt instruments are actively traded every day. These markets together help the savers and investors in directing the available funds into their most productive investment opportunity. a) Name the function being performed by the market in the above case. b) Explain briefly three other functions performed by this market. c) Name the market segment other than the capital market segment in which unsecured and short-term debt instrument are traded. Also, give any three points of difference between the two.			

Seat	Cat
No.	Set

M.B.A. (Semester-III) (New) (CBCS) Examination Nov/Dec-2019 Production & Materials Management (Paper-I) PURCHASING AND INVENTORY MANAGMENT

		PURCHASING AND INVEN	ТО	ŘY MANÀGMENŤ	
		ate: Monday, 16-12-2019 I:30 AM To 02:00 PM		Max. Marks: 7	7 0
Instr	ucti	ions: 1) All questions are compulsory. 2) Figures to the right indicate full n	nark	S.	
Q.1		noose the correct alternatives from the Which of the following is not an inventor a) Machines	y? [·] b)	Raw material	14
	2)	c) Finished productsEOQ in inventory management stands for a) Equal order quantityc) Equity order quantity	or _ b)	Consumable tools Environmental order quantity Economic order quantity	
	3)		futu b)	·	
	4)	A place where all items and material is s a) Decentralized store c) Centralized store	b)	ed at a central place is called Virtual store Enterprise store	
	5)	When companies eliminate the potential input, that is,? a) Options c) Hedging	los:	·	
	6)	is management of goods, suppli organization and related aspect of purch a) Inventory management c) Employee management	ase b)		
	7)	The first step in purchase cycle isa) Analyzing order c) Processing purchase order	b)	Receiving material requirement Receiving purchase requisition	
	8)	Which of the following are cost reduction a) Budgetary Controlc) Cost benefit analysis	b)	chniques? Standard costing All of the above	
	9)	is an effective tool for cost reduce effectiveness of work. a) Cost analysis c) Demand analysis	b)	and improve value Value analysis Risk analysis	
	10	What are the elements of logistics systema) Transportationc) Inventory management	b)	Warehousing All of the Above	

	11) A supply chain starts with the delivery of manufacture.	raw material from a to a	
	a) Supplier	b) Manufacture	
	c) Organization	d) None of the above	
	12)Just-in-time aimed ata) Zero inventoriesc) Over Production	b) Reduced manpowerd) All of the above	
	 13)MRPII in organization stands for a) Money requirement planning b) Material requirement planning c) Manufacturing resource planning d) Money resource planning 		
	14)Intermediaries play an important role in ra) Dealer with customerc) Information and promotion	natching b) Manufacturer to product d) Supply and demand	
Q.2	Short Notes.a) Hedgingb) Outsourcing		14
Q.3	Short Notes.a) Stores layoutb) Material requirement planning		14
Q.4	Define demand forecasting. Explain its obje demand forecasting.	ctives and various methods of	14
	OR		
	What is Inventory Management? Explain the supply chain management in terms demand	, ,	14
Q.5	Analyze the case. A firm trying to improve demand foreca its customers free software tools and a predict orders.		14
		live more file of a continue more divistation O.7.	

Electro components, which manages the delivery of half a million products in 27 countries, specialises in fast-turnaround of electronic and engineering components at low volume. Like many firms in the manufacturing sector, it has been struggling to forecast demand through recession, then rapid recovery since the beginning of 2009.

The firm has re-evaluated its demand forecasting since it moved suddenly from a 17 per cent fall in demand to 25 per cent growth.

Sales-side e-commerce had previously been seen as hindering demand visibility, but now the firm is finding ways of using the internet to improve forecasting.

Anne Bruggink, general manager supply chain at Electro components, said: "E-commerce meant we got flooded with last-minute orders. This was not good news, as we did not even talk to the customer. But we were wrong; you can do it with the technology we have today."

As a free service to customers, the firm now provides design software such as a "component chooser", which helps electronics developers build new products. "Even if customers do not buy anything, we know what they are looking for," Bruggink said. This in turn helps improve its forecasting, he added.

Electro components, which owns brands RS, (it is website rs.component.comthe world's largest distributor of electronics and maintenance products.) Radispares, Radionics (website) and Allied Electronics (website) is also offering social networking software to help understand which products it should buy. "We have got a dialogue on the web to find out what people need" Bruggink said.

Questions:

- 1) Explain the benefits of E-commerce for demand forecasting on the basis of above case.
- 2) Explain challenges for Internet based demand forecasting. Is E-commerce play a significant role in determining demand for all kinds of industries and businesses?

Seat	Sat
No.	Set

M.B.A (Semester-III) (New) (CBCS) Examination Nov/Dec-2019 Human Resource Management (Paper – I) STRATEGIC HUMAN RESOURCE MANAGEMENT

		STRATEGIC HUMAN RESC	OURCE MANAGEMENT	
		ate: Tuesday, 17-12-2019 :30 AM To 02:00 PM	Max. Marks: 70)
Instr	ucti	ions: 1) All questions are compulsory. 2) Figures to the right indicates ful	ull marks.	
Q.1	C h	noose the correct alternatives from the allows employees to choose to specified limits.	•	1
		a) Flexi-work c) Condensed work	b) Telecommutingd) Flexi-time	
	2)	ESOP stands for a) Employee Stock Option Programme b) Employment Stock Option Program c) Employee Stock Option Plan d) Employment Stock Option Plan		
	3)	is a process of structuring work activities at individual or group levels. a) Job Analysis c) Job Specification		
	4)	In a/an interview, a number of of the interview are generally given con and how much time to consume for an a) Structured c) Unstructured	omplete freedom on what they can ask	
	5)	Which of the following areas get affects a) Quality c) Profitability	ted by downsizing? b) Society d) All of these	
	6)	Which of the following is a limitation of Recruitment? a) Cultural adaptability c) Politicization	f Internal Market segmentation in b) Reliable data d) Low cost of training	
	7)	system is used by the organis employees. a) Profit sharing c) Commission	isation for compensating individual b) Gain sharing d) All of these	
	8)	An organisation attempts strate compete in the global market. a) Retrenchment c) Stability	tegy when it realizes that it is unable to b) Growth d) Combination	
	9)	Which of the following is internal factora) Strategies of companyc) Level of Technology	or affecting HRP? b) Business Environment d) International Factor	

	,	s) of organizational appraisal? b) Economic Value Added d) None of these	
	, 5	<u> </u>	
	,	ng staff of a concern organisation b) Turnover d) Rightsizing	
	 13)Which of the following is not a barrier to S Management? a) Focus on short term performance b) Sound technical knowledge c) Resistance of employees d) Lack of strategic perspectives 	trategic Human Resource	
	,	employees learn job related b) Training d) Learning	
Q.2	Short Notes.a) Executive Compensationb) Role of Strategic Human Resource Mana	gement	14
Q.3	Short Notes.a) Linking HR Strategies with Corporate Strategiesb) Organizational Appraisal	ategies	14
Q.4	Attempt any one of the following question Define Human Resource Planning. Explain in forecasting the demand for Human Resource OR	detail the techniques of	14
	Explain in detail the Organizational Designing affecting Designing process.	g process. Also highlight the factors	
Q.5	Case Study. South Indian Bank was instituted in 1980. clerks with M.Com qualification in 1980 and is and regional managers by 1990. Thus most deither matriculates or graduates. These manavarious functions including marketing function deposits and selling of advances. However to the employees in marketing function being to manpower form this section by few number a MBA (Marketing) qualification as Marketing E of the bank protested against the manageme perform, with their long experience, the mark	n 2005 became branch managers of the managers of the bank are agers have been performing as of the bank like purchasing of app management of the bank, feeling o old decided to downsize the and employee the candidates with executives in 2010. The managers ant's decision saying that they could	14

MBAs. But the top management ignored the opposition of the managers and employed MBA (marketing) candidates as Marketing Executives. MBAs joined in bank in 2010 and assumed the responsibilities of purchasing of deposits,

selling advances and recovery of advances.

The performance of the Bank was found poor during 2010 and 2011 especially in the areas like deposit mobilization (by 30%) sanctioning advances (by 20%) and recovery' advances by (40%). The personnel department, besides other departments of the bank was asked to find out the reasons for the declining performance. The newly employed Marketing Executives felt that the old managers would not accept new ideas proposed by them, where as old managers opined that the Marketing Executives, thought very high of themselves to share other's experience and ideas. Both felt that there were no special interactions between the two groups.

Analyze the above case, identify the problem, identify the alternative solutions and choose the best alternative.

Seat	
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M.B.A (Semester - III) (New) (CBCS) Examination Nov/Dec-2019

FUN	۷D	Agriculture and Co-operative AMENTALS OF AGRICULTURE		ENT
		ate: Tuesday, 17-12-2019 :30 AM To 02:00 PM	Max. Mark	งร: 70
Instr	ucti	ions: 1) All questions are compulsory. 2) Figures to the right indicate full	l marks.	
Q.1		crop pattern. Means the proportion of period of time. a) different crops c) different Land resources	-	14
	2)	Which of the following are not aspectsa) Engineering Aspectsc) Socio-economic aspects	b) Agricultural Aspects	
	3)	Which of the following includes control enemies like parasites and predators? a) Chemical Control c) Physical Control		
	4)	 Chemical Control consists in spraying a) Chemicals and poisons or mixing the which inhabit the soil b) control of pests by introducing their predators c) both a & b d) none of these 	hese into soil to kill pests and diseases	;
	5)	Which of the following concept deals vunorganized and has little for its liveliha) Agricultural labour c) agricultural price	•	I
	6)	The long form of NREP is a) National Rojgar Education Program b) National Rural education Program c) National Rural Employment Progra d) None of these	me	
	7)	a) SCB c) PLDB	BI and the PACs. b) CLDB d) NHB	
	8)	The DCCBs stands for a) District Central Commercial Bank b) District Commercial central Banks c) District Central Co-operative Bank d) None of these		
	9)	The natural resources of a country are a) Urbanization		

d) None of these

c) Economic Development

b) Unskilled and Lack Trainingc) Low Social Statusd) All of the above	
11) is defined as an art, science and business of producing crop livestock for economic purposes.a) Agricultureb) Land	os and
c) Cooperation d) None of these	
 12) is defined as the artificial application of water to the soil for purpose of crop production in supplement to rainfall and ground wa contribution. a) Agriculture b) Land c) Irrigation d) None of these 	
13) involving mutual assistance in working towards a common g a) Cooperatives b) Coordination c) Protection d) Erosion	joal.
14) have a fourfold character. a) Self-help group b) NABARD c) Housing co-operatives d) Consumer Cooperative	ves
Q.2 Short Notes.a) Introduction of co-operative managementb) Growth of co-operative movement in India	14
 Q.3 Short Notes. a) Describe the need and role of irrigation in the development of land more crops. b) Explain Problems and types of sail Erasian 	to yield 07
b) Explain Problems and types of soil Erosion.	_
Q.4 Attempt any one of the following question. What is meant by agricultural Labour? Explain in detail Characteristics Special Programs foragriculture labor.	14 sand
OR Explain in detail co-operative banks at different levels in Maharashtra.	
Q.5 Case Study. A bumper pomegranate crop, to the tune of around 12-13 lakh expected this January season on the back of increased acreage that under pomegranate cultivation in Maharashtra and other states. De	14 tonne, is has come

A bumper pomegranate crop, to the tune of around 12-13 lakh tonne, is expected this January season on the back of increased acreage that has come under pomegranate cultivation in Maharashtra and other states. Despite this, export market for the fruit has not picked up because of lack of demand and issues with regard to fruit size and quality, says DipakPatil Chairman, Maharashtra Pomegranate Growers Research Association (MPGRA). Normally, pomegranate production in the country comes up to 8 lakh tonne. Around 50,000 additional hectares has come under cultivation in Maharashtra that usually has 85.000 hectares for the same.

Due to the good prices in the lastfew years, farmers in the state have been shifting to this fruit from grape, he said. In Gujarat, an additional 15,000 hectares has come under cultivation while Madhya Pradesh has increased acreage by 10,000 hectares. Maharashtra contributes 90% of the country's pomegranate production. 'Farmers, however, are now concerned about the 50% drop in prices owing to a sudden influx of the commodity into markets', Patil said. Pomegranates are retailing at Rs. 30-50 per kg in several markets in Maharashtra against prices of Rs. 100-150 per kg last year. The production has increased but not quality and this has led to price fall, he added Indian pomegranates are being exported only to Dubai with four-five containers being

processed on a daily basis. Although Russia emerged as a new market last year, traders are not keen to send products there owing to payment issues in the previous year', Patil said. 'UK, UAE, Saudi Arabia, Netherlands, Egypt, Turkey, Bahrain and Kuwait are other important markets for the fruit. The delay in monsoon in this year affected the crop to some extent in Solapur region.

- a) Analyze the case
- **b)** Identify the problem
- c) Explain causes and consequences.
- d) Explain the alternatives from agricultural point of view.

Seat	Set	D
No.	Set	

M.B.A. (Semester- III) (New) (CBCS) Examination Nov/Dec-2019 International Business (Paper – I) INTERNATIONAL BUSINESS ENVIRONMENT

•		e: Tuesday, 17-12-2019 0 AM To 02:00 PM	Max. Marks: 70
Instr	uctio	ns: 1) All questions are compulsory. 2) Figures to the right indicate full marks.	
Q.1	Cho (1)	pse the correct alternatives from the options. Firm that operates internationally is able to a) Earn a greater return from their skills and core competed by Realize location economies where they can be perfor efficiently c) Realize greater experience curve economies, which rof production d) All the above	med most
	2)	 UNIDO stands for a) The United Nations Industrial Development Organizate b) The United Nations Industrial Development Operation c) The United Nations Industrial Development Organ d) The United Nations Industrial Development Origin 	
	3)	 Identify a factor that doesn't play an important role in attra a) Laws, rules and regulations b) Administrative procedures and efficiency c) Cost of resources d) Language 	ecting FDI
	4)	 Which is the right sequence of stages of Internationalization a) Domestic, Transnational, Global, International, Multin b) Domestic, International, Multinational, Global, Transn c) Domestic, Multinational, International, Transnational, d) Domestic, International, Transnational, Multinational, 	ational ational Global
	5)	IBRD (International Bank for Reconstruction and Develop known as a) EXIM Bank b) World Bank c) IMF d) International Fi	, in the second second
	6)	Typically the last step in the internationalization process is a) Licensing b) Exporting c) Wholly owned subsidiaries d) Foreign Direct	
	7)	WTO stands for a) Wide Trade Organization b) World Training c) World Trade Organization d) World Trade O	•
	8)	Which of these is/are the characteristic of a licensing agree a) The licensor might provide access to some of its pate b) The licensor might provide access to technology c) It might be used to avoid the risks of foreign involvem d) All of the above	nts or trademarks

	global business	
	a) Cultural Value b) Society c) Technology d) Economy	
0)	Factors that affect global human resource management are a) economic Factors b) societal factors c) cultural factors d) all of the above	
1)	SAARC stands for a) South Asian Association for Reunion Cooperation b) South Asian Association for Regional Cooperation c) South Asian Association for Regional Corporation d) South Asian Asset for Regional Cooperation	
12)	 Which of the following is an advantage of turnkey projects? a) Can earn a return on knowledge asset b) Will not create a competitor c) Tight control of operations d) All the above 	
3)	The balance of payment equals a) The difference between household spending and income b) The difference between government spending and income c) A measure of the value of economic transactions between residents of country and the rest of the world d) The difference between inflation and unemployment	
4)	Non – citizen employees of a county in which they are working is classified as a) expatriates b) Subordinates c) coordinates d) none of above	
a)	Advantages and disadvantages of globalization	14
a)	Advantages and disadvantages of e-commerce	14
a) o)	Define International Business Environment. Explain in detail role of economic environment in international business. Define balance of payments. Describe the nature of balance of payments	14
Peen of aumanu worki source ody	Ashwin Kumar is the manager of Auto max, a small unit located in ya Industrial Estate, Bangalore. Auto Max specializes in the manufacture ito parts, The unit executes orders received from the leading auto parts affecture in India. Ashwin is a contended man. He has a turnover of 5 crore has a head count 25. He has no worries about orders, no problem of an capital, no fear of a technological obsolescence and no hassle from any see. Ashwin is no flamboyant businessman, no member of any professional and no lobbyist for any favour. His employees are with him all the time and	14
	2) Vrite Vrite Vrite Vrite Vorite Vorite Vorki	c) Technology d) Economy O) Factors that affect global human resource management are a) economic Factors b) societal factors c) cultural factors d) all of the above 1) SAARC stands for a) South Asian Association for Reunion Cooperation b) South Asian Association for Regional Cooperation c) South Asian Association for Regional Corporation d) South Asian Asset for Regional Cooperation d) Can earn a return on knowledge asset d) Will not create a competitor d) The difference between povernment spending and income d) The difference between household spending and income d) The difference between government spending and income d) The difference between government spending and income d) The difference between inflation and unemployment d) The difference between inflation and unemployment d) Non – citizen employees of a county in which they are working is classified as a) expatriates d) Subordinates d) Subordinates d) none of above write notes. O) Advantages and disadvantages of globalization d) World Bank write notes. O) Advantages and disadvantages of e-commerce deconomic environment in international Business environment. Explain in detail role of economic environment in international business. O) Define International Business Environment. Explain in detail role of economic environment in international business. O) Define balance of payments. Describe the nature of balance of payments accounting and mention the components of balance of payment.

Of late, Ashwin started becoming ambitious. He has seen and read about how Indian businessmen are growing big and how their businesses are expanding. He is amazed at how some of the Indian companies are acquiring foreign firms. He Has also come to know that there is a lot of money in overseas market. Why not he too tries his luck in foreign markets? His people at home are supportive of his ambition. Ashwin hails from small village and was born into an agricultural family. After graduating from a nearby school, he came to Bangalore in 1963 in search of education and livelihood. He earned both. He is no descendant of business forebears. He does not have a professional degree to his credit. In fact, Ashwin is the first generation entrepreneur.

But Ashwin is gifted with rare attributes. He is a workaholic, sincere, caring, honest and is on embodiment of patience. What Ashwin is today is purely because of his unique traits.

Questions:

- 1) Which route of globalization Ashwin should choose?
- 2) What should he do with the contract manufacturing for an Indian customer?
- 3) Appoint professional to manage business or continue with the present set-up.

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Seat	Set	D
No.	Set	

M.B.A. (Semester-III) (New) (CBCS) Examination Nov/Dec-2019 System Management (Paper – I) MANAGEMENT INFORMATION SYSTEM

		System Managen MANAGEMENT INFO	• • •	
		ate: Tuesday, 17-12-2019 I:30 AM To 02:00 PM	Max. Mark	s: 70
Instru	ucti	ions: 1) All questions are compulsory. 2) Figures to the right indicate ful	ll marks.	
Q.1		noose the correct alternatives from the information system that allows que designation and duration of an individual Human Resource IS c) Marketing Management IS	uerying the name, department, ual in the organization is b) Financial Management IS	14
	2)	One of the key features of GDSS is the a) It supports decision making than jub) It helps in strategic and unstructured. There is anonymous input for decision of the property	ust automation ed decision making sion making	
	3)	employs graphics to present gresources using a Portal, a web interfacement from a variety of sources. a) TPS c) DSS	- •	
	4)	is a branch of computer science behave like humans. a) Software Engineering c) Artificial Intelligence	te concerned with making computers b) Prototyping d) System Analysis	
	5)	Data is the presence of varied of Information system. a) Inconsistency c) dependence	data at various levels of the b) redundancy d) None of these	
	6)	One of the types of Decision Support (a) Expertise Systems c) Interface system	Systems is b) Status Inquiry Systems d) Time management system	
	7)	Among the key reasons of Information in business organization is/area) Globalization of business operation b) Technology revolution c) Both a & b d) None of a & b		
	8)	Principle states that the system deviations from performance standard a) Selection c) Exception	• • •	
	9)	Senior managers use ESS to address a) Routine Issues c) non-routine issues	b) Daily Issues d) strategic issues	

	a) Fixed Decisions	ainty are known as b) Structured Decisions	
	c) Confirmed Decisions	d) Casual Decisions	
	11) is a major form of software thefa) Computer Virusc) Software Privacy	t. b) Software Piracy d) None of the above	
	12)The part of Information System that uses condenses large amount of data in decisa)TPSDSS		
	13)The two information systems that suppo organisation area) TPS & MISc) MIS & DSS	t middle level management of the b) TPS & DSS d) TPS &ESS	
	14) is intangible, cannot be codified learning.a) Explicit Knowledgec) Computing Knowledge	and is acquired by experience and b) Intellectual Knowledge d) Tacit Knowledge	
Q.2	Answer the following.a) Explain the causes of Information Systemb) Explain the role and importance of Information with examples.		14
Q.3	Write Short Notes.a) Write short note on Financial Informationb) Explain the Strategic Role of information	· · ·	14
Q.4	 Answer any one of the following. a) Explain in detail the Marketing Management in and Analysis in the system. b) Explain in detail the Executive Support States development. 	nformation System along with inputs	14
Q.5	Analyze the following case and answer the	he questions below.	14
~	Santo Automobiles has been making for last 100 years. The company has not ch 100 years. With the change in competition	up market four-wheel drive vehicles anged its designs much over the last	

models and also upgrade the design of some of its old models. The management also decided to integrate information management solutions into

the designing of new projects.

For Santo Automobiles the challenge was to develop a forerunner for the emerging market segment of compact 'utility' vehicles. The marketing brief given was to uphold the established values of the company while interpreting them for a younger group of owners with lower budgets. Considerable technological innovation was required. Responding to the challenge, the project team delivered a desired vehicle within 30 months of project launch while simultaneously achieving excellent performance in parameters, key to profitability and customer acceptance. Successful information management was integral to each dimension of that achievement.

To enable rapid creation of a high-quality design, the company made an unequivocal commitment to computer-aided engineering. The complete vehicle project was divided into multiple sections, each of which was allocated a team of design and production engineers. To ensure the integrity of the vehicle as a whole, each team had immediate access to the work of its peers using

concurrent mock-up assembly system. Each team also had access to an electronic library of blueprinted concepts. If working on a component invisible to the customer-a designer could draw on a blueprint.

All blueprints were available in the central system and the benefits of such use of blueprints are the time saved by 'not reinventing the wheel' and the tapping of right resources. Majority of the product cost is driven by design-time decisions on components. Standardization of part numbers helped the company in streamlining the supply chain.

Three-dimensional electronic model of the target assembly building was created, with complete details. Using advanced virtual reality (VR) equipment, planners were able to simulate the experience of operating the processes in real time. Assembly workers, process specialists, suppliers who would be directly feeding the line and health care and safety professionals were all drawn into the manufacturing design process through the VR model. Once the electronic process was complete, the facility was built, equipped and put into operation in half the time required by previous practice.

Another challenge was to devise a supply chain and production process for the customized offerings. A customer from any part of the world can select and pick up the specifications as per the customized needs from soft or hard top, petrol or diesel, with choice of colour, and interior design. Company creates a customized vehicle in less than three weeks. Due to perfect IT integration, company was able to change the industry standards by reducing the inventory for customized vehicles from 20 days to two days; customized product delivery from six to eight weeks to three weeks.

All this was possible because of perfect management of supply chain. The company created a powerful electronic link with its supplier and networked them into its own intranet, by creating a powerful extranet. In an integrated information management system, the company's dealers enter the customer's order online and identify the delivery schedule from the company's production plan, which is also available online. Not so long ago the delivery of this degree of customization would have added further increments of complexity, inventory and cost to the already high levels of inventory held in case of assembly line outages. Close partnership and sophisticated electronic links with suppliers many of whom were involved throughout the product design-have been instrumental in delivering a world class 'lean production' system.

The success story described here is not so unique. What is more important out here is to know the way in which IT-even in mature industry sectors-has enabled radically different ways of working that deliver new standards of performance. Behind the hype, and the skepticism, successes have been achieved. Information technology is an integral part of all kind of businesses for any sector. IT investments alone do not deliver business advantage. The company's ability to complete the project in less than three years was dependent on three things: the use of multidisciplinary teams; the fact that those teams worked in parallel, in an iterative and learning-orientated development process; and the provision of an information infrastructure that integrated all project activity and provided a common language for contributions among all players. While details may vary by business context, those three elements are found in all examples of reducing delivery time to market.

The company's ability to deliver quickly to customer specification without high levels of complexity and cost depends on redesign of the stronger supply chain, as well as the integrated enterprise-wide information network. One may also relate the similar concept adopted by Dell and Sony. Successful information management is an integral part of the implementation of a superior business idea.

The success of any IT project is also dependent on the involvement of the top management. Absence of such top level commitment can be very costly; one of the larger carmakers discovered in the early 1990s that it was actually spending more than twice as much on IT as a key rival, yet that rival strongly outperformed it.

The basic problem is that information technologies are developed without predetermined application purposes; application is defined at the point of use rather than as the power of manufacture. In the current case, an environment was created for the team to use IT that would enable radical change; it had no interest in uses of peripheral to the business focus. Finally, the senior management needs to see IT as an agent of business transformation, and to focus its use on radical improvement of the business activities that matter most.

As technology continues to develop, ideas familiar in one business context become viable in new contexts. Organizations would continue to integrate the technology into their businesses. Opportunities would increase and the importance of successful information management simultaneously increases.

Analyze the above case and discuss the Questions below:

- 1. What are the IT success parameters that one can draw from the case?
- 2. Does the IT integration offer strategic advantage to companies? Justify using case examples.

Seat	Set	D
No.	Set	1

M.B.A. (Semester- III) (New) (CBCS) Examination Nov/Dec-2019 Marketing Management (Paper - II) SALES AND DISTRIBUTION MANAGEMENT

			SALES AND DISTRIBUT		` - ,	
•			ednesday,18-12-2019 M To 02:00 PM		Max. Marks:	: 70
Instr	uction		 All questions are compulsory. Figures to the right indicate full 	marl	<s.< td=""><td></td></s.<>	
Q.1	Choo 1)	a) b)	the correct alternatives from the is also known as the grass row Field Sales Force Sales force composite method Both a & b None of these			14
	2)	of ı	is a set of interdependent of making a product or service availansumer or business user. retailer distribution channel			
	3)	Wh a) c)	nich is not a strategic role of sales Tracking Delivery	man b) d)	nagement? Reporting Optimizes distribution	
	4)	Wh a) c)	nat is the full form of CIS? Channel information system None of these	b) d)	Channel induced system Channel incorporated system	
	5)		IS stands for Velocity moving system Vertical moving system	b) d)	Vertical marketing system Very moveable system	
	6)	Sa a) c)	les goals set for company divisior Sales quota demand potential	or p b) d)	Product lines are referred as Production quota marketing expenses quota	
	7)	Sa a) b) c) d)	les performance evaluations are rensure management meets its gament supplement and enhance training provide feedback to salespeople keep salespeople on their toe	goals ng	•	
	8)		les force structure in which a sale ecific items of product line is class indirect sales force structure customer sales force structure	sified b)	as territorial sales force structure	

	9)	on t	the one hand and custom ERP			ippliers, and suppliers. Suppliers omer's customer on the other hand SCM	
		c)	DRP		d)	SCI	
	10)		rketing plan.	the pers	sonal	selling part of a company's	
		a)	Sales management		b)	Sales quota	
		c)	Sales budget		d)	Sales forecasting	
	11)	a) b) c)	ssionary Salesperson's ma to take orders to educate or give inform to solve customer's prob to respond to customer o	nation lems	onsibi	ility is	
	12)			includes	atte	ntion, interest ,desire and	
		,	arrangement		b)	agreement	
		,	action		d)	assistance	
	13)		eld sales force is also calle			autaida aalaa faraa	
		a) c)	inside sales force channel intermediaries		d)	outside sales force none of the these	
	14)	,			,	sales person learns about	
	14)	pot	ential buyer before makin Pre-approach				
Q.2	a) 3	Sales	the following. s Budget es of Sales organization st	ructure			14
Q.3	Ansv	ver 1	the following.				14
	•	•	ain specific characteristics				
	b) E	Expla	ain the concept of sale me	eting ar	nd sal	es contest.	
Q.4		ne sa	any one of the following ales forecasting. Explain one.		ve ar	nd qualitative methods of	14
				OR			
	Defin	ne m	arketing channels and ex	olain var	ious	steps in designing channels.	
Q.5	Define marketing channels and explain various steps in designing channels.					14	
			_				

The sales manager with the help of inside company salespersons carry out prospecting and qualifying of potential customers. For this, they use the Internet, talk tyo the existing customers (i.e. the guests); advertise online and in business magazines as well as hire hoardings at key locations. Prospective customers with good business potential are then handed over to the sales executives. Bangaluru metropolitan is divided into four territories-north, east, west and south. The four sales territories were assigned to the four sales executives based on relative abilities of the sales executives.

On receiving the information about the prospects, the sales executives approach them and make sales presentations. They use AIDA formula for presentation. This formula was discussed in their training program. Thereafter, they handle the objections from the prospective customers and try to close the sales by using closing techniques. However, the business received by the sales executives has been 50 to 60 percent of their sales targets. This has resulted in a strained relationship between the sales executives and the sales manager.

Discussion questions:

- 1) Why the sales executives are unable to achieve the sales targets?
- 2) If you were the sales manager what would you do and why?

SLR-BT-3

Seat	Set	D
No.	Set	

M.B.A. (Semester - I) (CBCS) Examination Nov/Dec-2019

		MANAGERIAL E	
•		ate: Friday,13-12-2019 :00 PM To 05:30 PM	Max. Marks: 70
Instr	ucti	ions: 1) All questions are compulsory 2) Figures to the right indicate full r	narks.
Q.1		noose the correct alternatives from the Economics word derived from lar a) Japan c) Rashiya	•
	2)	deals with the economic behavioa) Micro Economicsc) Macro Economics	of households and firm. b) Entity Economics d) Major Economics
	3)	For which of the following products has a) Salt c) Jewelry	highly elastic demand? b) Water d) Imported Sofa Set
	4)	Which of the following represents a longa) Trendsc) Cyclical variation	-term increase in the variable? b) Seasonal variations d) Random fluctuations
	5)	shows all combination of inputs to level of output. a) Expansion path c) Isoquant	nat can be used to produce a given b) Isoset d) Isobar
	6)	Headquarter of WHO at a) America c) Japan	b) Switzerlandd) South Kuriya
	7)	Economies explain economic phenomer effects a) Positive c) Empirical	na according to their causes and b) Normative d) Applied
	8)	The First Indian Governor was a) Sir Chintaman D.Deshmukh c) Kumar Mangalam Birla	b) Azim Premjid) Sir Osborne A. Smith
	9)	LPG started in year a) 1989 c) 1992	b) 1991 d) 1995
	10)Usually Isoquants are a) Concave to the origin c) Parallel to the origin	b) Convex to the origind) Perpendicular to the origin
	11)If the demand for petrol remains the san prices, it means petrol is aa) Necessityc) Luxury good	ne even after the increase in petrol b) Normal good d) Inferior good

	12)RBI was set up bya) Rangrajan Committee-Ic) Narsimham Committee-I	b) Hilton Young Commissiond) Narsimham Committee-II	
	13)RBI was initially located ata) Mumbaic) Hyderabad	b) Delhi d) Kolkata	
	 14)Industrial Sickness means a) Industry Suffering from Loss b) Industry Suffering from profit c) Industry Suffering from Loss and d) None of above 	Profit	
Q.2	Answer the following.a) Define Managerial Economicsb) Public economies		14
Q.3	Answer the following.a) Choice of Utility Theory.b) Determinants of Demand.		14
Q.4	 Attempt any one of the following. a) Explain different market structure & e Market. b) Define Inflation & Deflation its types 		14
Q.5	Case study: Calculate following Terms with Forms a) Total Cost b) Average Fixed Cost c) Average Variable Cost d) Average Total Cost	ula	14
	e) Marginal Cost		

Quantity	Total	Total	Total	Average	Average	Average	Marginal
(Q)	Fixed	Variable	Cost	Fixed	Variable Cost	Total	Cost
	Cost	Cost	(TC)	Cost	(AVC)	Cost	(MC)
	(TFC)	(TVC)		(AFC)		(ATC)	
0	300	0.00					
1	300	60.00					
2	300	80.00					
3	300	100.00					
4	300	120.00					
5	300	140.00					
6	300	160.00					
7	300	180.00					

Seat	Set	D
No.	Set	

M.B.A (Semester - III) (New) (CBCS) Examination Nov/Dec-2019 Financial Management (Paper – II) FINANCIAL DECISION ANALYSIS

		FINANCIAL DECISI		• •	
•		e: Thursday, 19-12-2019 O AM To 02:00 PM		Max. Marks	s: 70
Instr	uction	ns: 1) All questions are compulsory. 2) Figures to the right indicate full r	mark	S.	
Q.1	Choo 1)	The analysis and interpretations of the analysis and interpretations of the analysis and position c) None	e fin b)		14
	2)	The term "capital structure" refers to a) Long-term debt, preferred stock, b) Current assets and current liability c) Total assets minus liabilities d) Shareholders' equity	and		
	3)	 Funds Flow Statement is also known a) Statement of Funds Flow b) Statement of Sources and Application c) Statement of Sources and Uses d) All of the above 	atio	n of Funds	
	4)	The term financial analysis include boat a) Comparison c) Conclusion		and interpretation. Analysis Constructions	
	5)	 A firm with high operating leverage has a) Low fixed costs in its production b) High variable costs in its product c) High fixed costs in its production d) High price per unit 	proc	ess process	
	6)	Excess of current assets over currenta) Net working capitalc) Free current assets	b)	ilities is called Net current assets All of the above	
	7)	is also called as risk capital. a) Share capital c) Venture Capital	b) d)	Preference Share capital Capital	
	8)	The payments over the lease term that a) Principal c) Present value payments	e les b) d)	ssee can or must make is called Interest Minimum lease payments	·
	9)	Ownership transferred after the payma) Lease c) Both a and b	b)	of last installment in Hire Purchase None of these	

	10)	a) In the same industry b) In different industries c) In different phases of the value chain d) None of the above	
	11)	Justifications for M & As do not include a) To achieve synergy b) To increase risk c) To enter new markets d) To gain economies of scale	
	12)	In trend percentage the base year is a) The first year b) Last year c) Any year d) Second year	
	13)	 An EBIT-EPS indifference analysis chart is used for a) Evaluating the effects of business risk on EPS b) Examining EPS results for alternative financing plans at varying EBIT levels c) Determining the impact of a change in sales on EBIT d) Showing the changes in EPS quality overtime 	
	14)	is not an example of current asset. a) Share Capital b) Cash c) Debtors d) Bills Payable	
Q.2	Ans a) b)	wer the following. Types of Leverages. Venture Capital Financing.	14
Q.3	Attea)	mpt the following. Texas Ltd. has a capital structure (all equity) comprising of Rs.5,00,000 each share of Rs. 10. The firm wants to raise an additional Rs.2,50,000 for expansion programme. The firm has four alternative financial plans A, B, C and D. If the firm is able to earn operating profit at Rs.80,000 after additional investment and 50% tax rate, calculate EPS for all four alternatives and select the preferable financial plan. Plan A: Raise the entire amount by issue of new equity capital. Plan B: Raise 50 percent as equity capital and 50 percent as 10% debt capital. Plan C: Raise the entire amount as 12% debentures. Plan D: Raise 50 percent equity capital and 50 percent as preference share capital at 10%. Lease financing v/s Hire purchase financing	14

14

Q.4 Attempt any one of the following

Explain the forms of Corporate Restructuring and Legal and procedural aspects of merger.

OR

Following are income Statements for the year 2017 and 2018 and Balance Sheets of Tisco Co. Prepare the Comparative Balance Sheet and Comparative Income Statement for these two years.

Income Statement

Particulars	2017(Rs.)	2018 (Rs.)	Particulars	2017 (Rs.)	2018 (Rs.)
To Cost of goods sold	3,50,000	4,25,000	By Net Sales	4,50,000	5,50,000
To Office Expenses	10,000	10,000			
To Selling Expenses	10,000	15,000			
To Distribution Expenses	5,000	5,000			
To Net Profit	75,000	95,000			
	4,50,000	5,50,000		4,50,000	5,50,000

Balance Sheets

Liabilities	2017 (Rs.)	2018 (Rs.)	Assets	2017 (Rs.)	2018 (Rs.)
Share capital	3,50,000	3,50,000	Land	50,000	50,000
Reserve and Surplus	1,00,000	1,22,500	Building	1,50,000	1,35,000
Loans	50,000	75,000	Plant	1,50,000	1,35,000
Creditors	1,00,000	1,37,500	Furniture	50,000	70,000
Outstanding Expenses	50,000	75,000	Cash	50,000	70,000
			Bills Receivable	1,00,000	1,50,000
			Inventory	1,00,000	1,50,000
	6,50,000	7,60,000		6,50,000	7,60,000

Q.5 Case Study

14

From the following Balance Sheets of Swaraj Ltd. prepare:

- 1) Statement of Changes in Working Capital
- 2) Funds Flow Statement

Balance Sheets

Liabilities	2015 (Rs.)	2016 (Rs.)	Assets	2015 (Rs.)	2016 (Rs.)
Equity Share capital	3 ,00,000	4,00,000	Land & Building	2,00,000	1,70,000
Redeemable preference Share Capital	1,50,000	1,00,000	Goodwill	1,15,000	90,000
General Reserve	40,000	70,000	Plant	80,000	2,00,000
Profit & Loss A/c	30,000	48,000	Debtors	1,60,000	2,00,000
Proposed Dividend	42,000	50,000	Cash in hand	15,000	10,000
Creditors	55,000	83,000	Cash at Bank	10,000	8,000
Bills Payable	20,000	16,000	Bills Receivables	20,000	30,000
Provision for Taxation	40,000	50,000	Stock	77,000	1,09,000
	6,77,000	8,17,000		6,77,000	8,17,000

Additional Information

- Depreciation of Rs. 10,000 and Rs.20,000 have been charged on Plant and Land & Buildings respectively.
- 2) A dividend of Rs.20,000 has been paid in 2016.
- 3) Income tax of Rs.35,000 has been paid during 2016.

Seat	
No.	

Set

M.B.A (Semester - III) (New) (CBCS) Examination Nov/Dec-2019 Production & Materials Management (Paper – II)

			LOGISTICS AND SUPPLY	_	• • • • • • • • • • • • • • • • • • • •	
•			Thursday,19-12-2019 AM to 02:00 PM		Max. Marks:	70
Instru	ucti	ons	s: 1) All questions are compulsory 2) Figures to the indicate full ma			
Q.1		Th a) b) c)	se the correct alternatives from e purpose of supply chain manage Provide customer satisfaction Improve quality of a product Integrating supply and demand m Increase production	ement is	is	14
	2)	fini a)	pply chain management is storage ished goods from the point of origi Storage Production	n to the b)		
	3)	a)	is the storing of finished good Outsourcing Storage	b)	they are sold.) Transportation) Warehousing	
	4)	a)	is the first function of logistics Packaging Material handling	b)	gement.) Transportation) Order processing	
	5)	a)	Il stands for Vendor material inventory Variable material inventory		Vendor managed inventoryValuable material inventory	
	6)	a) b) c)	e major decision areas in supply of Production, Planning, distribution Location, production, scheduling, Location, production, inventory, ducation, production, distribution,	, invent inventd listributi	tory ory :ion	
	7)	a) b) c)	RP stands for Distribution requirement planning Dividend requirement planning Distribution reverse planning None of the above			
	8)	a) b) c)	everse logistics is required because Goods are defective Goods are unsold The customer simply change thei All of the above			
	9)	a)	ree PL stands for Three points logistics Three points location	,) Third party logistics) None of the above	

	10) What are the elements of logistics syst	em?			
	a) Transportation	b) Warehousing			
	c) Inventory management	d) All of the Above			
	A supply chain starts with the delivery of manufacturer.	of raw material from a to a			
	a) Supplier	b) Manufacture			
	c) Organisation	d) None of the above			
	12) Lean supply chain management is aboa) Removing waste or unwanted compob) Increasing the flow of raw materialc) Both 'a' and 'b'd) None of these above				
	13) Which of the following is not a component				
	a) Control roomc) Information	b) Resource providersd) Recycling			
	14) Which of the following is not a part of sa) Supplierc) Customer	upply chain management system? b) Manufacturer d) Competitor			
Q.2	Short Notes		14		
	a) Need for outsourcing logisticb) Role of information in supply chain				
Q.3	Short Notes				
	a) Packaging and its importance in warehousingb) Inventory Management in global supply chain management				
Q.4	Define logistic and supply chain manageme business.	nt. Explain in detail their role in	14		
	OR				
	What is Lean Supply Chain Management? I as tool to control dependent demand invent				
Q.5	Analyze the case. The KFC with no chicken story has been great fun for media and great for soc media gossip - all those calls for a nationalisation of chicken distribution ensure we're never deprived of our fix of the nation's favourite meat.				
	We enjoy a high-profile failure, and enjoy blame.	picking over the bones of who's to			
	But media discussion has tended to point a and in the reliance on a single distribution	•			

The most important thing about the story is that it's broken the spell for consumers around how supply chains actually work. There's no "magic" that gets just the right amount of fresh chicken from farms to Outlets just when it's needed, no fleet of KFC trucks and KFC drivers receiving orders from KFC stores. Modern supply chains are hugely complex, and critically, will involve a number of different organisations to make any system work all contributing different expertise and resources.

wrong.

Using a single distribution centre in the 'Golden Rectangle' between Milton Keynes and Rugby on the M1/M6 is a well-established and proven means of getting products to a network of outlets anywhere in the UK. We know that a lorry that's loaded up by 7pm in the evening will be able to deliver the needed supplies to anywhere by the morning, the Highlands of Scotland, to Northern Ireland. It works. Big name supermarkets have been working this way from warehouses in Daventry for many years.

The reason chicken didn't get to KFC outlets was because there was a whole new system, involving a group of new partners, being put into place. Experience has shown that plugging together new software and technologies leads to teething problems, no matter how much more advanced and sophisticated the technology might be.

The automated baggage problems at Heathrow's Terminal 5 is a classic example. It's like any complex machine, like a car or aeroplane. You test the engine, that works fine, test the air conditioning, the wings, the navigation system - all okay. Bring them all together and suddenly one element isn't working properly with another element and the whole machine stops working.

There are four key components to a supply chain strategy: the processes, the infrastructure in terms of warehousing and transport, the information systems that run it, and the people involved. KFC could see that, for the future, it could provide fresher, better quality product to its customers with a different approach to its supply chain - maybe by reducing inventory levels within stores (less old chicken), and relying on more regular 'just-in-time' meat. Under the new KFC approach, DHL has taken on the infrastructure side. The other party is QSL, which supplied the software for the information systems. The supply chain came together for the first time by all reports on Tuesday (13th February) last week and somehow it failed.

The situation has proven what people have been saying about the reality of modern business: that we're at a stage where it's not a matter of competition between individual businesses anymore but between whole supply chains. KFC, like so many other major brands, is dependent on others, on the quality of its collaborations. So this wasn't a blip, a human error, but part of the risk involved with modern supply chains. Could it have been avoided?

The KFC supply breakdown has had a serious impact on many people: the franchisees, the employees as well as the brand as a whole. Immediate lost revenues, huge amounts of management time, damaged shareholder value and hordes of regular customers who tried a different fast food outlet. So lessons need to be learned.

KFC will be a really important case study in terms of scrutinising how the tendering process and procurement took place, how the collaboration was established and run (given that we now have ISO standards for managing collaborative relationships), how the handover was carried out with the previous partner involved. There's a need to look at the different risk profiles to see how the inevitable risks can at least be reduced – maybe there's a need to look at having more distributed networks, so that supply chains are not so reliant on one software system or facility.

KFC's communications with its customers, being open about the issues early and keeping them informed, appeared to be good. But, for example, an initial communication from DHL, reported in local south west of England media, suggested there had been "an administrative error", as if someone had forgotten to fill out a form to order chickens in the first place.

What's next, pubs with no beer? It's quite possible. We have come to expect high quality, convenience and good value wherever we are, but that comes at the price of great supply chain complexity. A complexity we need to understand and manage better.

Questions:

- 1) Explain the given supply chain system in KFC and find out problem.
- 2) Provide essential suggestion to KFC to improve its supply chain system.

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M.B.A. (Semester - III) (New) (CBCS) Examination Nov/Dec-2019 Human Resource Management (Paper – II) HUMAN RESOURCE INITIATIVES

		HUMAN RESOURCE	_	• • •	
•		e: Friday, 20-12-2019 O AM To 02:00 PM		Max. Marks	s: 70
Instr	uctior	ns: 1) All questions are compulsory. 2) All questions carry equal marks	i.		
Q.1	Choo 1)	Process of attracting, selecting, train a particular firm is called a) phased retirement c) talent management	ing ar		14
	2)	System which is designed to provide decisions regarding human resource. a) benefit analysis system b) human resource information system c) decisional information system d) integration HR	of an		
	3)	Characteristics that must be taken in choices are a) Interests c) social backgrounds		nsideration while making career self-image and personality all of the above	
	4)	In an organization, research efforts to structure of human resource manage a) human resource assessment c) human resource audit	ement		
	5)	Procedure which is based on analys determine system effectiveness is cl a) human resource assessment c) human resource audit	•	ed as	
	6)	is also known as network organizationVertical organization	anizat b) d)	Flat organization	
	7)	is the process of identifying a resources and communicating this in a) Human Resource Accounting c) HR research			
	8)	Need for HR audit includes a) Motivation of employees c) Growth of organization	b) d)	Formulating policy All of the above	
	9)	is the ability to perceive emot so as to assist thought. a) Emotional Intelligence c) Team effectiveness	ions, t b) d)	to assess and generate emotions Managerial effectiveness Six sigma	

	10)	HR research can be a) Qualitative	b)	Quantitative	
		a) Qualitativec) both a & b	d)	none of these	
	11)	Which of the following is the knowledge and is, therefore, difficult to access?	ge th	at people carry in their minds	
		a) Explicit knowledgec) Procedural knowledge	,	Tacit knowledge Declarative knowledge	
	12)	All of the following includes four dime EXCEPT:	nsio	ns of knowledge management	
		a) Processesc) People	b) d)	Products Price	
	13)	 is a mechanism to identify the a) Assessment center b) Critical Incidents Technique c) Interview Techniques Competend d) none of these 		-	
	14)	means a list of personnel and aa) Personnel inventoryc) HR Record		background HRIS none of the these	
Q.2	a) H	wer the following HR Audit Concept of Talent Management			14
Q.3	a) E	mpt the following Explain the difference between Informa management. Write short notes on virtual organization		management and Knowledge	14
Q.4	Defin	mpt any one of the followings. ne Human Resource Information Systemation Systemation Systemation Systematics.	m (H	RIS) and explain need and its	14
		OR			
		ain the meaning of competency map ntages in detail.	ping	and illustrate its objectives and	14
Q.5	Noste syste fulfill comp	yze the following:- Delhi Computers Ltd Lid (DCL) is a copport of a popular promises reither to go down nor gath this promise, the system employs outer fails another takes its place Under outers share the workload Banks Airling	nake Irble two Ir no	data when a component fails. To computers so that when one mal conditions, however, the two	14

As a high take firm DCL has to rely on a group of creative and dedicated people. The technical core of their work demands constant Interaction and communication with each other. To ensure this DCL's chairman Mr. Sudhir Dhamy, has instituted a set of unique managerial practices It commences with Mr Dhamy's emphasis on creativity to foster creativity, DCL work with few rules and allows employees lots of freedom, Creativity is supposed to come from sharing ideas. An idea may be sparked by an individual, but then it is built up by others until it becomes an important project

buy DCL products to safeguard their operations from computer breakdowns.

Mr. Dhamy firmly believes that the corporate environment nutures creativity to this end, he has created a sense of equality among employees regardless of rank. The company has no reserved parking spaces, dress codes, time clocks or organizational charts. Unlike other companies that reward those in managerial positions, DCL rewards those in engineering and programming Talented engineers and programmers often make more money than managers at the same level.

DCL hires the best in the industry even minor positions are filed with adequate care and caution and candidates interviewed three to four times over a span of three weeks. Once candidates are hired, thery are expected to go through an orientation period in which they are indoctrinated into the company's managerial philosophy, business and future plans. DCL's management philosophy is based on the notion that employees should be treated with dignity and be given full responsibility for managing their own jobs. By sharing the responsibilities as well as rewards, DCL commands the loyalty, trust and commitment of its employees.

The layers of management between employees and executives are kept to a bare minimum, le, three levels, information flow within the organization is not confined by the formal structure. Internal communication is achieved through periodic meetings and computer terminals. Most employees have terminals on their desks, which are linked to DCL mainframe computers Since everyone is linked together on the same information system, everyone knowns what is going in the company. There are no memos or reports.

DCL doubled its sales almost every year between 1992 and 1997. Its workforce multiplied during those years, reaching about 800 in 1997. But since late 1997, DCL's growth has slowed In addition to the competitive pressure in the late 90s; DCL's growth strategy began to clash with its corporate culture. The informal management style has led to a lack of internal controls For example, some sales representatives sold computers to customers prior to credit investigations. In some cases arrangements were made to pay for warehouse costs if customers accepted early shipment. Controls were also needed in product development, manufacturing and international marketing. In order to sustain steady growth and profitability. DCL needs to be creative in introducing new and improved product development costs, inventory and sales. The challenge now is to exercise management control without losing the creative, entrepreneurial culture.

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M.B.A. (Semester - III) (New) (CBCS) Examination Nov/Dec-2019

		Agriculture and Co-operative AGRICULTURAL		• • • • • • • • • • • • • • • • • • • •	
•		e: Friday, 20-12-2019 0 AM To 02:00 PM		Max. Marks: 7	0
Instr	uctior	ns: 1) All questions are compulsory. 2) Figures to the right indicate full i	mark	rs.	
Q.1	Cho (1)	ose the correct alternatives from the is the formal organization of the institution.	-		4
		a) Market structure c) Market channel	b) d)		
	2)	markets are located in big tow agricultural commodities. a) Village Markets c) Secondary wholesale Markets	b)	ear the centers of production of Primary wholesale Markets Terminal Markets	
	3)	markets in India usually exist to a) Regional c) Local	or for b) d)	ood grains. National World	
	4)	bulk. a) wholesale Markets c) national markets	re b b) d)	ought and sold in large lots or in retail markets regional markets	
	5)	is a market situation in which to commodity. a) Monopoly c) Oligopoly	here b) d)	·	
	6)	The primary function of marketing inca a) Assembling c) Dispersion	b)	es Processing All of the above	
	7)	Packaging is the function performmodities. a) first c) third	orme b) d)	ed in the marketing of agricultural second last	
	8)	means the determination of the different commodities. a) Standardization c) Transportation	b) d)		
	9)	Risk in storage of agricultural common a) Quantity loss c) Price Risk		es includes Quality Deterioration All of the above	

	10)	The Agricultural Produce (Grading & Marking) Act, 1937 empowers the Central Government to fix quality standards, known as	
		a) AGRMARK b) AGMARK c) DMI d) APMC	
	11)	Warehousing activities of CWC include	
	,	 a) Food grain warehouses b) Industrial warehousing c) Custom bonded warehouses d) All of the above 	
	12)	are routes through which agricultural products move from producers to consumers.	
		a) Market structureb) Market Functionc) Market channeld) Marketing agencies	
	13)	includes international agreements entered into by governments or government agencies for the sale or purchase of commodities. a) State trading b) Agricultural Marketing c) Inspection d) Traditional Agricultural Marketing System	
	14)	Classification of rural markets includes a) consumer market b) industrial market c) services market d) all of the above	
Q.2	Write a) b)	Short notes Packaging Warketing of Farm Inputs	4
Q.3	Attera) b)	npt the following. Define rural marketing and explain various characteristics of it. Explain meaning and components of market structure.	4
Q.4		in the concept of agricultural marketing and describe the need and scope of 1 ultural marketing.	4
	J	OR	
	oilse	e marketing channel and Explain available marketing channel for cereals, eds and pulses in India.	
Q.5	In ea featu at ru	Study rly 2010 Drink Fresh (cold drink) launched a new advertisement campaign ring one of the leading Bellywood actors. The advertisement was targeted ral and semi-urban consumers. According to company sources, the idea o position Drink Fresh as a generic brand for cold drinks. The campaign	4
	was Drink incre mark Drink	aunched to support Drink Fresh's rural marketing initiatives. The intention of Fresh was to focus on the rural market in the early 2005s in order to ase volume. This decision was not surprising; the size of the untapped rural et in India is very huge. With flat sales in the urban areas, it was clear that Fresh would have to shift its focus to the rural market. Ms. Mehata,	
	If you rural urba	eswoman - Drink Fresh, said, "The real market in India is in the rural areas. can crack it, there is tremendous potential." It has observed that, the poor infrastructure and consumption habits that are very different from those of a people. These two were the major obstacles to cracking the rural market rink Fresh. Because of the inconsistent power supply most grocers in rural do not stock cold drinks. Also, people in rural areas had a preference for	
	tradit	onal cold beverages such as 'lassi' and 'lemon juice'. Further, the price of everage is also a major factor for the rural consumer.	

		SLR-BT-33
1)	Analyse the Case	05
2)	Identify the major issue	02
3)	Recommend alternative solution	05
4)	Suggest the best solution	02

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M.B.A. (Semester - III) (New) (CBCS) Examination Nov/Dec-2019

	141.0	International Busir	•		
D		EXPORT POLICY, PROCEDU	RE		7.0
		e: Friday, 20-12-2019 0 AM To 02:00 PM		Max. Mark	s: /U
		ns: 1) All questions are compulsory.			
	aotioi	2) Figures to the right indicate full i	mark	s.	
Q.1	Cho	ose the correct alternatives from the	o o o	tions	14
Q. 1	1)	is the first stage in Export Pro	•		14
	,	a) Pre-shipment Procedurec) Processing of G.R. Form	b)	Acceptance of bill of exchange	
	2)	The procedure through which the cap on board of ship is called	tain	of ship issues goods are loaded	
		a) Letter of creditc) Bill of lading	,	Custom clearance Mates Receipt	
	3)	The document which the exporter sig payment in time is called			
		a) Letter of Indemnityc) Letter of lading		Letter of credit Letter of assurance	
	4)	IEC code number is issued by a) DGFT c) RBI	b) d)	EPC World Bank	
	5)	Commercial invoice is the document	,		
	- /	a) Transportationc) Importer		Payment Both b and c	
	6)	an instrument to establish evid	denc	es an origin of products imported	
		in any country. a) Certificate of origin c) Import license		Export license IEC code	
	7)	The charge paid by exporter for trans	port	ation of goods by land, air or sea	
		is called as a) Cargo	h)	Freight	
		c) Custom duty	,	Excise duty	
	8)	Shipment of Cargo of heavy goods the for exports.	rou	gh is the cheapest means	
		a) Air	,	Roadways	
	- \	c) Sea ways	,	Courier	
	9)	Exchange rate is a procedure of convanother.		-	
		a) Credit c) Account	b) d)	Documents Currency	
	10)	Exportable goods are completely exe	,	•	
	10)	a) Pre-shipment chargesc) Customs duty	b)	Central Excise Value added tax	

	11)	A detailed list of cargo given by master of ship to the person consigning the goods is called a	
		a) Letter of credit b) Bill of exchange c) Bill of lading d) Customs Invoice	
	12)	G.R. form in export procedure is a) Guarantee Return b) Guarantee Reservation c) Guarantee Resolving d) Guarantee Remittance	
	13)	The authority which clears goods in terms of quality, Insurance, Licensing in Pre- shipment procedure is called as a) Customs Clearance b) Customs appraisal c) Customs inspection d) Customs exchange	g
	14)	A policy which an exporter must take to cover insurance risk of goods exported by sea is called a) Credit policy b) Marine policy c) Life Insurance policy d) Packaging policy	
Q.2	Write a) b)	e Short notes Foreign entry strategies Export management	14
Q.3	Write a) b)	e a short notes Steps in export procedure Company polices in export	14
Q.4	State	e the term export and explain in export documents. OR	14
Q.5	Sugar son, i She k swee	It is mean by ECGC? Describe in brief the role and risks covers under ECC lyze the following case. It is a Solutions began because Melinda Mackay wanted to make sure he newly diagnosed with type 1 diabetes could have cake at his next birthday began experimenting with sugar-free cakes, and using a natural plant-basetener. When word of her creations began to spread, she realized the scope market for them.	er y. sed
	free r	n, overseas interest increased and she began exploring exporting her sugar mixes to countries with a high level of diabetes. Today, Sugar Free tions is exporting sugar-free cake and muffin mixes to the Middle East and	

However, as a small one-woman business Ms Mackay did not have the funds to advertise abroad. The NSW Government was able to assist by exhibiting her products on the NSW supported stand at the Gulfood Food Expo in Dubai. Gulfood is the largest annual food trade show in the world and is attended by more than 90,000 buyers from 160 countries. Sugar Free Solutions was one of 6,000 exhibitors at Gulfood 2016, exhibiting on the Food Innovation Australia Limited (FIAL) stand of NSW products.

Since the Gulfood trade show, Sugar Free Solutions has expanded their exports to Qatar and Philippines. The sugar-free products are rising rate of diabetes in the Middle East, there is plenty of demand for her products. Sugar Free Solutions cake mixes contain half the carbohydrates of regular cakes and do not cause the same blood sugar spike.

What were the key reasons for getting exports and what where the things required to generate more sales in international market.

- Analyse the Case. Identify the problem. 1) 2)
- 3) Identify the alternatives.
- Suggest the Best solution. 4)

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M.B.A. (Semester - III) (New) (CBCS) Examination Nov/Dec-2019

		System Managen ERP AN	• • •	
•		ate: Friday, 20-12-2019 :30 AM To 02:00 PM	Max. Mark	s: 70
Instr	ucti	ions: 1) All questions are compulsory. 2) Figures to the right indicate in	full marks.	
Q.1		noose the correct alternative from the is the concept of integrated moviewpoint of effective use of manager efficiency of the enterprise. a) BPR c) ERP	nanagement of businesses from	14
	2)	ERP utilizes the true potential of product and affects the nature of jobs a) Network c) Cloud	 computing to deliver an enterprise in all functional areas of the enterprise. b) Client Server d) Database 	
	3)	The process of separating operational making it effectively accessible for Buta) Database Management System c) Data Mining	siness analysis is known as	
	4)	The adapt any new technolog makes changes in future business en a) Management c) ERP Vendors	gies and changes in IT very quickly that vironments possible. b) Employees d) Government	
	5)	is the technology of sensing, transforming. a) ERP c) IT	coding, transmitting, translating and b) EIS d) MRP	
	6)	is a mechanism to ensure and end customer. a) Customer Relationship Management b) Supply Chain Management c) Data Flow Diagram d) Entity Relationship diagram	monitor flow of Material & Services to ent	
	7)	Employee turnover during the implementation. a) Transition c) Initial	phase will not affect the ERP b) Design d) Final	
	8)	tools automate many of the reprocedures. a) MIS c) Computing	epetitive, monotonous and tedious b) ERP d) Reporting	

	9) Accuracy, relevancy and timeliness area) Data	the characteristic features of b) Knowledge	
	c) Networking	d) Information	
	10) is the phase where ERP is ma organization.		
	a) End User Trainingc) Testing	b) Going Lived) Reengineering	
	11) Human factors are taken into accounta) MRPc) Reengineering	during the phase. b) MRP II d) Implementation	
	 12) is the radical Change in Busine a) Decision Trees b) Business Process Reengineering c) Graphical user Interface d) SDLC 	ess Process.	
	13) is the operational process.a) Procurement of Raw Materialc) Business Fund Flow	b) Recruitment of Employeesd) Sales Order	
	14) is the predecessor of ERP.a) MRPc) MIS	b) SCM d) BPR	
Q.2	Answer of the Followinga) What is implementation team training ab) Discuss in detail Entity Relationship Dia		14
Q.3	Write Short Notes.a) Write a note on Supply Chain Managerb) Describe the process of designing inter	` ,	14
Q.4	Answer any one of the following Explain the steps of System Development implementation.	Life cycle and its importance in ERP	14
	OR What is ERP? What are the various phase	s of ERP implementation life cycle?	
Q.5	Analyze the following case and answer Company Profile: This Company, founder known to be one of the leading steel giants products and successfully running many seentity does not stop things from being subj. They are regularly implemented with the he selected members from the senior manage providing laudable services to the stakehold thrive for innovations and improvements contains.	the questions below: d and established in the year 1907, is in the country offering multiple ubsidiary corporations. Being a large ect to scrutiny and internal audit. elp of committees who report to the ement. The company is dedicated to ders improve on the quality and as	14
	Background: TATA steel is India's largest company that started its corporate journey iron ore and coalmines, Tata Steel runs stacomplex at Jamshedpur, Eastern India. The modernization program costing \$2.3 billion lowest cost in the world. Being a large entisubject to scrutiny and internal audit.	in the year 1907. Backed by captive ate-of-the-art Cold Rolling Mill e enterprise has undergone a , resulting in production of steel at the	

They are regularly implemented with the help of committees who report to the selected members from the senior management. The company is dedicated to providing laudable services to the stakeholders improve on the quality and as thrive for innovations and improvements constantly. Tata Steel is a relentless pursuer of excellence. ASPIRE, Tata Steel's quality initiative drive combining TPM, Six Sigma, Total Operational Performance, Suggestion Management and Quality Circles has reaped rich dividends for the company.

Tata Steel's Jamshedpur plant has a capacity of 4 mn tons per year, and produces flat as well as long products. Currently, to meet growing demands, the plant is being expanded to accommodate another million. Tata Steel has set up an ambitious target of 15 mn ton capacity per year by 2010. As part of its expansion plans the company recently made investments in NatSteel Singapore, which will expand its footprint in six countries in the Asia Pacific region and China.

Tata Steel's products include hot and cold rolled coils and sheets, galvanized sheets, tubes, wire rods, construction re-bars, rings and bearings. The company has introduced brands like Tata Steelium (the world's first branded Cold Rolled Steel), Tata Shaktee (Galvanized Corrugated Sheets), Tata Tiscon (re-bars), Tata Pipes, Tata Bearings, Tata Agrico (hand tools and implements) and Tata Wiron (galvanized wire products). The Construction Solution Group explores new avenues for steel utilization by techniques that are economical. Tata Steel has also developed 'galvannealed' cold rolled steel with technical assistance from Nippon steel for high-end auto applications.

<u>Problems</u>: TISCO faced two major problems from the systems that existed for a long time. Firstly they were not customer friendly. The whole system was tuned to the process and very little attention was paid to the customer demands. Secondly the systems were outdated and the modalities of operation were too complex and not error free. In order to rectify these issues which would otherwise prove to be major setbacks to the company the organization resolved to take up ERP. This was instigated by the concerned departments. Leading consultants were hired and the business structure was studied and suitable plans were drafted accordingly.

<u>Mapping Technology To Business Processes:</u> The path was set to achieve success through SAP. All the branches, which had huge numbers of transactions and complexity, were identified as a HUB while the smaller branches along with the consignment agents were defined as SPOKES which were attached to these branches. In January 99 the team from TISCO was decided and christened 'TEAM ASSET' an acronym for Achieve Success through SAP Enabled Transformation. The TEAM ASSET had two simple axioms:

- Go-Live date 1st November 1999
- There are only 24 hours a day

Preparatory task forces activities were conducted and core business processes were mapped to SAP modules. Also another parallel activity called 'Change Management' was initiated within the company. The prime objective of 'Change Management' was to reach out to people involved non-directly in the project to apprise them of the developments taking place. "We wanted that Tata Steel be the number one in the steel industry...we wanted to be the first to have the latest systems..." said Mr. Sandipan Chakravortty, GM (Sales), TISCO.

Tata Steel planned a big-bang approach of going live with all the modules at the same time, in just a span of eight months. Driven against the speed of time, the pace of implementation was fast with all activities backed by a lot of thought process and meticulous planning. On 1st November 1999 Tata Steel pulled off a big bang implementation of all SAP modules at one go across 46 countrywide locations, as per the set deadline.

Analyze the above case and discuss the Questions below:

- 1. TISCO achieved its successful implementation of ERP in 8 months. What do you consider the factors that made it achieve this?
- 2. Identify and detail the benefits that TISCO achieved with implementation of the new SAP ERP.

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M.B.A. (Semester- I) (CBCS) Examination Nov/Dec-2019 ORGANIZATIONAL BEHAVIOUR

		ORGANÍZATION	ÍAL BE	EHAVIOUR	
		e: Saturday, 14-12-2019 0 PM To 05:30 PM		Max. Marks	s: 70
Instr	uction	ns: 1) All questions are compulsory 2) Figures to the right indicate 3) Assume suitable data if necessity.	full marl	ks.	
Q.1	Choo 1)	Ose the correct alternatives from Organizational Behaviour is a dis application about within of a) Only individuals c) Individuals and group	cipline t organiza b)	hat deals with study and	14
	2)	Good understanding of people re a) Technical skills c) Computer skills	quires _ b) d)		
	3)	The concept of refers to decontrolled by fate. a) Environment c) Locus of Control	egree of b) d)	success of individuals is Situation Machiavellianism	
	4)	is a tendency to feel a objects people or events. a) Attitude c) Perception	nd behab) d)	ave in a particular way towards Learning All the above	
	5)	The extent to which a person is cas a) Introversion c) Politeness	omforta b) d)	Extroversion	
	6)	When people draw general impre characteristics its called a) Stereotyping c) Figure ground	ssion al b) d)	bout individuals based on single Attribution Halo effect	
	7)	refers to a stimulus which particular response. a) Learning c) Punishment	b) d)	thens the probability of a Reinforcement Performance	
	8)	described three step mod a) Kurt Lewin c) Elton Mayo	del of org b) d)	ganizational change Douglas MC Gregor Fred Luthans	
	9)	Generally employees withstress. a) Type C c) Type B	_ charad b) d)	cteristics are prone to high level Type D Type A	

Set P

	10)	The Primary motive of work group is teams is	s indiv	ridual goals and that of work	
		a) Organizational goal	b)	Personal goals	
		c) Common goals	d)	Individual preference	
	11)	A small number of people with comto a common purpose	pleme	ntary skills who are committed	
		a) Group c) Company	b) d)	Organization Team	
	12)	Teams that are fully autonomous to organizational matters aret	eams		
		a) Self managed teamsc) Dysfunctional teams	b) d)	Cross functional teams Problem solving teams	
	13)	Disagreement between two of more mutual interest is called as			
		a) Organizational changec) Conflict	b) d)	•	
	14)	When conflict arises due to mainter known as		·	
		a) Intrapersonal conflictc) Interpersonal conflict	b) d)	Mixed conflict Intergroup conflict	
Q.2	a)	It notes Big five theory of personality Stages of group development			14
Q.3	a)	e Short Notes Types of Teams Intrapersonal and Interpersonal conf	lict		14
Q.4	a)	mpt any one of the followings. Define organizational behaviour? Exfactors influencing Organizational be			14
		What is organizational change? Exp concept of resistance to change.		eps in change process and the	
Q.5	Case	e Study.			14
	(West view dupli West impo empl even empl best West found that from commas it	The corporate culture of the CanacastJet). When WestJet was incorporate that culture was the one element cated and that it was a way of different Jet encouraged a culture of participartance to empowered and happy of oyees would provide customers were employee was a shareholder in the oyees were free to take any decision service to customers, the corporate Jet Airlines Ltd. (WestJet). When we ders were of the view that culture was could not be duplicated and that it the competitors. WestJet encourantment and gave prime importance believed that these employees werence. At WestJet every employee were	ted in of an entiating ation a emplo with a color the cultured was a ged to emould	1996, the founders were of the organization that could not be any WestJet from the competitors. and commitment and gave prime yees, as it believed that these good experience. At WestJet ampany. The highly empowered at would help them provide the are of the Canada-based airline, at was incorporated in 1996, the cone element of an organization a way of differentiating WestJet a culture of participation and apowered and happy employees, provide customers with a good	

Set P

The highly empowered employees were free to take any decision that would help them provide the best service to customers.

WestJet's culture helped it remain profitable in an industry as highly volatile as the airline industry. However, WestJet' S culture began to face a few threats. Venturing into the regional market through WestJet Encore and expanding internationally to various European destinations, made it difficult for WestJet to maintain the culture it was known for. At the same time, some of the employees were fueling unionization in the company, which could have a major impact on its culture in times to come.

a)	Analyze the Case.	05
b)	Identify the Problem.	02
c)	Identifying Alternative Solutions.	05
d)	Giving the Best solution.	02

Seat No.	Set	Р
INO.		

M.B.A. (Semester - I) (CBCS) Examination Nov/Dec-2019 STATISTICS FOR MANAGEMENT

		STATISTICS FOR N	IAN	AGEMENT	
•		e: Monday, 16-12-2019 O PM To 05:30 PM		Max. Marks:	70
Instr	uctior	ns: 1) All questions are compulsory. 2) Figures to the right indicate full r	narks	S.	
Q.1	Choo 1)	ose the correct alternatives from the Which of the following is a measure of a) Median c) Mean deviation	f cer	ntral value? Standard deviation	14
	2)	If the first quartile Q1=15 & third quartile deviation is a) 4 c) 5/3		23= 25, the coefficient of quartile 1/4 3/5	
	3)	If an attribute has two classes, it is ca a) Trichotomy c) Manifold classification		Simple classification Dichotomy	
	4)	If both class limits i.e. upper class lim the class interval, it is called a) Open end classes c) Inclusive classes	b)	ower class limit are included in Exclusive classes None of the above	
	5)	The sales of a departmental store on the component of time series a) Secular Trend c) Irregular Variation	b)		
	6)	The representation of quantitative dat is known as a) Tabulation c) Classification		itably through charts & diagrams Graphical representation All of above	
	7)	Analysis based on study of price fluct deposits in banks is classified as a) Sample series analysis c) Numerical series	 b)	n, production of commodities & Time series Experimental analysis	
	8)	The average of the seven numbers 7 number x is a) 13 c) 15	9, 1 b) d)	2, x, 5, 4, 11, is 9. The missing 14 8	
	9)	 If X & Y are two variates there can be a) One regression lines b) Two regression lines c) Three regression lines d) An infinite number of regression lines 		nost	

,	association a) -1 and c) -1 and wer the following Find the range 7.68	on (Q) wh d +1 d 0 llowing.	nich alw	ays lies t	b) d)	0 and None o	1 of the al	oove		14
,	association	on (Q) wh d +1			oetween b)	0 and	1		JI	
14)	To calcula	ate the le	vel of a	ssociatio	n we ca	n calcul	ata coo	u: -:	-4	
13)	a) Fore	casting		ed for	 b) d)			es		
12)	a) Diffus	sion inde	x numbe		b)					
11)	basis of c a) Corre	one or mo elation			variable	s is call	ed		on the	
10)	a) CV =	SD/Mea	n × 100		b)					
	11) 12) 13)	a) CV = c) CV = 11) A process basis of ca) Correcc) Residus com a) Diffus c) Value 13) Index nur a) Fore c) Diffes	 a) CV = SD/Mea c) CV = Mean×S 11) A process by which basis of one or model. a) Correlation c) Residual 12) Most commonly used a) Diffusion inde c) Value index n 13) Index numbers cate a) Fore casting c) Different Price 	 a) CV = SD/Mean x 100 c) CV = MeanxSD/100 11) A process by which we est basis of one or more indepanal and correlation c) Residual 12) Most commonly used indepanal Diffusion index number c) Value index number 13) Index numbers can be used a) Fore casting c) Different Prices 	 a) CV = SD/Mean x 100 c) CV = MeanxSD/100 11) A process by which we estimate the basis of one or more independent a) Correlation c) Residual 12) Most commonly used index number a) Diffusion index number c) Value index number 13) Index numbers can be used for a) Fore casting c) Different Prices 	a) CV = SD/Mean × 100 b) c) CV = Mean×SD/100 d) 11) A process by which we estimate the value basis of one or more independent variable a) Correlation b) c) Residual d) 12) Most commonly used index number is a) Diffusion index number b) c) Value index number d) 13) Index numbers can be used for a) Fore casting b) c) Different Prices d)	a) CV = SD/Mean × 100 b) CV = M c) CV = Mean×SD/100 d) CV = 1 11) A process by which we estimate the value of deperation by Regres c) Residual d) Slope 12) Most commonly used index number is a) Diffusion index number b) Price is c) Value index number d) None of the common of the	a) CV = SD/Mean × 100 b) CV = Mean/SI c) CV = Mean×SD/100 d) CV= 100/Mea 11) A process by which we estimate the value of dependant variables is called a) Correlation b) Regression c) Residual d) Slope 12) Most commonly used index number is a) Diffusion index number b) Price index number c) Value index number d) None of the all solutions and processing b) Fixed Prices c) Different Prices d) Constant Prices	a) CV = SD/Mean x 100 c) CV = Mean×SD/100 d) CV = Mean/SDx 100 11) A process by which we estimate the value of dependant variable basis of one or more independent variables is called a) Correlation b) Regression c) Residual d) Slope 12) Most commonly used index number is a) Diffusion index number c) Value index number d) Price index number c) Value index number d) None of the above 13) Index numbers can be used for a) Fore casting b) Fixed Prices c) Different Prices d) Constant Prices	a) CV = SD/Mean x 100 c) CV = MeanxSD/100 b) CV = Mean/SDx 100 c) CV = MeanxSD/100 d) CV = 100/MeanxSD 11) A process by which we estimate the value of dependant variable on the basis of one or more independent variables is called a) Correlation b) Regression c) Residual d) Slope 12) Most commonly used index number is a) Diffusion index number c) Value index number d) Price index number c) Value index number d) None of the above 13) Index numbers can be used for a) Fore casting b) Fixed Prices c) Different Prices d) Constant Prices

b) Calculate Yule's coefficient of association between marriage & failure of students from the following data pertaining to 525 students.

8

	Passed	Failed	Total
Married	90	65	155
Unmarried	260	110	370

15

8

4

Χ

Q.3 Answer the following.

The marks obtained by the students in physics & mathematics are as follows

Marks is Physics (x)	35	23	47	17	10	43	9	6	28
Marks is Maths (Y)	30	33	45	23	8	49	12	4	31

Compute their ranks in two subjects & the coefficient of co-relation of ranks

Calculate the first quartile and third quartile for the following data. Also calculate the quartile deviation for the same.

Wages	0-10	10-20	20-30	30-40	40-50	50-60	60-70	70-80
No. of workers	20	45	85	160	70	55	35	30

14

14

Q.4 Answer any one of the followings.

a) The following is the distribution of No. of people as per the age

Age	No. of People
20-25	14
25-30	28
30-35	33
35-40	30
40-45	20
45-50	15
50-55	13
55-60	7

Draw the histogram also calculate the mode by both graphical and calculation method.

OR

b) Calculate the two regression equations of x on y & y on x from the data given below

Price (Rs)	10	12	13	12	16	15
Amount demanded	40	38	43	45	37	43

Estimate the likely demand when the price is Rs. 20.

- **Q.5** The following table gives heights of boys & girls studying in a college find.
 - a) Students deviation of heights of boys & girls taken together.
 - b) Whose heights are more variable?

	Boys	Girls
Number	400	100
Average height	68 inches	65 inches
Variance	9	4

14

Seat No.		Set	Р
1	MPA (Samastar	IV/ (Now) (CBCS) Examination Nov/Dec 2010	

		B.A. (Semester – IV) (New) (CBC EPRENEURSHIP DEVELOPMEN		١T
•		ate: Thursday, 28-11-2019 :30 AM To 02:00 PM	Max. Marks	s: 70
Instru	ucti	ions: 1) All questions are compulsory. 2) All questions carry equal marks	S.	
Q.1		I in the blanks by choosing correct at A person within a large organization with turning an idea into a profitable finished and innovation is known as a) Entrepreneur c) Manager	ho takes direct responsibility for	14
	2)	Entrepreneurship Theories considering minimize the discrepancies in the societa) Economic Theories c) Sociological Theories	ety are known as b) Psychological Theories	
	3)	Religiosity, Caste, Family Support and entrepreneurship development categora) Political c) Socio- Cultural		
	4)	The key limitations <i>I</i> challenges of Wora) Financial Independence c) Dual Responsibility	•	
	5)	 The sustaining phase of Entrepreneurs a) Entrepreneurial Education b) Arranging finance c) Help Modernization, expansion, etc d) Helping Marketing product 		
	6)	A blue print of the step by step procedo business idea into a successful busine a) Enterprise Development c) Entrepreneurial vision	ss venture is known as	
	7)	The third phase of the Project Life Cyca) Development of a proposed solution b) Performing the project c) Identification of a need, problem, or d) Terminating the project	n to the need or problem	
	8)	NSIC issues to registered SSIs of the units which Results into waiver ca) Licenses c) Guarantee Certificate	of Security Deposits. b) Certificate of Competence	

	 means funds made available fo with exceptional growth potential. 	r startup firms and small businesses	
	a) Capital Loan	b) Angel Capital	
	c) Subsidized Loan	d) Venture capital	
	10) The theory of entrepreneurship is of use of resources and considers Mark entrepreneurial activities.	·	
	a) Innovationc) X-Efficiency	b) High Achievementd) Profit	
	11)Which of the following is not a phase in Cycle?	,	
	a) Stimulatoryc) Business Plan Preparation	b) Sustainingd) Support	
	12)The concept of is recognition of entrepreneurial principles to organize, c to achieve a desired social change.	reate and manage a social venture	
	a) Philanthropyc) Social Entrepreneurship	b) Non-Government Organisationsd) Social Work	
	13) The Profit theory considers Profit as Re non- insurable, uncertain risks was propa)a) Schumpeter	oosed by b) McClelland	
	c) Knight	d) Leibenstein	
	 14) The key difference between invention a unique, novel idea while innovation is a) Detailed Explanation c) Commercial Implementation 	of that idea. b) Scientific Proof	
Q.2	Write Short Notes on the following:a) X-efficiency theory by Leibensteinb) SEWA		14
Q.3	Answer the following:a) Explain the political influence on entrepoleb) Discuss the role of EDII in Entrepreneur	·	14
Q.4	Answer any one of the following: a) Discuss Project Management and Proje OR	ct Life Cycle.	14
	b) Explain various challenges faced by wo reasons for slow progress of women en	•	
Q.5	Analyse the following Case Study and an Nagavara Ramarao Narayana Murthy, put Murthy (Ex.) Chairman and CEO of Infost middle-class background. He is the son of family of eight children (three brothers and class boy, he studied well and qualified fafford it and therefore, went to NIE, Myst electrical engineering. Murthy complete engineering at IIT, Kanpur in 1969 and too seemingly the very same things, but obvious	oppularly known as N.R. Narayana bys Technologies Ltd. comes from a of a teacher, a member of the large five sisters). Line an ordinary middle-for the prestigious IIT. He could not one - a local college for a degree in d his post-graduation in electrical ock up a job. The only thing is, he did	14

First, Murthy pursued a career in computer science when there were not too many jobs in this field. The Indian industry / business was very much into mortar- bricks business and had just about started appreciating the role of computers.

Second, the next risk he undertook was to turn down attractive offers from large companies like Telco, ECIL and Air India. Instead, he joined as a system Programmer at IIM, Ahmedabad. IIMA was at that time in the process of installing a Hawlett-Packard minicomputer and was forging ahead to become the second business school after Stanford to have a time sharing operating system. The thrill of such a pioneering job, thus, save him a great learning opportunity and was the main reason that Murthy joined the team at IIMA under J. G. Krishnayya, Professor of Information Systems. Murthy received a salary of Rs. 800/- a month. He says, "It was the best decision of my life. There were many 20-hour work days but I loved being a pioneer of working at the cutting-edge of computer technology those days".

Third, a chance came from Sesa, a French software company, to build an operating system to handle air cargo at the Charles de Gaulle airport in Paris. What is worth nothing here is that at around the same time, Murthy also had received scholarship to pursue a ph. D. in the USA and Israel. But Murthy did not take these soft options. He, instead, went to Paris, which also meant mastering another language-French.

After the successful execution of this project, Murthy came back to Pune in 1974 to join his mentor professor J. G. Krishnayya who was setting up the Systems Research Institute (SRI, a non-profit organization). Having worked for some time at SRI, Murthy became somewhat frustrated with the work at SRI (getting the usual bureaucratic treatment of seldom implementing the sincere suggestions). Then, he took up a job in Patni Computer Systems (PCS) a Mumbai-based firm.

At PCS, he was head of the software group and it was here that he met some of the would - be founder-partners of Infosys. He did his usual, unusual, quit the job and started his software service firm along with his Partners. This was the firm which was to become the giant that Infosys is today. Out of his six founder-partners, three were rookies-PCS was the first job for Nandan Nilekani, S. Gopalakrishnan and Asok Arora. Only K. Dinesh (NGEP, Bangalore), N. S. Raghavan (Union Carbide), and S. D. Shibulal (BEST, Mumbai) has some prior experience elsewhere. Not that these Murthy + six had any money. They all were from middle-class backgrounds and pooled in Rs. 10000 capital borrowed from their better halfs. In this way, Infosys consultant was born in July 1981 in one bedroom of two-bedroom apartment in Pune.

Forth, the risk-full incidents surrounding the life of this unusual, middle class businessman do not end here. The first ten years after 1981, were quite tough for Murthy and his team. Murthy recounts, "It took us one year to get a telephone, it took two years to get a license to import a computer;stupidity was the order of the day then." His wife Sudha had to go and live with her parents for a year. Murthy stuck it out through thick and thin. In 1990, his partners thought of selling the company. But Murthy differed and even offered to buy his partners out.

Murthy always took risks and it always seems to have paid off.

Questions.

- 1) Read the case and then list, as many as you can, the entrepreneurial competencies of Murthy.
- 2) Give your views if Murthy's various decisions were right or wrong. Ignore the pay offs of his decisions.

Seat		
No.	Set	Р

M.R.A. (Semester - IV) (New) (CRCS) Examination Nov/Dec-2019

	IVI.D	.A.	QUALITY MAN	•		
-			day, 29-11-2019 1 To 02:00 PM		Max. Marks	: 70
Instru	uction) All questions are compulsory. 2) Figures to the right indicate full r	nark	S.	
Q.1	Choo 1)			-	tions and rewrite the sentence. Inment Management Standards	14
		•	/IS). ISO 8402 ISO 1011	b) d)	ISO 9000 ISO 14000	
	2)	bet	colm Baldrige was established by ter quality management practices Industries. European	and b)	improved quality results by the Indian	
	3)	of it a) b) c)	American is the cost which an organization is customers. Cost of Conformance Cost of Non-conformance Basic Operational cost Prevention, Appraisal and Failure		Australian neuring the requirements	
	4)	a)	is a condition where high stand intained so that there is no dust ar Seiri Seiso		, ,	
	5)	one pro	ong the key players for the implen who have multiple responsibilities jects. Green Belts Master Black Belts			
	6)		is a small group of people who rovement activities within the worlong. Total Quality Group Quality Management		p or work area to which they Quality Circle	
	7)	The a) c)	e ability of a product or service to r Marketing Competence	neet b) d)	customer needs is known as Quality Perfection	_ -
	8)	The a) c)	e quality that the customer does no Indifferent quality One-Dimensional quality	bt nc b) d)	tice or appreciate is called as Expected quality Exciting Quality	_•

9)	enumerated absolutes for quality management, 14 steps for quality improvement and also promoted the concept of "Zero defect" & authored					
	the book "Quality is free" a) Dr. W. Edwards Deming b) Dr. Joseph Juran c) Philip Crosby d) Vilfredo Pareto					
10)	JIT uses a simple parts withdrawal system to pull parts from one work centre to the next. In Japanese term it is named as a) Andon b) Kaizen c) Kanban d) Pokayoke					
11)	benchmarking is usually performed by direct comparisons or "reverse engineering" in which competitor's product are taken apart and analyzed. a) Process b) Strategic c) Performance d) Internal					
12)	The sum of the costs of everything that would not have been necessary if everything else was done right the first time is called a) Scrap b) Rework c) Cost of quality d) Cost of manufacturing					
13)	The Assessment criteria in Australian Quality Awards include a) Leadership b) Customer Focus c) Leadership as well as Customer Focus d) Neither Leadership nor Customer Focus					
14)	is an independent review conducted to compare some aspects of quality performance with a standard for that performance. a) Quality Research b) Quality Management c) Quality system d) Quality Audit					
	e short notes.	14				
a) b)	Statistical Quality Control Fundamental of Total Quality Management					
Writ a) b)	e short notes. European Quality Award Quality Audit	14				
Atte a)	mpt any one of the following questions. What is Six Sigma? How to implement and Analyze Six Sigma concept in the organization?	14				
	OR					
b)	Define Benchmarking. What are the objectives? Explain in brief the process of Benchmarking.					

Q.2

Q.3

Q.4

Q.5 Case study.

a) General Electric set itself a corporate goal of becoming a six-Sigma quality company, which means one that produces virtually defect-free products, services and transactions. Cost of quality at 3σ to 4 σ quality is typically 10 to 15 percent of revenues. In G.E's case, with over \$80 billion in revenues, that amounts to \$8 to 12 billion annually, mostly in scrap, reworking of parts and rectifying mistakes in transactions. So the financial rationale for embracing on this quality journey towards six-sigma quality is obvious.

But beyond the pure financial benefits, there are even more important rewards that will come with dramatically improved quality. Among them is the unlimited growth from selling services and products universally recognized by customers as beings, on a completely different plane of quality from those of competitors. The journey towards six-sigma quality was the most difficult and invigorating stretch goal that GE had ever undertaken. The magnitude of the challenge of going from 35,000 defects per million to fewer than 4 defects was huge. It would require the company to reduce defect rates 10,000 fold - about 84 percent for five consequent years. But GE wanted to make its quality so special, so valuable to its customers, so important to their success that GE's services and products became their only real value choice.

Analyse the above case.

Identify Problems, give alternative solutions & state best alternative.

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Seat	Set	D
No.	Set	۲

	IVI.	Marketing Manageme INTEGRATED MARKETING	ent (Paper – III)	C-2019
-		ate: Saturday, 30-11-2019 :30 AM To 02:00 PM		ax. Marks: 70
Instr	ucti	ions: 1) All questions are compulsory. 2) All question carry equal marks.		
Q.1		I in the blanks by choosing correct alt The basic tools used to accomplish an o objectives is referred as a) Product mix c) Place mix		14
	2)	Advertising is defined as any formabout an organization product, service of a) Paid c) Prepaid	•	
	3)	One of the major tools of direct marketing a) Indirect response advertising b) Direct non-response advertising c) Direct response advertising d) Indirect non-response advertising	g is	
	4)	Message development is often referred a) Creative strategy c) Over creative strategy	to as b) Non-creative strategy d) Less creative strategy	
	5)	It is a form of person to person communassist and persuade prospective buyers or service a) Personal selling c) Sales promotion		•
	6)	It measures the number of different audionce to a media vehicle in a given perioda) Media vehicle c) Media strategies		east
	7)	Many global marketers use particular aca) Forward advertisingc) Backward advertising	vertising strategy called b) Pattern advertising d) Basic advertising	<u></u> .
	8)	Marketers standardizing their products a localizing their advertising message is p a) Think locally and act locally c) Think globally and act locally	opularly called as b) Think locally and act glo	
	9)	It refers to those advertising which is iss buyers of industrial products is a) Consumer advertising c) Trade advertising	ued by the manufacturers to b) Industrial advertising d) Professional advertising	

	10)In Organization structure marketing and advertising managers i market have the authority to make their own advertising and promotion decisions.	
	a) Centralized b) Decentralized	
	c) Combined d) All of the above	
	11)The advertising campaign that puts the message across in different me vehicles is known as	edia
	a) Multi-media campaignb) Single media campaignc) Brand awareness campaignd) Brand building campaign	
	12) is targeted to the ultimate user of a product or service and inclu couponing, sampling, premiums, rebates, contests, and various points purchase materials.	
	a) Advertisingb) Sales promotionc) Public relationsd) Direct marketing	
	13)It is a service organization that specializes in planning and executing advertising programs for its clients	
	a) Advertising media b) Advertising message c) Advertising agency d) Advertising mission	
	14)The individuals who conceive the ideas for the ads and write the headl sub-heads and body copy are known as	ines,
	a) Copy writersb) Creative boutiquesc) Accounts executived) Creative director	
Q.2	Write Short Notes on :a) Sales promotionb) Direct marketing	14
Q.3	Write Short Notes on:a) Role of personal selling in IMC programb) Classification of advertising	14
Q.4	 a) What is media planning? Explain in detail steps involved in media plan OR 	nning. 14
	b) What is integrated marketing communication? Explain in detail process integrated marketing communication.	ss of
Q.5	Analyze the case. In digital advertising, it is imperative that communication be interactive at time. Digital media is complex with social media and mobile app domina Companies want a unique customized approach to communicate with customers and hence an effective idea is key selection criterion. Advertise blogs and specialized websites, Smartphone apps and social media site as Facebook, Twitter and YouTube to interact with their customers.	iting it. h their ers use
	Boutique agencies are taking advantage of availability of inexp technologies and low entry barriers to dominate digital advertising space started with BCWbwise, which was behind HUL's Sunsilkgangofgirls on tworking site for hair care lovers. This happened before Facebook was besides HUL, BCWbwise had clients like itc foods and Hero MotoCorp, Media conducts social media research by studying consumer data available the internet and develops targeted content. It has clients such as Lenovo and Bajaj Allianz Vserv mobi has developed AppWrapper, which helps advertisements around apps. It latches full screen advertisements whe exits their apps. It has also built AudiencePro which links advertisers to test subscriber data, which helps in customization.	e. It all com- a is born Drizzln ible on i, Airtel create n user

Its clients include Nokia and Google. Large advertising agencies have acquired some of these boutique agencies to shore up their competence in digital advertising. Dentsu, JWT and IPG Mediabrands have acquired WebChutney, Hungama Digital and Interactive Avenues respectively.

Questions-

- 1) Analyze the case.
- 2) How is advertising is in digital medium is different from that in the traditional medium?
- 3) How can advertising in digital medium evolve in the future?

Seat	Sat	D
No.	Set	

M.B.A. (Semester - IV) (New) (CBCS) Examination Nov/Dec-2019

		Financial Manageme	nt (Paper-III)	
P	ROJE	ECT PLANNING AND MANAGEM	-		S
•		e: Monday, 02-12-2019 0 AM To 02:00 PM		Max. Mark	s: 70
nstr	uction	ns: 1) All questions are compulsory. 2) Figures to the right indicate full ma	arks.		
Q.1		n the blanks by choosing correct alter		_	14
	1)	Financial Services includes service offe a) SEBI c) Asset Management Company	b)	RBI IRDA	
	2)	The search for is the first step to	ward	ds establishing successful	
		venture. a) Capital c) Human resource	b) d)	Project idea Subsidy	
	3)	is not the technique for stimulatinga) SWOT Analysisb) Monitoring the Environment			
	4)	is the process of putting restriction undertaken by the company or the capi company.		• •	
		a) Capital Rationingc) Capital Budgeting	,	Sensitivity Analysis Simulation Analysis	
	5)	is an approach for assessing risl estimates to obtain a sense of the varia a) Probability Approach c) Risk perception	bility b)	•	
	6)	is the pictorial representation inc an interrelationship of all possible outco a) Decision Tree Analysis c) Capital Rationing	mes b)	i.	
	7)	is defined as provision of thrift, c and products of very small amount to th a) Financial services c) Consumer Finance	ne po b)		
	8)	is defined as one which fails to go basis and depends on frequent infusion a) Sick Unit c) Public Private Partnership	of e	•	
	9)	is not an internal cause for industrialFaulty PlanningProblems relating to management	b)	Incompetent Entrepreneur	
	10)	The National Housing Bank was set up		ne year	

d) 1988

c) 1994

		Project	Initial	Life	in years	Year End Cash	
		The detail informati		ty of all	ieieiit iiives		
	b)	A company with 10 th 16,00,000/- is evalu					
Q.4	a)	Define industrial sid	•	causes R	and reviva	l of sick units.	14
Q.3	a) b)	e short note on: Technical Analysis Sensitivity Analysis					14
Q.2	Writ a) b)	e short note on: Features of Financi Self Help Group	al Services				14
	14)	rationing oc in external equity r a) Hard Rationing c) Capital Ration	9		Soft Ration	ing	
	13)	is a register together to save sr on mutual help bas a) Non Government C) Self Help Grou	mall amount regula sis. ent Organization	rly and		e Society	
	12)	analysis is t terms of technolog a) Market c) Demand	o facilitate the mos y, size, and locatio	•	al formulation Technical Environme		
	11)	a) Persisting sho c) Machinery Bra			Governmen	nt policies f raw material	

Project	Initial Investment	Life in years	Year End Cash inflows
Α	12,00,000	3	5,13,780
В	3,00,000	5	83,200
C	4,00,000	2	2,56,500
D	8,00,000	8	1,28,800
E	9,00,000	10	1,36,400

- 1) Rank the project according to NPV and PI
- 2) Determine optimum investment package
- 3) If Company manage to raise additional 4,00,000/- which project it should select.

Q.5 Case Study

14

A Glowing Star is having the investment proposal which requires cash outflow of Rs. 80,000/-This proposal is expected to have 2 years of economic life without any salvaged Value.

a) In the first year 0.3 is the probability of having cash flow after tax Rs. 50,000. Along with the respective cash flow after tax and its probability for second year.

CFAT	Probability
24000	0.3
32000	0.3
44000	0.4

At the same time 0.7 is the probability of having cash flow after tax Rs. 60,000/- in first year. Along with the respective cash flow after tax and its probability for second year.

CFAT	Probability
40000	0.2
25000	0.6
30000	0.2

With discounting factor is 8% calculate:

- 1) Construct decision tree for the proposal
- 2) Calculate the NPV of the best outcome for this proposal along with its probability.
- 3) State your opinion about the acceptance of the proposal on the basis of expected NPV

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Seat	Sat	D
No.	Set	

M.B.A. (Semester - IV) (New) (CBCS) Examination Nov/Dec-2019 Production & Material Management (Paper - III) INDUSTRIAL ENGINEERING

			INDUSTRIAL ENGIR	NEE	KING	
•			onday, 02-12-2019 // To 02:00 PM		Max. Marks: 7	0
Instr	uction		All questions are compulsory. Figures to the right indicate full mar	ks.		
Q.1	Fill ir 1)	Eq	e blanks by choosing correct altern uipment failure is Availability loss Quality loss	b) d)	Performance loss None of the above	4
	2)	a)	ments in T Q M includes Continuous improvement Leadership	b) d)	Customer satisfaction All the above	
	3)		ality control is aimed at Maintaining the desired quality Continuously improving the quality		Excluding desired quality Following quality standards	
	4)	a) c)	is when firms buy product and ser External buying Outsourcing		es form internal markets. Ordering Procuring	
	5)	Examples of administrative controls in computer ergonomics include				
		a) b) c) d)	Rest Breaks Rotation of workers Adjustable height keyboard tray Effective tool maintenance programm	ne		
	6)	a) b)	gineering controls in ergonomics invol Work place policy & procedures Change in physical features of work Application of protective equipment Over all health management			
	7)	Wo a) b) c) d)	ork study consists of Effective case of plant of equipments Effective case of the man effort Evaluation of time & motion study All the above	5		
	8)	Wo a) c)	ork study examiner Method Both a & b	b) d)	Duration of work None of the above	
	9)	In p a) c)	process charts, the symbol used for st Circle Arrow	orag b) d)	ge is Square Triangle	
	10)	A n a) c)	nilk powder tin is being weighed as it i Operation cum transportation Transportation cum inspection	s fill b) d)	ed is an example of Operation cum inspection None of the above	

	11)	performing a task is known as a) String diagram b) Slow diagram c) Travel diagram d) None of the above				
	12)	The aim of value engineering is a) Determine selling price of product b) Minimize the cost without change in product quality c) Find depreciation value of a machine d) None of the above				
	13)	In time study the rating factor is applied to determine a) Fixation of incentives b) Merit rating of worker c) Standard time of job d) All the above				
	14)	In value engineering the term value refers to a) Manufacturing cost of product b) Selling price of product c) Total cost of product d) Quality of product				
Q.2	Writ a) b)	te Short Notes. Concept & process of Business Process Re-engineering Method study and producer for method study	14			
Q.3	Write Short Notes. a) Man-machine chart b) Ergonomics and its nature					
Q.4	a)	Define the concept of productivity? Explain various production systems? And factors affecting productivity. OR	14			
	b)		14			
Q.5	In commediate reduction texts role important are be considered on considered reduction of the considered reduction of the considered reduction of the considered reduction of the considered reduction reducti	today's competitive world, planning productivity is one of the main aponents of successful industrial organizations. Increase in productivity can use the cost of work on the production unit or an increase in output. Increase in output, ductivity depends on various factors like labour, machinery, capital, perature, raw materials, quality etc. so each and every factor has its own initiation. The focus of this study, productivity of yarn has a great influence in the industry. Optimizing the output is a big challenge; to achieve this goal the of every worker regarding the production department has a great portance. In this environment, company managers have to tackle various of thems regarding men and machines. In present scenario the operating costs increasing and the sales are decreasing, while customers have turned out to more selective and demanding. Spinning industry managers must thus sider how to maintain profitability in a declining market, while providing high lity products to increasingly sophisticated customers. Firms can concentrate different methods to improve the productivity and operational efficiency of the em. DMAIC is an abbreviation of the five improvement steps comprising of	14			

Define, Measure, Analyze, Improve and Control. This method is often described as an approach to problem solving. DMAIC is applicable to empirical problems ranging from well structured to semi-structured, but not to ill-structured problems or pluralistic messes of subjective problems. The advantage of such methods is that they are very versatile [7]. DMAIC is a data-driven improvement cycle used for improving, optimizing and stabilizing business processes and designs. The DMAIC improvement cycle is the core tool used to drive Six Sigma projects.

However, DMAIC is not limited to Six Sigma and can be used as the framework for other improvement applications. DMAIC is similar in function as its predecessors in manufacturing problem solving, such as Plan-Do-Check-Act and the Seven Step method of Juran and Gryna. The DMAIC method is consistent with the problem-solving steps of the PDCA model and places more emphasis on integrating specific tools into each step of the method. Originally described as a method for variation reduction, DMAIC is applied in practice as a generic problem solving and improvement approach The production capacity of the plant is 2570400 Spindles per month. But the actual production rate is only 2010540 Spindles per month. Thus plant has a loss around 559860 Spindles per month. which in all together causes a huge loss in terms of productivity and thereby in profit ratio. Spinning and weaving mill, under the study faces many issues related to productivity loss. By DMAIC analysis the root causes were identified. The study identifies power failure and worker absenteeism as the major cause for loss of productivity. The causes and the recommended suggestions for both causes is discussed below. Job satisfaction of employees in the Spinning Mill was studied and it was observed that the pay structure and benefits were the factors that created dissatisfaction among the employees in the company. A productivity based incentive scheme was recommended to the company that may help them to reduce absenteeism rate and thus improve the productivity. Power failure was another problem in the industry that reduced the productivity. The generator in the plant has capacity only to run cone winding and spinning sections during power failures. All the other operations will come to a standstill resulting in a loss of productivity. Also, it takes around 20 minutes to 30 minutes for the full-fledged operation of the spindle to take place, resulting in a loss of total production. This was mainly due to the leakage of compressed air in the pipe lines. The new pipeline layout was proposed with some alterations in the existing pipeline layout. Cost estimation and payback analysis for the new layout was calculated. The estimated cost for the proposed layout of compressed air piping system is Rs 39, 99,314. The payback period for obtaining the estimated cost is 5.2 months. By implementing the suggestions, the industry can obtain an extra shift of work for every 2 months, which implies the industry can run extra 28560 spindles every 2 months. The utilization of spindles can be increased around 4%. After the payback period, the company can obtain a gain of Rs 949190 more per annum.

Question:

a)	Analyze the Case.	05
b)	Identify the Problem.	02
c)	Identifying Alternative Solutions.	05
d)	Give the Best solution.	02

Seat	Set	D
No.	Set	

M.B.A. (Semester - IV) (New) (CBCS) Examination Nov/Dec-2019 Human Resource Management (Paper - III) INDUSTRIAL RELATIONS AND LABOUR LAWS

		INDUSTRIAL RELATIONS	HINL	LABOUR LAWS	
•		e: Tuesday, 03-12-2019 O AM To 02:00 PM		Max. Marks	: 70
Instr	uction	ns: 1) All questions are compulsory. 2) Figures to the right indicate full m	narks	S.	
Q.1	Fill ir 1)	n the blank by choosing correct alter means the efforts to make life a) Employees Welfare c) Performance Management	wor b)		14
	2)	The Minimum wages act came into for a) True		n the year 1956. False	
	3)	is Protection given by society contingencies of modern life. a) Health & Safety c) Pension		s programme members against Social Security Labour Welfare	
	4)	Three major participants of are government. a) Industrial Relations c) Wage Legislation	wor b) d)		
	5)	is an occurrence which interruprogress of work in an industrial estable. a) Industrial Accidents c) Industrial Injury	İishr	_	
	6)	Trade unions act was established in _a) 1948 c) 1986	b) d)	1930 1926	
	7)	act is enacted to provide soc a) Employee Pension Scheme c) a and b both	b)	ecurity to the industrial workers. Provident Fund Act 1952 None of these	
	8)	The phrase collective bargaining is clua) Greek c) Sydney		d by and Beatrice webb. France Latin	
	9)	The was introduced in the year a) Employee Pension scheme b) Employee Deposit Linked Insuran c) Provident Fund Act d) Payment of Gratuity Act			

	 According to defined a trade union as a continuing long term association of employee, formed of advancing and protecting the interest 					
		of the members in their working relational S. D. Punekar C. G. D. H. Cole	nsh	• •		
	11)	Payment of bonus act was established a) 1936 c) 1965		the year 2001 1967		
	12)	Joint councils is one of the four forms a) Workers Participation in Manager b) Collective Bargaining c) Labour Welfare d) Workmen's Compensation 				
	13)	An payment is one that is given it is legally necessary. a) Pension c) Fringe benefit	b)	a favour or gift and not because Ex-gratia Incentives		
	14)	is a type of retirement benefit it i of helping an employee monetarily after a) Bonus c) Perks				
Q.2	a)	Short Notes. Collective Bargaining Employees Pension Scheme 1995			14	
Q.3	a)	Short Notes. Social Security Trade union act 1926			14	
Q.4	Defin	ver any one the following question. le Industrial Relations. Give its importait bour laws.		and explain its role and impact	14	
	Defin	Oi e Industrial Accidents with its causes a	_	effects.	14	
Q.5		study				
			_			

Murali Vijay, safety engineer for SQL Manufacturing, was walking through the plant when he spotted a situation that immediately caught his attention. Some employees had backed out of a room where several chemicals were used in a critical manufacturing process. Murali inspected the room but could not determine that anything was wrong or even different from any other day. He was puzzled as to why the workers were reluctant that resume their tasks. As it turned out, the employees were not only hesistant to return to work, they were adamant in maintaining that conditions in the room were unhealthy. The room was full of hazardous substances, placed all over in an untidy manner. The stores in change went on a long leave to complete the marriage of his only daughter. The person in charge currently is not able to cope up with the challenge and is not able to meet the frequent demands of various departments, especially during rush hours, and position the dangerous stuff in an appropriate manner. Apart from causing irritation and breathlessness in the nearby areas, the positioning of dangerous materials all around has become a topic of debate and discussion among working class during their informal gatherings.

Sensing opportunity to attack management, one of the representatives from a minority union has been raking up this issue again and again-during the last two or three days-putting an accusing finger on the problem causing trouble to workers in the chemicals department. Murali and the group's supervisor, Rajiv Gupta, discussed the situation and wondered whether they should order the people to resume work since the department was already behind schedule **Question:**

1)	Analyze the Case	05
2)	Identify the Problem	02
3)	Identifying Alternative Solutions	05
4)	Give the Best solution	02

Seat	Sat	D
No.	Set	

M.B.A. (Semester - IV) (New) (CBCS) Examination Nov/Dec-2019 Agriculture & Co-operative Management (Paper - III) AGRICULTURAL PRODUCTION MANAGEMENT

			AGRICULTURAL PRODUC	TIO	N MANAGEMENT	
			esday, 03-12-2019 I To 02:00 PM		Max. Marks:	70
nstr	uction) All questions are compulsory. 2) Figures to the right indicate full n	nark	S.	
Q.1	Choo 1)		the correct alternatives from the emajor causes of low productivity a		ions and rewrite the sentence.	14
	,	a) c)	Human factors Institutional factors	b)	Technical factors All of the above	
	2)	rem a) c)	refers to an organization ains the owner of his land individuted Corporate farming Co-operative farming	ally. b)	which: each member-farmer Capital farming none of these	
	3)		programs are designed to perators or persons interested in Farm Economics Farm business management	n farı b)	ovide education to farm owners ming. Farm Technology None of these	
	4)	a) c)	includes manufacturing, Service sector The industrial sector	b)	ng, and utilities. Hospitality sector none of these	
	5)	a) c)	is a measure of output of Industrial production Productivity	b)	industrial sector of the economy. Agricultural production None of these	
	6)	ma a) b) c) d)	emphasizes the applicat nagement to agricultural production Agricultural Production Managem Agriculture Business management None of these	n op	of the principles of science and erations.	
	7)	Dep a) c)	oreciation = Purchase price ÷ Life of item Purchase price - Life of item	,	Purchase price * Life of item Purchase price + Life of item	
	8)	Dim a) b) c) d)	ninishing returns is also called law of diminishing returns principle of diminishing marginal p both a & b none of these			
	9)	Pro a) c)	duction management decision cov Factor -factor decisions product-product Decision	b)	factor-products decision all of the above	

	of economic theory in optimizing the production and distribution of food and fiber.				
		a) Agricultural Economics b) A	Agricultural Finance Agricultural Farming		
	11)		ation where one person or a		
		,	Proprietorship Management function		
	12)	· · · · · · · · · · · · · · · · · · ·	griculture on farms owned or		
		, , ,	Capital farming none of these		
	13)		usiness from manufacturing a		
		,	Fixed cost Both a & b		
	14)	production levels.			
		, , ,	oil testing none of these		
Q.2	a)	ite short notes. Farm Production Systems Measurement of farm efficiency	14		
Q.3	a)	ite short notes. Law of diminishing returns Production planning	14		
Q.4	a)	What is the scope of modern agriculture? Exp agricultural and industrial production.	lain special features of 14		
	b)	OR Explain in detail types of production managem	nent decisions. 14		
Q.5	Cas	se study	14		
		Tasgaon is such place, where the climatic	conditions are very favourable		

to the cultivation of Grapes. Most growers produce their grapes in isolation, selling to collectors, who only buy small quantities at highly variable prices. Faced with this situation, the producers in the Tasgaon region decided to take action in 1995 and started to look for ways to facilitate the flow of products to the market. At the end of 2001, the Tasgaon Grapes Producers Union (TGPU) was officially created. Shortly after, the Tasgaon Grapes Merchants Association was established, with support and encouragement from TGPU. In 2007, TGPU had 2750 members, of which 1938 were men and 612 were women. There are lots of merchants in the Grapes Merchants Association, but those who have regular dealings with TGPU numbered around 35 in 2007. The grapes are sold through the traders in Pune region. Recently, TGPU has also searched for other outlets both in Pune as well as in Mumbai and Nagpur. After some experiments that tried to get out of local merchants, it was apparent that the development of the system would have to be done in partnership with regular local buyers. KBPU set up a partnership with the association of grapes merchants on the ground. Both parties meet to discuss prices three times per year. Every Thursday, the Grapes

Merchants Association meets at the office of the TGPU to discuss the quantity that will be delivered to Pune, Mumbai and Nagpur. Once the advance is paid and the grapes are ready, the producers weigh them in front of the merchants and collect the remaining balance from the buyers. The balance is then paid. This has evolved into a kind of miniature commodities market for Tasgaon grapes, with regular negotiation of prices and planning of marketing between producers and merchants from Nagpur.

The TGPU is an interesting example of the effective organization of producers, with a well-planned marketing strategy to address the difficulties of marketing and intensifying the production of grapes in a new market. It is a dynamic economic force, which has established its own rules, along with a trade agreement between associated local merchants.

1)	Analyse the case.	05
2)	Explain consequences of the KBPU initiative.	02
3)	Comment on KBPU's marketing strategy.	05
4)	Suggest means for further expansion from agricultural point of view.	02

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Seat	Set	D
No.	Set	

			CS) Examination Nov/Dec-2019 COMMUNICATION - I	
•		ate: Tuesday, 17-12-2019 :00 PM To 05:30 PM	Max. Ma	arks: 70
Instr	ucti	ions: 1) All questions are compulso 2) Figures to the right indicate	- -	
Q.1		noose the correct alternatives from There areCs of effective contains 5 c) 9		14
	2)	is the first stage of listening a) Sensing/Hearing c) Prototyping	g process. b) Memorizing d) Responding	
	3)	<u> </u>	najor drawback of communication. b) oral communication d) electronic communication	
	4)	is a type of speech that is p function. a) Farewell c) Vote of Thanks	b) Send off d) Inaugural Speech	
	5)	is type of non - verbal cona) Group Discussionback channel communication	b) Diagonal communication	
	6)	Communication is a process wher understood by the in the in a) Receiver and Sender c) Receiver and transmitter	b) Sender and Receiver	
	7)	is a important language ba a) Informational Gap c) Poor messages		
	8)	The study of communication and r	messages sent by our body is called as	
		a) Kinesicsc) Gestures	b) Paralanguaged) Sign Language	
	9)	is an important gesture of a) Posture c) Facial Expression	body language. b) Appearance d) Nodding	
	10) is a type of report that is law. a) Formal report	prepared according to norms laid down b b) Statutory Report	y
		c) Non - Statutory report	d) Informal Report	

11) A report that highlights financial and non financial performances over a period of one year is called as					
	a) Financial Statement	b) Annual Report			
	c) Balance sheet	d) Auditor's Report			
	12) is a formal document which is of meeting.	s provided to members prior to conduct			
	a) Agendac) Notice	b) Minutes of meetingd) Circular			
	13) is important tool of moderna) Scientific textc) Teleconferencing	communication technology. b) Memo d) Paralanguage			
	14)When communication takes place an known as	,			
	a) Upward Communicationc) Horizontal Communication	b) Downward Communicationd) Vertical Communication			
Q.2	Write Short Notes.a) Advantages and Disadvantages of orb) Reading Skills	al communication	14		
Q.3	Write Short Notes.a) Techniques of effective speechb) Importance of Group Discussion		14		
Q.4	What is the importance of effective lister Types of listening and barriers to listening	g.	14		
	Explain Meaning of managerial commun Communication and Barriers to Commun	ication. Explain Process of	14		
Q.5	Your College is planning to celebrate an Draft a notice, agenda and Minutes of Mighlighting details of the program.		14		

Seat	Sat	D
No.	Set	

M.B.A. (Semester - IV) (New) (CBCS) Examination Nov/Dec-2019 System Management (Paper - III) RELATIONAL DATABASE MANAGEMENT SYSTEM

		RELATIONAL DATABASE N	IAN	AGEMENT SYSTEM	
•		e: Tuesday, 03-12-2019 0 AM To 02:00 PM		Max. Marks	;: 70
nstr	uction	ns: 1) All questions are compulsory. 2) Figures to the right indicate full i	mark	S.	
Q.1		n the blank by choosing correct alte	rnati	ive give below.	14
	1)	DCL stands for a) Data Control Language c) Data Control Label		Data Communication Language Data Communication Label	
	2)	The clause of SELECT state order. a) Group By	ment b)		
		c) Where	ď)	Having	
	3)	Data about data is normally termed a			
		a) Data bankc) Directory	,	Metadata None of these	
	4)	SQL Stands for a) Suitable Query Language c) Spanish Query Language			
	5)	One of the objectives of is to table and ensure that all entities have	at m	nost a single value.	
		a) delete statementc) primary key	b) d)	data manipulation language normalization	
	6)	Alter table command is of type		DOL	
		a) DML c) DDL	b) d)	DCL None of these	
	7)	The is a named group of pro- return a value.	cedu	ral and SQL statements that	
		a) Triggerc) Function	,	Stored Procedure Cartesian Product	
	8)	A table is in the Normal Form functionally dependent on the whole		l its non key fields are fully	
		a) First c) Third	b) d)	Second Forth	
	9)	The clause allows you to forr condition.	n gro	ups based on the specified	
		a) Order byc) Having	b) d)	Group by CEIL	
	10)	ERD stands for	-		
		a) Error Rectification Diagramc) Entity Rational Diagram	b) d)	Entity Relationship Diagram Entity Ratio Diagram	

	11)	vvr a)	nich of the following is not a cha lower	aracter re b)	upper upper	
		c)	length	d)	to_char	
	12)	a) c)	has stated RDBMS conce Dr. F. E. Codd Dr. E. F. Codd	epts and b) d)		
	13)	a) c)	trim remove	ve unned b) d)	cessary spaces before the text. Itrim None of the above	
	14)		e field or group of fields that reform as External Key Exclusive key	fers to the b) d)	e primary key of another table is Foreign Key Special key	
Q.2	a)	Nor	nort Notes. malization port Writing			14
Q.3	a)	Disc	the Following. cuss in brief the date functions cuss in brief the advantages an			14
Q.4	Expla	ain d	any one of the following: different types of database mod	OR		14
	Disc	uss i	in detail the SQL commands of	DDL and	d DML type	14
Q.5		•	the following case and answ	•		14

A database is to be designed for a Car Rental Co. (CRC). The information required includes a description of cars, subcontractors (i.e. garages), company expenditures, company revenues and customers. Cars are to be described by such data as: make, model, year of production, engine size, fuel type, number of passengers, registration number, purchase price, purchase date, rent price and insurance details. It is the company policy not to keep any car for a period exceeding one year. All major repairs and maintenance are done by subcontractors (i.e. franchised garages), with whom CRC has long-term agreements. Therefore the data about garages to be kept in the database includes garage names, addressees, range of services and the like. Some garages require payments immediately after a repair has been made; with others CRC has made arrangements for credit facilities. Company expenditures are to be registered for all outgoings connected with purchases, repairs, maintenance, insurance etc. Similarly the cash inflow coming from all sources - car hire, car sales, insurance claims - must be kept of file. CRC maintains a reasonably stable client base. For this privileged category of customers special credit card facilities are provided. These customers may also book in advance a particular car. These reservations can be made for any period of time up to one month. Casual customers must pay a deposit for an estimated time of rental, unless they wish to pay by credit card. All major credit cards care accepted. Personal details (such as name, address, telephone number, driving license, number) about each customer are kept in the database.

Questions:

- 1) Identify the various entities in the database and their attributes
- 2) Create Entity Relationship Diagram for the above identified entities

Seat	Set	D
No.	Set	

M.B.A. (Semester - IV) (New) (CBCS) Examination Nov/Dec-2019 International Business (Paper - III) International Marketing

		internationa	ıı ıvıark	eting	
		e: Tuesday, 03-12-2019 0 AM To 02:00 PM		Max. Marks: 7	0
nstr	uction	ns: 1) All questions are compulsory. 2) All questions carry equal mar			
Q.1	Fill ir 1)	n the blanks by choosing correct The activities of designing and pro product is a) Packaging c) Brand	ducing tl b)		4
	2)	The sale is low in the stage of a) Introduction c) Maturity	in inte b)		
	3)	Fast growth is sale in the stage of a) Growth c) Introduction	b)	n international product life cycle. Decline Maturity	
	4)	a) Driving c) Global	b)	market. Restraining None of these	
	5)	Immediate environment like competitors. a) Macro environment c) None of these	b)	rs, distributors, customers and Local Microenvironment	
	6)	includes economic, social, part a) Macro environment c) Import	oolitical / b) d)	_	
	7)	studies populations in terms location and other statistics. a) Economic c) Demographic	s of age, b) d)	gender, race, occupation, Cultural Political	
	8)	factors that affect consumer patterns. a) Economic c) Demographic	r purcha: b) d)	sing power and spending Cultural Political	
	9)	is anything that can be offera) Pricebrand	red to a ı b) d)	market to satisfy a want or need. Product Promotion	
	10)	Marketing is to undertake the nation. a) International c) Green	ne marke b) d)	eting activities in more than one Niche Digital	

	11)	the forces which contribute growth of international business. a) Driving b) Restraining c) External d) Internal	
	12)	Saturation of sales in the stage of in international product life cycle. a) Decline b) Maturity c) Growth d) Introduction	
	13)	Declining the sale in the stage of in international product life cycle. a) Introduction b) Growth c) Maturity d) Decline	
	14)	The product is introduced with high initial price to skim the cream of market	
		is a) Market skimming b) Market Share c) Disposal of surplus d) Profit Maximization	
Q.2	Writ a) b)	e Short Notes. Global market segmentation and targeting International packaging and branding	14
Q.3	Writ a) b)	e a short answer on following Social media success strategies in international marketing International pricing	14
Q.4	a)	What is international marketing communication? Describe in brief international promotion mix. OR	14
	b)	What is international marketing? Describe in brief global marketing environment.	14
Q.5	Reed from it. All over multi mail Hast crea new mod its consults and atter its 4 envertimes which The Fran \$996 of 70	e Study- Analysis, problem identification, Alternatives, solution. d Hastings often told the story of his inspiration for Netflix: a \$40 late fee Blockbuster. He said, "It was all my fault. I didn't want to tell my wife about and I said to myself, 'I'm going to compromise the integrity of my marriage a late fee?" Still chagrinned over the late fee, Hastings, a dot-com imillionaire, formed Netflix, a company that would rent DVDs through the for a monthly subscription price, with no postage charges or late fees. tings's model for Netflix seemed simple enough. Netflix subscribers would te a wish list of DVDs on the company's website, and Netflix would send a title from the list when the previous rental was returned. Behind the simple el however, Netflix's success had been built on attending to every detail of operations and adapting to the company's various constituencies. For scribers, Netflix designed a recommendations engine that customers liked that allowed Netflix to shift subscriber interest from new releases. By adding to United States Postal Service (USPS) processes, Netflix had located at warehouses, created processing procedures, and even designed its elope in such a way as to minimize both operating costs and turnaround as. By working with the film studios, Netflix had reached agreements through the treduced its risk in holding large numbers of DVDs from new releases. attention to detail paid off. Nine years after its April 1998 launch in the San icisco Bay Area, Netflix generated net income of \$49 million on revenues of 5.7 million. The firm boasted 6.3 million subscribers and carried an inventory 0,000 titles on 42 million discs. Netflix's website, in 2006, was rated the best site for retail satisfaction for the third year in a row.	14

In spite of the company's operational success, Netflix faced two big challenges in 2007. First, in 2006 Blockbuster had made a major move into online rental. In Blockbuster's new service, subscribers could bring mailers directly to a Blockbuster store and immediately rent a DVD, getting the instant gratification denied to Netflix subscribers. By January 2007, Blockbuster had grown its online business to two million customers. Second, a number of firms were beginning to offer video on demand (VoD). Netflix announced its own internet service in January 2007. The service complemented the existing subscriber service, generating no new fees. Netflix had budgeted \$40 million to develop the system, but some analysts questioned whether that was sufficient to cover server data centers and licensing fees. Others argued that VoD would kill off the DVD rental business in general and that, for all its operational savvy, Netflix's time had passed.

Seat	Set	D
No.	Set	

M.B.A. (Semester - IV) (New) (CBCS) Examination Nov/Dec-2019 Marketing Management (Paper – IV) SERVICES AND RETAIL MARKETING

		SERVICES AND RET		MARKETING	
•		e: Wednesday, 04-12-2019 0 AM To 02:00 PM		Max. Mark	ks: 70
nstr	uction	ns: 1) All questions are compulsory. 2) All questions carry equal marks	S.		
Q.1		n the blanks by choosing correct a There are four levels of Service - Co a) Generic c) High		spected, Augmented and	14
	2)	Retailer's own brand is known as a) Umbrella Brand c) Individual Brand	b) d)	Private Label Family Brand	
	3)	The environment in which service is that facilitates performance or commphysical evidence. a) Intangible c) Short	nunica b)	•	
	4)	Developing is the first step in a) Sales Forecast c) Hierarchy	b)	nandise planning. Budget Brand	
	5)	Place mix takes care that services many ordered c) Available	b)	e at right time. Finished Returned	
	6)	is largely associated with creata) Planning c) Stocking	b)	ook of retail store. Visual Merchandising Promotion	
	7)	Airline services are a part ofs a) Financial c) Hospitality		Hotel Communication	
	8)	is a method of allowing exterral a) Barter c) Foreign Direct Investment	nal fina b) d)	ance into an economy. Banking Stock	
	9)	Strategies for managing capacity to services due to Demand. a) Fluctuating c) High	dema b) d)	nd are very much needed in Constant Low	
	10)	is where one person grants the intellectual property right involving tradistribution etc. a) Franchising c) Resale	_	•	

	11)	a) Grid b) Freeform c) Combined d) Loop	
	12)	Tables, racks, stands gondolas are the examples of a) Fixtures b) Tools c) Signages d) Design	
	13)	Category Management Process starts with a) Traffic b) Transaction c) Category definition d) Strategies	
	14)	is a good way of communicating how displays are to be done. a) Planogram b) Assortment c) Merchandising d) Signage	
Q.2	Write a) b)	e Short Notes. Distinction between goods and services Merchandise Planning	14
Q.3	Write a) b)	e Short Notes. Marketing of Hospitality services Private Labels	14
Q.4	a)	Define organized retailing. What are various store and non-store formats of modern retail. OR	14
	b)	Explain 7 Ps of service marketing mix.	
Q.5		e Study	14

Reliance Jio Infocomm Limited is the subsidiary company of Reliance industry which provides 4G network service. Service was first Beta- Launched to its employees and partners in Dec 2015 and then later in September 2016 it was launched commercially for the public. Reliance Jio had already made a lot of buzz before the launch because of its amazing offers and it also showed in the results according to the reports in the very first month after its release Reliance Jio has acquired 16 million subscriber which is highest for any service provider in the world. The number has increased to 50 million in 3 months and today Reliance Jio has more than 120 million users. Shahrukh Khan was appointed as the brand ambassador for the product.

Reliance Jio has a whole range of products to offer than its 4G network. Jio has launched number of multimedia apps available on Google play store which requires Jio SIM card to function like JioTV, Jio Cinema, Jio Music and much more. Jio has recently announced a free of cost mobile phone with 4G connectivity named as Jio phone. The company has also started the 4G broadband service in September 2016. Jio is also offering a portable wifi hotspot device through which you can access fast speed internet on your 2G and 3G devices by connecting your device to it.

Reliance Jio was launched with free unlimited calling and data usage for 3 months which was extended for another three months later as a special offer. This was one of the biggest reason for its popularity among the masses. After April 2017 customer has to pay for calls and data usage there are many reasonable price plans. Reliance Jio offers and data rates were so low that many people switched their existing network to Jio which cause a lot of unrest to the other operators due to which they have to make some drastic changes to remain in the competition. The data usage rates for other operators also came down drastically. It is safe to say that Jio has completely changed the way network operator used to charge the customers for the services.

Reliance Jio has provided a big boost to this by providing fast pace internet at low rates. India is expecting to cross 500 million internet users this year which is a huge improvement over the last few years. Low data usage rates made it possible not only in the urban area but also in rural areas. As per the reports in India, 48% of total internet users are from rural areas.

Analyse the case, identify problems, Suggest alternatives and best alternative.

Seat No.	Set	P
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M.B.A. (Semester – IV) (New) (CBCS) Examination Nov/Dec-2019 Financial Management (Paper - IV) INVESTMENT MANAGEMENT

		INVESTMENT		` - /	
•		e: Thursday, 05-12-2019 O AM To 02:00 PM		Max. Mark	s: 70
Instr	uctior	ns: 1) All questions are compulsory 2) Figures to the right indicate t		KS.	
Q.1		n the blanks by choosing the co		ernatives given below:	14
	1)	represents ownership capia) Bondsc) Equity shares	tai. b) d)	Debenture Preference share	
	2)	reflects how volatile is the market swings. a) Beta c) Variance	ne returr b) d)	Standard Deviation None of these	
	3)	An investment is highly marketab a) it can be transacted quicklyb) the transaction cost is lowc) the price change between twod) All of the above		uid if ssive transactions is negligible	
	4)	The maximum permissible depos	it in Pub	lic provident Fund scheme is Rs	
		a) 1,50,000 c) 2,00,000	b) d)	1,00,000 2,50,000	
	5)	The current return can be a) Zero c) Negative	 b) d)	Positive Both a and b	
	6)	These are the market risks that ca a) Systematic risk c) Counter party risk	annot be b) d)	e diversified Unsystematic risk None of the above	
	7)	Which one of the following is not aa) Treasury Billsc) Certificate of deposits	a money b) d)	/ market instrument? National saving certificates commercial paper	
	8)	The main type of charts used for a) Line chart c) Candle stick	Technic b) d)	al analysis is Bar chart All of the above	
	9)	This pools money from investors a) Debts c) Mutual funds	and inve b) d)	est in different securities Equities Virtual office	
	10)	The stock above the SML is a) Overpriced c) Correctly priced	 b) d)	Underpriced Of high risk	

	11)		uses E-I-C	framework	and some	etime	s referre	d to as "top-	down"	
		method	of analysis.							
		a) Mod	dem Portfolio	Theory	b)	Tec	hnical Ar	nalysis		
		c) Fun	damental An	alysis	d)	Ran	idom wal	k theory		
	12)		approach is	usually ider	ntified with	ı a bu	ıy-and-h	old strategy.	•	
		•	ve strategy		b)	•	sive strat	· ·		
		c) Both	n a and b		d)	Non	e of thes	se		
	13)		also referred	•		_				
		,	estment Mana Ifolio revision	_	b) d)		tfolio Exe tfolio eva			
	4.4	,			,	FUIT	iiolio eva	liuation		
	14)		ue of the bon- coupon rate	•	on b)	 Voa	rs to ma	turity,		
		,	ected yield to		d)		of the abo	•		
Q.2	\\/rii	te short n	•	, matanty	۵,	, c				14
U.Z	a)	Types of								14
	b)	<i>,</i> ,	Puri is consi	dering seve	eral invest	ment	s The ri	sk -free rate	of	
	ω,		currently 6.7	_						
			What should	•						
		•	e CAPM)?	•						
		Security		A	В		С	D		
		Beta		1.20	1.50		1.00	1.80		
Q.3	Writ	te short A	newere			l.			1	14
Q. 0	a)		ersonal finan	cial plannir	ng and ext	olain i	rewards	of financial		
	,	planning.			3 1					
	b)		edit rating ar	ıd explain p	process of	ratin	g adapte	ed by these		
		companie	es.							
Q.4			ncept of inve		•	ion a	nd expla	in any four		14
	inve	stment av	enues with m	nerits and d						
	Evn	lain conco	pt of fundam	ontal and t	OR ochnical a	nalve	sic With	the help of v	rarious	
			lain the most			•		•	/aiious	
Q.5		•	following in	•			tooriinoa	i ariaryoro.		14
Q. 5	COI			Return	on Secu	ritv	Retur	n on Secur	itv	14
		Event	Probability	/ "	X%		Itotai	Y%	,	
		а	0.20		-10			5		
		b	0.40		25			30		
		С	0.30		20			20		
		d	0.10		10			10		

- You are required to calculate:

 a) Expected return of each security
 b) Variance of each security
- Standard deviation of each security c)
- Calculate expected return of portfolio considering investment, 60 % in ď) security X and 40% in security Y of the portfolio.

Seat	Sat	D
No.	Set	

M.B.A. (Semester - IV) (New) (CBCS) Examination Nov/Dec 2019 Production & Material Management (Paper - IV) QUALITY MANAGEMENT

-			ursday, 05-12-2019 1 To 02:00 PM		Max. Marks	: 70
Instru	uction) All questions are compulsory. 2) Figures to the right indicate full r	nark	S.	
Q.1	Multi 1)	Six a)	Choice Questions. sigma projects are executed by proceed the Champion Black belt		ssionals titled as Green belt Site champion	14
	2)	•	includes the need for continual tems & approach to environmenta ISO 9000 QS 9000	l cor b)	<u> </u>	
	3)	a)	e process mapping is a Diag Data flow Circular	b)	n. Work flow Audit	
	4)	a)	M & ISO both focuses on Customer Supplier	b) d)	Employee All of the above	
	5)	a) c)	is a Japanese method of qualit TQM Quality circles		oduction. Quality management Six sigma	
	6)	a)	sigma is a business driven, multi- Reducing process variability Lowering defects	b)	ensional structured approach to Increasing customer satisfaction All of the above	
	7)	a)	e objective of ISO 9000 family of Q Customer Satisfaction Skill Enhancement	b)	y management is Employee satisfaction Environmental issues	
	8)	a) c)	has developed seven quality to Juran Dr. Edward Deming		for controlling quality. Kaoru Ishikawa Feigenbaum	
	9)	a) c)	is the limitation of quality circl Higher Cost Development of leadership	es. b) d)	Training time & cost All of the above	
	10)	Fisl a) c)	n bone diagram is also known as _ Cause and effect chart Both a & b	b) d)	 Ishikawa diagram None of the above	

	11)	is mentioned as one of Deming's 14 points for improving management productivity.	ťs
		a) Raise the quality of your line supervisors	
		b) Drive out fear	
		c) Encourage departments to work closely togetherd) All of the above	
	12)	Taguchi's quality loss function is based on	
	12)	a) Quadratic equation b) Negative exponential distribution	
		c) Binomial Distribution d) Linear equation	
	13)	In total quality services model, willingness of employees to solve problems of customers is called as	
		a) Responsiveness b) Assurance	
		c) Empathy d) Reliability	
	14)	An ISO 9000 certified business has	
		a) Shown that it produces high quality products	
		b) Demonstrated six sigma qualityc) Quality systems in place	
		d) Demonstrated a quality reputation	
Q.2	Write	te short notes.	14
	a)	Elements of TQM	
	b)	Six Sigma	
Q.3	Write	e short notes.	14
	a)	Quality circles and Zero defect program	
	b)	Statistical Process Control	
Q.4	Defir	ne TQM. Explain Deming's 14 points for management.	14
		OR	
	Expi	lain functional linkage of quality with Reliability and Maintainability.	
Q.5		e Study	14
	turno emb	mpton Greaves Ltd. (CGL) is an electrical and electronics company. CGL over has crossed Rs. 1000 marks in 1998. The company is currently bracing Total Quality Management. ISO 9000 certification has been achieved 3 of the company's divisions and this has encouraged acceptance of TQM	

Crompton Greaves Ltd. (CGL) is an electrical and electronics company. CGL turnover has crossed Rs. 1000 marks in 1998. The company is currently embracing Total Quality Management. ISO 9000 certification has been achieved by 13 of the company's divisions and this has encouraged acceptance of TQM among the workforce. The union leaders at Kunjur Marg in Bombay see a direct link between the company's TQM programme and its ability to sustain the levels of quality required for the ISO audit. The plant in Kanjur Marg in Bombay has a history of labour problems, yet an exercise like TQM which is so demanding of teamwork involving both labour and management-is making in-roads here. Workmen say at Kanjur plant of CGL, "The need to tighten, up on the quality front is important to them because they would be directly affected if the competition gets ahead of us."

CGL was unaccustomed to rapid change and to adopt a management style which alters its whole way of thinking CGL now requires very strong commitment from the top and unflagging enthusiasm from down the line CGL is embracing TQM with a zeal that is part forced and part spontaneous. "At Crompton Greaves, we of quality", says KK Nohria, managing director of the company.

Nohria has been known to promote programmes like this in the past. In 1984 he introduced "improvement management." Two years on, it was "value added management" aimed at reducing waste. Total quality control was propagated in 1988, substituted two years later by total quality management. In short, CGL over a period of time, been moving away from the traditional style of

management to a more participative style. With the top management taking it seriously presently TQM has percolated down to 70 percent of CGL employees at lower level.

Industry sources say the senior management at Crompton Greaves Ltd. has traditionally focused on achieving goals and managing on a day-to-day basis. So how did they make the changeover and how successful have they been?

Analyze the above case.

No.	Seat No.		Set	Р
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M.B.A. (Semester - IV) (New) (CBCS) Examination Nov/Dec-2019

		Human Resource Mana HRD AND COMPENSAT	_	` • ′
•		ate: Friday, 06-12-2019 :30 AM To 02:00 PM		Max. Marks: 70
Instr	ucti	ions: 1) All Questions are compulsory. 2) All questions carry equal marks		
Q.1	C h	noose the correct alternatives from the is described as imparting special Development c) Education	fic s b)	
	2)	Conceptual, Decision making and inter a) Trainingc) Organizational Development	b)	Management Development
	3)	Fringe benefit does not include a) Canteen c) Medical care	b)	Uniform Company car
	4)	is an objective assessment of i standards. a) Performance appraisal c) Training	b)	idual performance to defined Management Development Benchmarking
	5)	are variable rewards granted to their performance. a) Perquisites c) Bonus	b)	ployees according to variations in Incentives Salary
	6)	CTC refers to a) Competency to Cost c) Cost of Corporate		Cost to Company Company to Cost
	7)	Which of the following is not relates to a) Accident relief c) Status	b)	Monetary Benefits? Recognition of merit Responsibilities
	8)	Wage which is above the minimum wag to a) Fair Wage Method c) Living Wage Method	b)	ut below the living wage is relates Need Based Wage Method Minimum Wage Method
	9)	Wage and Salary Administration includ a) Ability to payc) Supply and demand of labour	b)	Cost of living All the above
	10	A person gets an amount at the time o a) Gratuity c) Incentive	b)	rement is called Bonus Perguisite

	11) relates to Wages.a) Monthly rate of payc) Paid in addition to salaries		Payment for labor services Incentives	
	12) is mainly concerned with developmenta) Competency Mappingb) Human Resource Development	b)	g skills, knowledge and Management Development Performance appraisal	
	13)Need Assessment in training includes _a) Organizational Analysisc) Job analysis	b)	Departmental analysis All of the above	
	14)D.A. stands fora) Duty Allowedc) Duty Allowance	,	Dearness Allowed Dearness Allowance	
Q.2	Write short notes.a) Type of fringe benefits.b) Minimum wage and Fair wage.			14
Q.3	Write short notes.a) Types of incentive schemes.b) Objectives of HRD.			14
Q.4	Define training and state the various to train OR	ning	stages.	14
	State the objectives of compensation and s compensation	tate	the various components to	
Q.5	Analyse the following case. Rajat Sharma has been employed for sa large manufacturing company. You have three months. Recently you have been ask the contributions of each employee in the Accarefully whether they are meeting the start you have completed your formal investigating all seem to be meeting the targets set by your Rajat's work is characterized by low performs than the other clerks in the department. As review sheets again, you begin to wonder with training is needed for people like him. 1) Analyse the case. 2) Identify the problem. 3) Find the suitable alternatives 4) Identify the best solution.	bee led b lecco ndar on a ou. a man	on his supervisor for the past by the management to find out bunts section and monitor ds set by you. A few days back and with the exception of Rajat, Along with numerous errors, ce- often he does 20 percent less look into Rajat's performance	14

Seat	Set	D
No.	Set	

M.B.A. (Semester - IV) (New) (CBCS) Examination Nov/Dec-2019

Þ	\GF	Agriculture & Co-operative	• • • •	•	
		ate: Friday, 06-12-2019 :30 AM To 02:00 PM		Max. Marks: 70)
Instr	ucti	ons: 1) All Questions are compulsory 2) All questions carry equal mar 3) Figures to right indicate maxing			
Q.1	C h	ioose the correct alternatives from a considered as one of the nagricultural development programme a) Agricultural credit c) Agriculture Produce pricing	st basic inputs for condu	icting all	ļ
	2)	Agro Processing Cooperatives in Ma a) Cooperative Sugar Industries andb) Dairy Cooperativesc) Fishery Cooperativesd) All of these			
	3)	In a co-operative society, the principle a) One man one vote c) Multiple votes	followed is b) No vote d) One share one vot	e	
	4)	broadly deals with providing subsidies and government subsidies countries. a) AOR c) AOE			
	5)	is a Multi-lateral organization and services across the world and era) WTO c) GATT			
	6)	are the oldest and most exterin India. a) Rural Credit cooperatives b) District Central Cooperative Bank c) State Co-Operative Banks d) None of these	ive form of rural institution	onal financing	
	7)	The scheme was introduced in to farmers. a) Kisan Credit Cards (KCC) c) Kisan credit Scheme	998-99 to facilitate shortb) Kisan Vikas Patrad) none of these		

	 8) Which of the following statement is/are companies a) It has played a vital role in supporting b) It is an important prerequisite for agriculture c) It can be classified into short term, measurement according to tenure of agricultural creation d) all of the above 	agricultural production in India. cultural growth. edium term and long term credit	
	,	vido finances to	
	,	b) state development bank d) rural development	
		b) T-Shirt Printing d) All of the above	
	a) District central cooperative bank b) Regional Rural Bank c) State Bank of India d) National bank for agriculture and rural	nk in India.	
	,	<u> </u>	
	,		
	,	district level. b) SCBs d) none of these	
Q.2	Write short notes.a) Need and objectives of Rural creditb) Role of SSI		14
Q.3	Write short notes.a) National Bank for agriculture and Rural Db) Importance & Functions of Agro Procession	• • •	14
Q.4	Define rural industrialization and explain role industrialization and socio-economic benefits OR		14
	Describe about KVIC and explain different p	omotional measures of KVIC.	
Q. 5	Analysis the following case. Linking primary producers with global an food retail chains is seen as one of the emer practices in India to improve small producer's chains are investing from farm to fork to buy farmers and sell them to retail buyers. Howe largely found working with only large farmers various reasons. In this context, this paper has fresh food retail chain named 'Easy Day' and Punjab. The retail chain primarily works with cultivators.	ging agricultural marketing s livelihoods. The fresh food retail fruits and vegetables directly from ver, fresh food retail chains are s and exclude small farmers for as examined the operations of a I its interlace with farmers in	

It has been found that the retail chain farmers could realize higher profits compared to non-Rc (traditional market supplying) farmer's mainly because higher yield and higher price realization in the traditional market because of better quality produce.

~	stor quality produces.	
a)	Analyse the above case	06
b)	Suggest marketing strategy for above case	08

No.	Seat No.		Set	Р
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M.B.A. (Semester - IV) (New) (CBCS) Examination Nov/Dec-2019

		System Manageme SECURITY AND CONTROL IN	` • •	
•		ate: Friday, 06-12-2019 :30 AM To 02:00 PM	Max. Mark	s: 70
Instru	ucti	ions: 1) All Questions are compulsory. 2) All questions carry equal marks. 3) Figures to right indicate maximu	m marks.	
Q.1		A System can be logged in only if the use Password from a specific Terminal & du security falls under	ser logs in with his user ID & ring a specific time. This Type of	14
	2)	 a) Personal Security c) Logon security is a major form of software theft. a) Computer Virus 	b) Physical Securityd) Communication Securityb) Software Piracy	
	3)	c) Software Privacy is a science of Analyzing and bre a) Cryptography	d) None	
	4)	 c) Cryptology CIA is an acronym for the Goals of Com a) Compatible, interoperable architectu b) Commercial Intelligent Assessment c) Common Identifier Authentication d) Confidentiality, Integrity, Availability 		
	5)	Boot up security can be ensured by sec a) CMOS/BIOS c) Operating system	b) Hard disk	
	6)	One of the following cannot be a source a) Using Burnt CD b) Letting Kids access the computer. c) Internet Access d) Opening an e-mail attachments	,	
	7)	Installing best antivirus software is a one security for all times without any modific a) True c) Not Sure	•	
	8)	involves transforming the data intalgorithm which appears meaningless ua) Prototyping	to scrambled code using special nless retransformed to original data. b) Encryption	
	9)	 c) Programming A is a program written to alter the the permission or knowledge of the user a) Computer virus c) Application 		

	, .	al computer security or private information of a person to trust and/or by exploiting a	
	person's emotional response is kno		
	a) internet bullying	b) Intrusion	
	c) deception	d) Social Engineering	
	11) Actions which can be taken to prote	ect buildings, property and assets against	
	intruders are categorised as	•	
	a) Logical security	b) internet security	
	c) Personal Security	d) Physical security	
	12) Protection of data so that it is not di		
	known as principal of information	ation security.	
	a) Confidentiality	b) Integrity	
	c) Availability	d) Auditing	
	13) Which of the following is not a Logo		
	a) Mandatory Logonc) Password Restrictions	b) Lock and Cabinet system	
	14) is a specific weakness in a s	ystem that can be exploited to gain	
	unauthorized access to a system.	13.37.1	
	a) Computer Virus	b) Vulnerability	
	c) Humanware	d) Software	
Q.2			14
	a) Access Control		
\circ	b) Secret Key Cryptography		14
Q.3	Answer the following question.	and Intrusion Dataction	14
	a) Explain the importance of Auditing ab) Discuss different Types of Security		
Q.4	Answer any one of the following.	Tilleais.	14
Q.4	· · · · · · · · · · · · · · · · · · ·	re? Discuss security techniques against	14
	Malicious software.	ile: Discuss security techniques against	
		OR	
		stem data and resources and need for	
	•	the concept of Confidentiality, Integrity	
	and Availability in data security.	are concept or confidentiality, integrity	
Q.5	Analyse the following case answer t	he questions given below :	14
	Following is the information of an organ		
	Name of the Organization: Parmanu C		
	Board of Directors:	•	
	1. Managing Director - Actively inv	olved in Organizational Activities.	
	2. CEO - Actively involved in Orga	<u> </u>	
	3. 3 Directors not actively involved		
	Departments:	Positions in Each Department	
	1. Human Resources Dept.	1. Manager	
	2. Production Dept.	2. Senior Officer	
	3. Purchase Dept	3. Junior Officer	
	4. Finance Dept	4. Clerk.	
	5. Marketing Dept		
	6. Maintenance Dept		
	Provide data accessibility requirement.	ement of each dept, for each position in	
	•	urity Policy for the above organization.	

Seat	Set	D
No.	Set	

M.B.A. (Semester - IV) (New) (CBCS) Examination Nov/Dec-2019

		International Bus EXIM MAN	` .	
•		ate: Friday, 06-12-2019 :30 AM To 02:00 PM	Max. Mai	rks: 70
Instr	ucti	ions: 1) All Questions are compulsory 2) All questions carry equal man 3) Figures to right indicate maxi	ks.	
Q.1		noose the correct alternatives from Advance authorization is issued for it	the options and rewrite the sentence nputs and export items given under	e. 14
		a) RBI c) SION	b) DGFA d) FDI	
	2)	The new foreign trade policy was and a) 2009 c) 2007	nounced on August 27, b) 2008 d) 2010	
	3)	a) RBI c) ECGC	exporters against payment risks. b) IFO d) DFIA	
	4)	improving of packing of the soa) APEDAc) RBI	cheduled products from agriculture. b) ASEAN d) EXIM	
	5)	a) FEMA c) FERA	una fishery. b) MPEDA d) ECGC	
	6)	a) FDI c) PCFC	risk cover. b) MPEDA d) ECGC	
	7)	FIEO was established in October a) 1999 c) 1926	 b) 1987 d) 1965	
	8)	APEDA stands for a) Aquaculture & Processed food prob) Agriculture & Processed food proc) Agriculture & Processed food prod) Agriculture & Processed food prod)	duct Export Demand Authority duct Export Development Association	
	9)	MPEDA stands for a) Main Product Export Demand Au b) Main Product Export Developmer c) Marine Product Export Development	nt Association	

d) Marine Price Export Demand Authority

	10) The European Union (EU) presently co			_ countries.	
	a) 29 c) 26	,	27 20		
	 11) ASEAN stands for a) Association of South East Asian Nat b) Association of South East Africa Nat c) Agreement of South East Asian Nat d) Association of South East Asian Nat 	tions tions ions			
	 12) DFIA stands for a) Duty-Free In Authorization b) Duty-Free Import Authorization c) Duty-Free Import Association d) Duty Freight Import Authorization 				
	 13) HEPC a) Handloom Export Promotion Council b) Handloom Export Promotion Council c) Handloom Export Price Corporation d) Honey Export Promotion Council 	il			
	14)The government termited five years EX witha) FTP	b)	ECGC	07 and replaced it	
Q.2	c) EPDWrite short notes.a) Indian institute of foreign tradeb) Indian foreign trade policy	d)	CAGR		14
Q.3	Write short notes. a) FDI b) FEMA				14
Q.4	What is export promotion scheme? Explain	n in b	rief duty rer	mission scheme.	14
	What are the functions, composition of MP products exported by MPEDA.	EDA	? Describe	in brief major	
Q.5	Case Study Analysis, problem, alternative solution. The democratic, multi-racial election of 1994 ended the apartheid era in South Africa. Leading up to that historic change, a group of white business leaders saw that their country might follow one of two paths. It might experience an overthrow of minority rule, ending up something like Cuba, with a revolution and nationalization of major industries and isolation from much of the world. Alternatively, it could follow a path something more like Brazil, which ended military leadership and redemocratized to tolerate social change and political crises while encouraging a dramatic business growth. From 1948 to 1991, the South African government had enforced apartheid, a policy of racial "separatism" that favored the less than ten percent of the population defined as White. Non-white people could not own property or run businesses outside "reserved" areas, and the government forcibly resettled more than three million people to black "homelands," areas that were described as creating separate nation-states for ethnic groups. Non-whites had to have a work pass to enter areas designated white. Public gatherings were forbidden outside of church meetings, and black voting was allowed only in homelands, far from population centers. Conflict within the country turned violent.			14	

Violence spread on all sides: 4,000 people were killed and 50,000 were detained without trial during the revolts in the 1960s. Black leaders were exiled or imprisoned, and speaking up against government policy led to threatened with arrest or worse. In 1962, the United Nations proclaimed sanctions, and many countries enacted their own trade restrictions. In the 1980s, a divestment movement pressured investors not to buy shares in companies doing business in South Africa, leading many international companies to withdraw from the country. In spite of the country's history of oppression and violence, when F. W. de Klerk became president in 1989, he broke with the earlier policies of the National Party and immediately called for a nonracist South Africa. The African National Congress (ANC) was "unbanned" and its leaders returned from exile. Other leaders were freed from prison - Nelson Mandela was released after 27 years of imprisonment. The government began rescinding apartheid laws. De Klerk then negotiated with Mandela and the ANC to move the country toward peaceful elections. Negotiations led to a new constitution, which guaranteed freedom of speech and religion and prohibited discrimination. In 1994, South Africa held its first free elections, marking a peaceful transition from a government controlled by the country's white minority. The African National Congress (ANC) won over 62% of the vote in the election, in which 16 million of the 21.7 million eligible voters had never voted before. The new government was led by the ANC's Nelson Mandela and Thabo Mbeki, with the National Party's de Klerk as First Deputy. Examining the role of business in South Africa's historic transition leads to key questions - what factors led business leaders here act to push the country's future away from isolation and missed opportunities toward to a "high road" of participating in an increasingly globalized economy? How effective were they? And, if business leadership played an important role in the events in South Africa, could they take a similar role elsewhere?

	IVI.	Marketing Manag	ement (Paper – V) AL MARKETING	
•		ate: Saturday, 07-12-2019 :30 AM To 02:00 PM	Max. Marks: 7	' 0
Instr	ucti	ions: 1) All questions are compulsory 2) Figures to the right indicate f		
Q.1			exchange that satisfies the individual	14
	2)	International marketing plan is devel level. a) State	b) Corporation	
	3)	c) RegionalEconomic growth rate, Balance of PForeign exchange reserves are factora) Socialc) Political	d) Local ayment, GDP, Inflation, Interest rates and ors of Environment. b) Technological d) Economic	
	4)	Trade barriers in International trade Barriers. a) Quotas c) Non-Tariff	can be of two types Tariff barriers and b) Agreements d) Cartels	
	5)	A attests the supplier's community a) Warranty c) Packaging	nitment to quality and performance of the sale. b) Pack d) Logo	
	6)	A is a name, term, sign, sy intended to identify the goods and sthem from those of others. a) Warranty c) Brand	mbol, design or a combination of them, services of one seller and to differentiate b) Guarantee d) None of the above	
	7)	,	nstallation, deliveries and availability of	
	8)	pricing refers to the intrafirmp sold by operating units or divisions of a) Negotiated c) Cost	oricing of goods and services bought and of a single company. b) Product d) Transfer	
	9)	The export import policy of the gove as policy. a) EXIM c) Monetary	rnment framed very five years is known b) Fiscal d) All of the above	

	10) EOUs area) Export of unitsc) Export on units	b) Export oriented unitsd) Equality oriented units	
	11) Proforma invoice, intimation for inspect declaration shipping order, mate rece letter of bank aredocument.	ipt application of certificate of origin	
	a) Shipmentc) Auxiliary	b) Pre-shipmentd) Trade	
	12) The two types of trade fairs area) General & Specializedc) Local & national		
	13) Bribery, pay offs, corruption are some ofa) Socialc) Environmental	of the issues in global marketing b) Ethical d) Ecological	
	14) The designing and managing of a systematerials in to through and out of the in international	ternational corporation is called as	
	a) Channelc) Middlemen	b) Intermediariesd) Logistics	
Q.2	Answer the following questions.a) Ethics in International Marketing.b) Economic environment.		14
Q.3	Answer the following questions.a) Product standardization Vs adaptation.b) Locating, selecting and motivating chan	nel members	14
Q.4	Answer any one of the following question What is marketing Planning? Explain the F OR		14
	What is international Marketing? Explain th international marketing.	e driving and restraining forces of	
Q.5	Case Study: Raychem is an American firm involved in the manufacture of chemicals. It has a strong research and development (R&D) department and a large product range. Managing the product portfolio is a major concern at Raychem. They have to keep a balance in product push in the market through heavy inventories. Their products also demand in the market and market pull is created through advertising. The corporate strategy is to grow at the rate of 25 per cent each year. The marketing plans areas Follows: a) Products: To meet customer needs. b) Price: What the market can accept. c) Placement: Worldwide. d) Promotion: Well-trained staff.		

As the firm's goal is steep, 25 percent growth per year, they have to go for aggressive marketing and prompt and proper service. They have realized that even with these plus points, the target can be achieved only when customers across the world know about them. They have been doing research on a hit-and-miss basis. Some areas are well researched while others have been totally neglected. They have created technological entry barriers for newcomers in their field. They plan to have excellent direct mail programme as other media are too expensive for World wide exposure and not too effective either.

In firms engaged in commercial products such as Raychem, image-building advertising is necessary.

It is important to conduct advertising research to understand how the consumers process the information provided in the advertisement and how they perceive the advertisement.

Information is also needed to know about the attitudes of the consumers and any changes there in due to the campaign. The research should make you aware of the consumers' behavior towards competitive products. Advertising research is a part of marketing research, confined to development of advertising plan, creative work, market segment and the best possible media, which would cater to the segment.

The research should increase the effectiveness and efficiency of the advertising campaign. Data collection is done from primary sources as also secondary, already available sources. In primary data collection, it is important to select the sample correctly. The research steps are:

- a) Setting up goals for the research.
- b) Finding out the sources of secondary information/data.
- c) Analyzing secondary data.
- d) Planning sample for primary research.
- e) Data collection.
- f) Data analysis and report writing.

1.	Analyze the case.	05
2.	Comment on the firms promotion plan.	04
3.	Suggest alternatives for advertising and aggressive marketing for the firm.	05

M.B.A. (Semester - I) (CBCS) Examination Nov/Dec-2019 LEGAL ASPECTS OF BUSINESS

		LEGAL ÁSPECTS	OF E	BUSINESS	
•		e: Wednesday,18-12-2019 D PM To 05:30 PM		Max. Marks	s: 70
Instr	uction	ns: 1) All questions are compulsory. 2) Figures to the right indicate full	marks	S.	
Q.1		ose the correct alternative from the	•		14
	1)	means thing to be done in mea) Agendac) Circular	eting. b) d)	Notice Prospectus	
	2)	In winding up the court interfe a) Compulsory c) Member's		is involved. Voluntary Creditors	
	3)	The person who purchased goods fo a) Buyer c) Customer	r resa b) d)	ale is not a Seller Consumer	
	4)	is a defect when the product is specification. a) Manufacturing defect c) Product defect	b)	· ·	
	5)	,	ernm	ent in each district of the state State commission Council	
	6)	means the authentication of a by means of an electronic method or provisions of Section 3 of IT act 2000 a) Access c) Digital signature	proc		
	7)	When the companies do not issue pr called with the registrar a) Co-document c) Statement in Lieu of prospectus	b)	Supportive document	
	8)	A copy of special resolution for making filed with a) Director c) State government	ng cha b) d)	anges in the articles must be Promoter Registrar of companies	
	9)	signifies the willingness of theName clauseAssociation clause	b)	bers to form a company. Liability clause Object clause	
	10)	The minimum number of members in a) 7	publ b)		

	11)	value of shares.	ollity (or the members is limited to the	
		a) Paid c) Unpaid	b) d)	Face Total	
	12)	is an instrument in writing.a) Bills of exchangec) Paper	b) d)	Money Currency	
	13)	An act done with the intention to dec a) Coercion c) Fraud	eive (b) d)	other is Mistake Undue influence	
	14)	Agreement with a minor is a) Illegal c) Contract	b) d)	Void ab initio Voidable	
Q.2	Write a) b)	e short notes. Consumer protection council Environment protection Act			14
Q.3	Distinguish between.a) Company and partnershipb) Promissory note and bills of exchange				14
Q.4	Define contract. Write an explanatory note on offer and acceptance. OR				14
	Defir firm.	ne partnership. Explain its characteris		nd the registration of partnership	14
Q.5	Case Study (Any four)				14
	a)	A agrees to pay B Rs. 100 and in c 100 pages for him within 5 minutes. I			
	b)	Hari says in conversation to Suresi person whosoever marries his daughtiles a suit to recover Rs. 100000/- from the suit to recover Rs. 1000000/- from the suit to recover Rs.	h tha nter. I	t he will give Rs. 100000/- to a Ram marries Hari's daughter and	
	c)	A a social reformer promised Y a resumble smoking for 2 years. Y does so. Is he			
	d)	Raju a minor obtains a loan from Sa the money obtained from Sanju?			
	e) Rama a young lady lost her husband in an accident. The relatives of the husband compelled her to adopt a child saying that they would not hand over the dead body to her for further rituals unless she completes the adoption procedure. Rama gave her consent for adopting the child. Is the consent valid?				
	f)	A agrees to sell one of his horse at R	s. 50	000/ Is the agreement valid?	

Seat	Set	D
No.	Set	

M.B.A. (Semester –IV) (New) (CBCS) Examination Nov/Dec-2019

		Finance Managemo INTERNATIONA			
•		ate: Monday, 09-12-2019 :30 AM To 02:00 PM		Max. Marks	: 70
Instr	ucti	ions:1) All questions are compulsory. 2) Figures to the right indicate full r	nark	ïS.	
Q.1	C h	noose the correct alternatives from the mainly facilitates the imports & e trade financing. a) Central Bank c) International bank	xpo b)		14
	2)	A relationship exists when two b other.a) Correspondent Bankc) Affiliate Bank	b)	s maintain deposits with each Foreign Branches Representative Office	
	3)	are typically medium-term bonds to some reference rate. a) Floating Rate Bond c) Fixed Rate Bond	b)	h their coupon payments indexed Registered Bond Bearer Bond	
	4)	The term means simultaneous purchase of the same currency or the profit of the same currency. a) Option c) Swap	urcl b)		
	5)	theory is used to analyze the relation and a corresponding forward (future) rate). Purchasing Power Parity. c) Interest Rate Parity Theory.	te o	f currencies. Theory of one Price Law	
	6)	involves gain/loss arising out of that require settlement in a foreign curre a) Translation Exposure c) Economic Exposure	ency b)		
	7)	is an internal technique enterpris making and receiving payment in same a) Money Market Operations c) External Technique	cur b)		
	8)	is a kind of tailor-made future co a) Futures c) Swap	b)	ct. Options Arbitrage	

	9) represents the p environment on the MNC'		impact of a country's	
	a) Country Risk c) Purchasing Power Ris	b)	Interest Rate Risk Global risk	
	international business.		tional corporation to increase its	
	a) Foreign Institutional Inc) Foreign direct investm			
	11) is inherent in the beare to make or receive paa) Translation Exposurec) Economic Exposure	yments in foreign b)	Transaction Exposure	
	•	-	parent bank personnel that is at bank in dealings with the bank's	
	a) Correspondent Bankc) Affiliate Bank		Foreign Branches Representative office	
	13) The Purchasing Power Paa) Gustav Casselc) Irving Fisher	b)	ntroduced by Adam Smith Alferd Marshal	
	14) When country's exports n It is called	nore goods, servi	ces and capital than it imports,	
	a) surplus balance of payc) Net Cash inflow	,	deficit balance of payment Net cash outflow	
Q.2	Write short notes on:a) NASDAQb) Purchasing Power Parity	Theory		14
Q.3	 a) The US Inflation rate is expected to average about 4% annually, while the Indian Rate of Inflation is expected to 6% annually. If the Current rate is 1\$ = Rs.68. What is the expected rate in 2 years? b) Following are the exchange rate given. Find out arbitrage possibility with given 5 million Dollar. 1GBP = \$1.5028 1GBP = Euro 1.3021 		14	
Q.4	1 \$ = Euro 0.8678 What is Balance of Payment? review the Balance of payme		ortance of Balance of Payment a in recent years.	14
	Work out arbitrage gain unde \$ 5000 as the case may be for Spot Rate: DM \$ 1.3	r covered interest or explaining your	arbitrage assuming DM 1000 or answer.	
	6 Months Forward: D	0M 1.2950 Per US	3 \$	
	Interest Rates:	0	2.07	
	US \$ = 10%	Germany DM = 6	0 %	

Q.5 Case Study

Cost of plant	\$ 45,00,000
Working Capital	\$ 40,00,000
Total Cash Outflow (in \$)	\$ 85,00,000
Total Cash Outflow (in RS.)	Rs. 29,75,00,000
Scarp Value in Dollar	\$ 25,00,000
Scarp Value in Rupees	Rs.9,25,00,000
Working capital in Rupees	Rs. 14,80,00,000

CFAT in Year

Year	CFAT in \$	CFAT in Rs.
1	21,82,000	7,63,70,000
2	21,31,000	7,45,85,000
3	20,74,000	7,25,90,000
4	20,14,000	7,04,90,000
5	19,51,000	7,21,87,000
6	18,60,000	6,88,20,000
7	17,75,000	6,56,75,000
8	16,83,000	6,22,71,000

Calculate NPV and PI @ 10% discounting factor in terms of Dollar and Rupees and suggest about acceptance of project.

Seat	
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M.B.A. (Semester –IV) (New)(CBCS) Examination Nov/Dec-2019 Production & Material Management (Paper - V) WORLD CLASS MANUFACTURING

		WORLD CLASS MAN	IUI	-ACTURING	
•		ate: Monday, 09-12-2019 :30 AM To 02:00 PM		Max. Marks:	70
Instru	ucti	ions: 1) All questions are compulsory. 2) Figures to the right indicate full m	nar	ks.	
Q.1		The major decision areas in Supply Cha a) Location, production, distribution, inv b) Planning, production, distribution, inv c) Location, production, Scheduling, inv d) Location, production, distribution. Ma	in Nent ent ent	Management are ory ory ory ory	14
	2)	Applying the concept of JIT tends to reda a) The cost of handing incoming materia b) The cost of Material Storage c) The cost of Material Movement in the d) All the above	al		
	3)	Just in time techniques are applicable to a) Selling c) Distribution	b)	Inventory Ware housing	
	4)	The term Kaizen is more closely related a) X Bar chart c) Plan do-Check-Action	b)	which of the following terms? Pareto Analysis Value Chain	
	5)	Which of the following System is false ina) Place emphasisc) Emphasis on Quality Logistics	b)	F? Provide More accurate costing a & c	
	6)	Which one of the following items is not p a) Right customers c) Right to me	b)	of fundamental JIT concept? Right place Right quantity	
	7)	The benefit of Flexible Manufacturing Sy a) Process time reduction c) Less utilization of Resource	b)	m is More rigid traditional system None of the above	
	8)	Which of the following is not example of a) An Integrated Mail Processer c) Machine tools	b)	terial Processing technology? Milking Machine Conveyer belt	
	9)	Flexibility, lazy access to other moves, s			
		a) Decision Support Systemc) Extranet	ď)	Internet Local area Net Work	
	10)In today's global world, an outsourcing o countries is classified asa) Differential insourcing	b)	Off-shoring	
		c) Incremental outsourcing	d)	All the Above	

	11)One of the basis objective of Globaliz	ation of Production is	
	a) Improvement in Operation	b) Retain Global Talent	
		d) All the above	
	12) country is the Pioneer in int	roducing concept of world class	
	Manufacturing.		
	a) Germany	b) U.S.A.	
	c) Japan	d) China	
	13) are the basic Principles of V	V.C.M.	
	 a) Zero tolerance towards defects 	b) Reduction in wastage	
	c) Implementation of T-Q-M	d) All the above	
	14) The grouping of Production Processe is called as manufacturing	s based on nature of Process similarity	
	a) Lean Manufacturingc) Flexible Manufacturing	b) Cellular Manufacturingd) None of the above	
Q.2	Write short notes.	•	14
,	a) Indian Companies &World. Class. Ma	unufacturing.	
	b) Factors causing Environmental Pollut	•	
Q.3	Write short notes.		14
	a) Importance of H. R.M. in World-Class	-Manufacturing.	
	b) Managerial challenges for World. Class	ss Manufacturers.	
Q.4	What is Supply Chain Management? Rol manufacturing.	e of Supply chain world class	14
		0	

What is Role of Environmental Pollution in Global environment? What are important factors causing pollution and its effect on human health?

Q.5 CASE STUDY:

Armacell is a global manufacturer of advanced insulation and engineered foam products. The company has more than 23 plants in 16 countries on 4 continents. Armacell has embarked upon a World Class Manufacturing Programme entitled 'World Class Armacell Mind-Set (WAM). The initial focus of the programme has been to apply 'Focused TPM' globally across its facilities and then start to apply 'Lean' methods to its supply chain. To create a World Class Manufacturing Organization in terms of plant performance through the application of WCM improvement methodologies and the effective engagement of the workforce. The initial focus was aimed at improving plant reliability restoring the basic condition of the key equipment's across the entire 23 manufacturing facilities. In doing so this would effectively reduce the variances in the process due to the equipment and give the possibility to focus on Material, method and Man and have a more stable production process with a beneficial effect in material loss reduction. The WAM Programme is based upon WCM (TPM/QC/Lean) methodology. Armacell launched the programme with the intial focus on their larger strategic multiproduct plants. The WCM methodology was seen as the most appropriate approach for the challenges the Armacell have to overcome. WCM is a proven methodology that has been adopted by many companies who process are machinery/capital intensive and require a proven approach to engaging the workforce as a whole to improve manufacturing and supply chain performance. As implementation progresses plants are awarded Bronze, Silver Gold awards etc. in simple terms the Brozen award is given to plants that created 'pilot' example of the application of TPM in the form of Autonomous Maintenance (AM), Professional Maintenance (PM) and Focused Improvement (FI) etc. During the silver award phase, plants roll out AM, PM and FI etc to the remainder of the plant. In addition, once reliability has been improved, focus is then made towards improving product quality.

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At present most of the factories are at Bronze Award Level with a small number successfully achieving Silver Award. Henkan team members have been involved in the WAM Programme at both site and corporate level Henkan have been engaged by Armacell from both a consultancy and training perspective. In terms of consultancy this has involved the development of some of the WAM and techniques) including Autonomous Maintenance, Professional Maintenance, Early Equipment Management and Early Product Management. In addition to support the model development Henkan also deliver the associate training at site level. Generally this is done in the form of 'Practitioner Courses'. The courses are delivered with a balance of theory and practice. Most exercises are 'real' being based at the Gemba making improvements that have a direct impact on business performance. Following successful attendance of the courses delegates then apply the tools and techniques they have learnt as Practitioners. Henkan also provide direct support of global corporate auditing events at individual factories in all regions. These 6 monthly events are attended by the Armacell senior management team as well as Henkan. These events include an assessment of the status of WAM maturity against a predefined set of criteria and also provide an opportunity to coach the local teams on the implementation of tools and techniques. All the relevant sites are currently included in the program and a systematic Audit Calendar has been implemented and followed driving the organization vs the excellence. Visible improvement in tools implementation, standard level and competence is shown across the organization with tangible evidence in the operational KPI.

a)	Analyze the Case.	05
b)	Identify the Problem.	02
c)	Identifying Alternative Solutions.	05
d)	Give the Best solution.	02

M.B.A. (Semester – IV) (New) (CBCS) Examination Nov/Dec-2019 Human Resource Management (Paper – V) INTERNATIONAL HUMAN RESOURCE MANAGEMENT

	INTERNATIONAL HUMAN R	<u> </u>
	Date: Tuesday, 10-12-2019 11:30 AM To 02:00 PM	Max. Marks: 70
Instruc	ctions: 1) All questions carry equal Mark 2) Figures to the right indicate fu	
	Select Correct alternatives. 1) is widely used approach for a) Balance sheet approach c) both a & b	
2		strategy formulation and implementation abling or disabling MNCs in the process of b) International industrial relations d) None of these
3	B) is also known as atakeover of a) Expansion c) Acquisitions	,
2	 Inapproachall key manageria nationals. a) Polycentric approach c) Regiocentric approach 	b) Ethnocentric approach d) Geocentric approach
5	 For International assignment, once a considered to be the next crucial step effectiveness and success abroad. a) Expatriate training c) Both a & b 	•
6	 is simplest form of appraisal paragraph or an essay about the appropriate potential. a) Essay appraisal c) Forced choice rating 	
7	 7) is the process of managing by multinational companies. a) HRM c) HRP 	people across international boundaries b) IHRM d) None of these
3	 B) is the process of international markets. a) Globalization c) Privatization 	al economic integration in worldwide b) Liberalization d) None of these
g	 a) Home country c) Parent country 	uarters of an MNC/TNC is located. b) Host country d) Both a & c

	10) is an employee working and I is a non- citizen.	iving in a foreign country where he/she	
	a) Expatriatec) Parent country nationals	b) Home country nationalsd) None of these	
	11)Micro level sources of recruitment ina) Subsidiariesc) Campus recruitments	b) Parent companies d) All of the above	
	12) is the one who is assigned wan operational issues or a new businga) The Strategistc) The Innovator	with a specific task of providing advice on ness. b) The consultant d) Skill Transferor	
	13)Expatriate training includesa) Language trainingc) Field training	b) Cross cultural trainingd) All of the above	
	14) techniques of selection inclemental well-being.a) Cultural variationsc) Self-orientation	udes self-esteem, self-confidence and b) Family status d) Adaptability	
Q.2	Write Short Notes.a) Concept of Expatiateb) Areas of Global Training		14
Q.3	Write Short Notes.a) Explain Difference between IHRM &b) State role of HRM in M & A.	DHRM.	14
Q.4	a) Define International staffing and expapproaches in detail.	_	14
	b) Explain the term International Components of international comper	·	
Q.5	Pepsi-Cola International (PCI), with operations in over 150 countries, has devised a common performance appraisal system that focuses on motivating managers to achieve and maintain high standards of performance. Administrative consistency is achieved through the use of a performance appraisal system of five feedback mechanisms—instant feedback, coaching, accountability based performance appraisals, development feedback, and a human resource plan. The common system provides guidelines for performance appraisal yet allows for modification to suit cultural differences. For example, the first step—instant feedback— is based on the principle that any idea about any aspect of the business or about an individual's performance is raised appropriately and discussed in a sensitive manner. The Instant Feedback message can be delivered in any culture; the important thing is not how it is done but that it is done. In practice of PCI, the successful delivery of Instant Feedback requires some adjustment to local cultures. Americans use it because it fits the fast-paced way of doing business. In most Asian cultures, feedback may be tough and direct but is never given in public; nor, in some Asian cultures, does head-nodding during instant feedback signify agreement, only that the message has been heard: Some Latinos will argue very strongly if they do not agree with the feedback, and some employees. Indian nationals for example, will insiston a great deal of specificity		to cyck ce on on is on ee ee yut ig

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The purpose of Instant Feedback is always to improve business performance, not to criticise cultural styles. Using this system, PCI tries to balance the cultural and administrative imperatives of successfully managing the performance of a diverse workforce.

Questions

a)	Analyse the case study and suggest title for the case.	04
b)	Describe the system of performance appraisal system in above case	06
	study.	
c)	Suggest some measures for Making Performance Appraisal effective.	04

M.B.A. (Semester – IV) (New) (CBCS) Examination Nov/Dec-2019 Agriculture Business Management (Paper - V) INTERNATIONAL TRADE AND AGRICULTURE

		Agriculture Business Man INTERNATIONAL TRADE	<u> </u>	
•		ate: Tuesday, 10-12-2019 :30 AM To 02:00 PM	Max. Marks: 70	C
Instr	ucti	ions: 1) All questions carry equal Marks. 2) Figures to the right indicate full r	marks.	
Q.1	C h 1)	noose the correct alternatives from the is when a country produces a copportunity cost than other countries. a) Comparative advantage c) Sustainable advantage	•	4
	2)	is the exchange of goods and so a) International market c) International merger		
	3)	A is a price any importer has to pa) subsidiaryc) quota	bay for his product to enter the country. b) tariff d) none of these	
	4)	An is an organization with an interpresence. a) International Fund c) International economics	ernational membership, scope, or b) International trade d) International organization	
	5)	A also known as trade pact is a value treaty that often includes investment gual a) trade agreement c) General Agreement		
	6)	is a certification mark employe a) AGMARK c) AGRMARK	ed on agricultural products in India. b) ARMARK d) None of these	
	7)	analysis is a framework is use position and to develop strategic planning a) SWOT analysis c) Competitive analysis	ed to evaluate company's competitive ng. b) Resource analysis d) None of these	
	8)	SDR stands for a) Special depository receipt c) Special depository receipient	b) Special drawing rightd) None of these	
	9)	The foreign trade of India is guided by the government of India and is regulated by and Regulation) Act, a) 1992 c) 1982		

	10) A is the exchange of goods between two nations promoting trade				
	and investment. a) bilateral trade c) general trade	b) multilateral traded) none of these			
	a) bilateral tradeb) general trade	,			
	12) is comprised of all reserves the authorities of different countries for mean a) International payments c) international solvency	at are available in the monetary eeting international disbursements. b) international liquidity			
	13) Which of the following are types of intoa) foreign direct investmentc) bank & other investments	b) portfolio investment			
	14) is an intergovernmental organized regulation of International trade between a) WTOc) GATT				
Q.2	Write Short Notes.a) International capital flowsb) SWOT analysis of oil seeds		14		
Q.3	Write Short Notes.a) IMFb) Strategies to Boost Exports		14		
Q.4	a) Discuss in detail export procedure for		14		
	b) Explain in detail importance of tariffs a				
Q.5	Case Study. Papaya has been identified as a crop w small holder and commercial farmers in facing several constraints in this chain: I requirements, food safety and quality dispersed land holdings with difficult accelarger countries, and poor communication chain actors. Nature's Way Cooperative undertake mandatory quarantine treatmed. The company has over 120 shareholded. The vast majority of the shareholders are provided by NWC, would not have acceptated by NWC, would not have acceptated by the farming has traditionally been considered now emerging as an important export sustainable income and employment in market for the Fiji red papaya has emeasuch as hotels, restaurant, market vendors along the value chain, includated and the increasing demand for stakeholders along the value chain, includated papaya farmers and 100 small farmers), export companies). In addition, a numexporters for the produce. NWC owns facility. The customers of NWC questareholders - the exporters and growers.	Fiji. However, small farmers have beer nighly restricted quarantine regulations requirements, expensive inputs, small as to the road network, competition from and information sharing among value (Fiji) Ltd. (NWC) was formed in 1995 to to to behalf of Fiji's fruit export industry rs, made up of growers and exporters small farmers who, without the services cess to export markets. While papayard a domestic garden activity in Fiji it is commodity, offering the opportunity for the rural areas. In addition, a domestic and supermarkets. In papaya, NWC managed to mobilize transport agents and exporters (4 major ber of domestic buyers compete with and operates a quarantine treatment arrantine treatment services are its			

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Without this service they could not export. There is no government interface in the operations of business. The role of Government has been confined to the initial provision of capital and in the carrying out of core quarantine functions. NWC needs to find out sources for funding.

a)	Analyze the case	04
b)	Identify the major issues	03
c)	Recommend alternative solution	04
d)	Suggest the best solution	03

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M.B.A. (Semester – IV) (New) (CBCS) Examination Nov/Dec-2019 System Management (Paper - V) PROGRAMMING CONCEPTS & PRACTICES

		PROGRAMMING CONCE	PT	S & PRACTICES	
•		ate: Tuesday, 10-12-2019 :30 AM To 02:00 PM		Max. Marks	: 70
Instr	ucti	ions: 1) All questions are compulsory and	d ca	arry equal marks.	
Q.1	C h	is a process of identifying proprelevant to the application. a) Abstraction c) Encapsulation	erti b)		14
	2)	There are types of array. a) One c) Three	,	Two Four	
	3)	Which of the following is true in case of a) The condition is checked before the state b) The condition is checked after the state c) The condition is checked while the state d) All the statements are True	stat ater	ements are executed nents are executed	
	4)	A function that calls itself is known as a a) Static c) Null	b)	function. Recursive None of the Above	
	5)	Object-oriented programming allows the application in terms of a) Computer Program c) functions	b)	alysis and design of an Variables entities	
	6)	An object is of a class. a) a property c) a variable	,	a method an instance	
	7)	Which of the following is a branching coa) IF-Else c) Both a & b	b)		
	8)	The statement is used to disconticondition becomes false. a) for c) stop	b)	the loop before iteration skip break	
	9)	A variable declared inside the function isa) private variable.c) local variable	b)	lled function variable complex variable	
	10	 The type of programming that proposes top-down approach is known as a) structured programming c) algorithm 	b)	object oriented programs with object oriented programming none of the above	

	11) Function contains the actual defa) Declarationc) Body	inition and body of a function. b) Definition d) Call	
	12) The purpose of construct is to recondition results false.a) programmingb branching	b) looping	
	13)A conditional operator is a type or a) unary c) ternary	d) class f operator. b) binary d) user defined	
	14)A is the name assigned to progresor constant, function, etc.a) data typec) character code	amming elements like variable, b) identifier d) construct	
Q.2	Answer the Following.a) Discuss basic data types in programminb) Write a note on object oriented program		14
Q.3	Write Short Notes.a) Jump Statementsb) Arrays		14
Q.4	Answer any one of the following. Describe various types of functions viz. Inbuparameters, without parameters. Explain the and without parameter functions. OR		14
	Discuss looping and branching constructs u unique features.	sed in programming with their	
Q.5	Write an algorithm & Draw flowchart for deconstruction (>70%), first class (between 60 a 50 & 60%), Pass class (between 40 & 50%) Marks scored and Maximum Marks to compedeclaration.	and 70%), Second Class (between and Fail (<40%). Accept cumulative	14

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M.B.A. (Semester - IV) (New) (CBCS) Examination Nov/Dec-2019

		International Busine INTERNATIONAL	` - /	
•		ate: Tuesday, 10-12-2019 1:30 AM To 02:00 PM		Max. Marks: 70
Instr	ucti	ions: 1) All questions are compulsory. 2) All Questions Carry equal mark	S.	
Q.1	Ch 1)	hoose the correct alternatives from the is true for supply chain manag a) The physical material moves in the c b) Flow of cash backwards through the c) Exchange of information moves in b d) All of the above	lement? direction of the end of chail chain	
	2)	The sequence of a typical manufacturing a) Storage-Supplier-manufacturing-storage b) Supplier-Storage-manufacturing-storage b) Supplier-Storage-manufacturing-storage-manufactur	rage-distributor-retailer-cus rage-distributor-retailer-cus stributor-storage-retailer-cu	stomer stomer
	3)	The purpose of supply chain management a) provide customer satisfaction b) improve quality of a product c) integrating supply and demand mand) increase production		
	4)	Distribution requirement planning is a sya) Inventory management c) Both a and b	ystem for b) Distribution planning d) None of the above	
	5)	Which focuses on teamwork in whole somaximize performance of a distribution a) integrated logistics management b) intermodal logistics management c) intra-modal logistics management d) exclusive logistics management		
	6)	Independent service provider of logistical by clients is classified as a) public held logistic provider c) third party logistics provider	b) privately held logistic	provider
	7)	of coordination of communication of compelling message about company are a) integrated marketing communication b) integrated strategic channels c) integrated outbound channels d) none of the above	nd its products is classified	

	 a) Reverse logistics is required because _ a) Goods are defective b) Goods are unsold c) The customers simply change their r d) All of the above 		
	9) PL stands fora) Three points logisticsc) Three points location	b) Third party logisticsd) None of the above	
	10) In receiving goods, the warehouse mua) Inspect goods if requiredb) Check for damagec) Check the goods against an order atd) All of the above		
	11)Logistics is the part of a supply chain in flow ofa) goodsc) cash	b) services d) all of the above	
	12)Due to small change in customer demain progressively larger looking through the a) Bullwhip effectc) Reverse logistics	supply chain is known as	
	13)VMI stands fora) Vendor material inventoryc) Variable material inventory	,	
	 14) The major decision areas in supply chains a) location, production, distribution, involution, production, distribution, involution, production, scheduling, involution, production, distribution, manual 	entory rentory entory	
Q.2	Write Short Notes.a) Freight Structure and Practice.b) Symptoms of poor Inventory Management	ent.	14
Q.3	Write Short Answer.a) Inland Container Depot (ICD)b) Objectives and functions of warehousing	9	14
Q.4	What is international supply chain? Explain chain management. OR	in brief trends in International supply	14
	What is packaging? Describe in brief Comp Functions of packaging.	onents, Designs, Kinds and	
Q.5	Case Study – Analyze the case, identify solution. Like Deere & Company, AGCO is a leading supply of agricultural machinery. The cocurse of two decades, with a considerable by way of acquisitions. As commonly happens when enterprises gincreasing degrees of supply chain completin cost, but for many years, did little to add the decentralized and fragmented nature of	g global force in the manufacture and impany grew substantially over the e proportion of that growth achieved grow in this way, AGCO experienced xity, along with associated increases ress the issue directly, largely due to	14

In 2012, AGCO's leaders recognised that this state of affairs could not continue and decided to establish a long-term program of strategic optimisation. Supply Chain Cost Reduction Challenges: With five separate brands under its umbrella, AGCO's product portfolio is vast. At the point when optimisation planning began, sourcing and inbound logistics were managed by teams in various countries, each with different levels of SCM maturity, and using different tools and systems.

As a result of the decentralised environment, in which inbound logistics and transport management were separate operational fields, there was insufficient transparency in the supply chain. Synergies and economies of scale (and the benefits of the same) were not being taken advantage of, and all these issues were set against a backdrop of a volatile, seasonal market. The Path to Cost Reduction: Following a SCOR supply chain benchmarking exercise, AGCO decided to pproach its cost reduction and efficiency goals by blending new technology—in the form of a globally integrated transport management system (TMS)—with a commitment to form a partnership with a suitably capable 3PL provider.

As North and South American divisions of the company were already working with a recently implemented TMS, it was decided that the blended approach would be implemented first in Europe, with commitments to replicate the model, if successful, in its other operating regions. With the technology and partnership in place, a logistics control tower was developed, which integrates and coordinates all daily inbound supply activities within Europe, from the negotiation of carrier freight rates, through inbound shipment scheduling and transport plan optimisation to self-billing for carrier payment.

Supply Chain Cost Management Results: Within a year and a half of their European logistics solution's go-live, AGCO achieved freight cost reductions of some 18%, and has continued to save between three and five percent on freight expenditure, year-on-year, ever since. Having since rolled the new operating model out in China and North America, the company has reduced inbound logistics costs by 28%, increased network performance by 25% and cut inventory levels by a quarter.

EN ⁻		B.A. (Semester – IV) (OId) (CBCS EPRENEURSHIP DEVELOPMENT	-		ΝT
		ate: Thursday, 28-11-2019 :30 AM To 02:00 PM		Max. Marks	s: 70
Instru	ıcti	ons: 1) All questions are compulsory. 2) All questions carry equal marks.			
Q.1		An entrepreneur has for growth a a) Time c) Task	nd (b)		14
	2)	Entrepreneur is an who recognize these in marketable ideas. a) Achiever c) Catalyst	b)	ne opportunities and converts Innovator Economist	
	3)	A common fatal mistake for any failed bufunds. a) Insufficient c) Moderate	b)	ess is having operating Ample Much	
	4)	society is the barrier to women'sa) Supportivebig	b)	try in the business. Modern Male Dominated	
	5)	Entrepreneur is the one who takes the _ a) Risk c) Money	b)	_ of starting new organization. Share Help	
	6)	According to Schumpeter an entreprene a) Leader c) Decision maker	b)	s Communicator An Innovator	
	7)	Main objective of Export oriented units is a) Economy c) Employment	b)	increase Export Knowledge	
	8)	refers to employee initiative in conew without being asked to do so. a) Intrapreneurship c) Leadership	b)	nization to undertake something Entrepreneurship Team	
	9)	Entrepreneurs provide large scale a) Economy c) Employment	b)	hich is needed presently. Export Power	
	10)	 NEDB means a) New Economy Development Board b) New Education Department Board c) New Entrepreneurship Development d) National Entrepreneurship Development 			

	 11) is an individual that exists within creates value for organization. 	n organization to generate ideas that	
	a) Corporate Entrepreneurc) Financer	b) Industrialistd) Investor	
	12) Knight identified entrepreneurs as recipa) Pure profitc) Capital	vient of b) Uncertainty d) Award	
	13) is the skill that entrepreneurs ca) Riskc) Education	an not lack. b) Motivating others d) Facility	
	14) is the number one reason for ea) Historyc) Vision	entrepreneurial failure. b) Poor Management d) Decision	
Q.2	Write short notes. (Any Two)a) Innovation Theory by Schumpeterb) Social Entrepreneurship		14
Q.3	Write short notes. (Any Two)a) Entrepreneurship Development Cycleb) Role of EDII		14
Q.4	a) Why there is a need of Entrepreneurshi between Entrepreneur and Corporate e	•	14
	b) Explain various challenges faced by wo reasons for slow progress of women en	•	

Q.5 Case Study

Shahnaz Husain is one of India's most successful women entrepreneurs. She had the advantage of growing up in a traditional family and receiving a modern education. She was married at the age of 15 and was a mother by the next year. When her husband was posted in Teheran, Iran, she developed an interest in beauty treatments and decided to study cosmetology. Shahnaz Husain uses the Ayurvedic method of treatment, which uses natural formulations to cure ailments. She is the pioneer and leader of Ayurvedic beauty products in the world offering "Natural Care and Cure". The Shahnaz Husain Group offers exclusive salon treatments geared to individual needs as well as a number of commercial formulations for the treatment of specific problems like acne, pimples, pigmentation, dehydration, alopecia (hair loss), etc.

It formulates and markets over 400 products for various beauty and health needs and has a strong presence across the globe, from the USA to Asia. She captured the markets around the world and now she wants to conquer space. In an innovative move, Shahnaz Husain has started work on formulations that astronauts could carry with them in their extra terrestrial sojourns to protect their skin from the ravages of space travel and slow down the ageing process. She has sent National Aeronautics and Space Administration (NASA) free samples of her moisturizers, hoping that they will be used on space expeditions. In 2002, the Shahnaz Husain Group, based in New Delhi, was worth \$100 million. It employed about 4200 people in 650 salons spread across 104 countries. The Group has seen a good growth rate in the 25 years that it has been in business. The average growth rate in the initial years (late 1970s to the early 1980s) was 15-20%. In the 1990s the average growth rate was 19.4%. A number of awards, both national and international have been conferred on Shahnaz Husain.

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Some of them are "The Arch of Europe Gold Star for Quality", "One of the Leading Women Entrepreneurs of the World", "The 2000 Millennium Medal of Honor", "Rajiv Gandhi Sadbhavana Award" Shahnaz Husain belongs to a royal Muslim family which migrated from Samarkhand to India and later held high positions in the princely kingdoms of Bhopal and Hyderabad before India's independence. Shahnaz received her schooling in an Irish convent and because of the influence of her father, Chief Justice N. U. Beg, she developed a love for poetry and English Literature.

According to the Group, ayurvedic products are well suited to human skin and hair as they are non-toxic and have no harmful side effects. The human body adapts well to the natural treatments of Ayurveda while it has an inbuilt resistance toward chemical treatments. The Group has diversified into Ayurvedic centers for Panchkarma, Dhara and Kerala massage. It has also set up two Shahnaz Husain Ayurvedic Health Resorts, one near Delhi and another in collaboration with the Hyakumata group of Japan in the US island of Saipan. These resorts which can accommodate about 200 people at a time, aim at providing urbanites treatments and programs designed to counteract the stress of modern life.

Question:

1)	Discuss background of Shahnaz before becoming entrepreneur.	05
2)	What are the factors contributing to her success?	05
3)	What made her successful?	04

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M.B.A. (Semester - IV) (Old) (CBCS) Examination Nov/Dec-2019 EXCELLENCE IN MANAGEMENT

		EXCELLENCE IN I	NAN	IAGEMENT	
•		e: Friday, 29-11-2019 O AM To 02:00 PM		Max. Marks	s: 70
Instr	uction	ns: 1) All questions are compulsory. 2) Figures to the right indicate full	mark	KS.	
Q.1	Choo 1)	ose the correct alternatives from th is a powers of influencing ot goals.	_	tions and rewrite the sentence. towards the accomplishment of	14
		a) Leadership c) Planning	b) d)	•	
	2)	is the ability to manage one'a) Emotional Abilityc) Emotional Knowledge	b)	n & other's emotions. Emotional Intelligence All of these	
	3)	The knowledge which can be easily knowledge. a) Tacit		ferred is known as	
		c) Explicit	d)	All of these	
	4)	is the fundamental rethinking processes to achieve dramatic of bu contemporary measures of performa speed. a) Business development	sines	ss process improvement in critical	
	_,	c) Product Reengineering	d)	•	
	5)	CSR stands fora) Corporate Social Responsibilityc) Corporate Security Right		Company Security Right Corporate Social Right	
	6)	In E-commerce, the commercial transon a) Intronet	sacti b)	ons are conducted electronically Internet	
		c) Intergroup	d)	None of these	
	7)	is a business method of imp there cases in business process acti		g quality by removing defects and	
		a) TQM c) Six Sigma	b) d)	TPM All of these	
	8)	Managerial Excellence is based on f a) Strategy c) Only a	ound b) d)		
	9)	Under style of leadership, the participate in the decision – making (a) Democratic c) Autocratic	oroce	<u> </u>	
	10)	One of the components of Emotiona a) Aggressivenessc) Both of these		rary is Self awareness None of these	

	11)	•	hase of Knowledge Develo	-			
		,	ledge Abstraction	,	Knowledge Diffusion		
		,	ledge Sourcing	d)	Knowledge Conversion		
	12)	business a) KPO	nvolves contracting of ope process to a third – party s & KPO		ns & responsibilities of a specific e provider. BPR BPO		
	13)	a) Total	ds for Quality Management Quality Maintenance	b) d)	Total Quantity Mgt total Quantity Maintenance		
	14)	ı organizati		ent wh	nich involves everyone in the		
		a) Kanba		b)	Kaizen		
		c) Contr	olling	d)	None of these		
Q.2	a)		e s. lividual Leaders in creating s and Disadvantages of E-			14	
Q.3	a)	ite short notes. Kaizen concept Emotional Intelligence					
Q.4	a)		n?	essar	y skills to achieve Excellence in	14	
)R			
	b)		e concept of CSR. What ar s towards social responsibi		practice adopted by Indian		
Q.5	Case	study.				14	
		GEE Pvt. Ltd set itself a corporate goal of becoming a six-Sigma quality					

GEE Pvt. Ltd set itself a corporate goal of becoming a six-Sigma quality company, which means one that produces virtually defect-free products, services and transactions. Cost of quality at 3σ to 4σ quality is typically 10 to 15 percent of revenues. In GEE's case, with over \$80 billion in revenues, that amounts to \$8 to 12 billion annually, mostly in scrap, reworking of parts and rectifying mistakes in transactions. So the financial rationale for embracing on this quality journey towards six-sigma quality is obvious.

But beyond the pure financial benefits, there are even more important rewards that will come with dramatically improved quality. Among them is the unlimited growth from selling services and products universally recognized by customers as beings, on a completely different plane of quality from those of competitors. The journey towards six-sigma quality was the most difficult and invigorating stretch goal that GEE had ever undertaken. The magnitude of the challenge of going from 35,000 defects per million to fewer than 4 defects was huge. It would require the company to reduce defect rates 10,000 fold - about 84 percent for five consequent years. But GEE wanted to make its quality so special, so valuable to its customers, so important to their success that GEE's services and products became their only real value choice.

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M.B.A. (Semester – IV) (Old) (CBCS) Examination Nov/Dec-2019 Marketing Management (Paper – III) INTEGRATED MARKETING COMMUNICATIONS & CONSUMER BEHAVIOUR

	IN	ITEGRATED MARKETING COMM BEHAVIO			
		ate: Saturday, 30-11-2019 :30 AM To 02:00 PM		Max. Marks:	: 70
Instr	ucti	ions: 1) All questions are compulsory. 2) All question carry equal marks.			
Q.1			ess b)	and knowledge of new Informative advertising	14
	-\	c) Reminder advertising	,	Reinforcement advertising	
	2)	The number of times within specified time exposed to the message. a) Effect c) Frequency	b)	eriod that an average person Reach Impact	
	3)	This offers an incentive to buy a) Advertising c) Direct marketing	,	Sales promotion Personal selling	
	4)	This includes variety of programs to pror a) Public relations c) Consumer promotions	b)	e a company's image. Direct selling All of the above	
	5)	Is the use of consumer direct chand services to customers without using a) Mass marketing c) Indirect marketing	ma b)		
	6)	These are company's personal link to its a) Salepeople c) Trade romotions	b)	stomer. Informative advertising Publicity	
	7)	It is the study of how individuals, groups and dispose of goods, services, ideas or wants. a) Consumer perception c) Consumer learning	ex b)		
	8)	Each culture consists of smaller \bigcap identification and socialization for their manages are also consists of smaller \bigcap identification and socialization for their manages are also consists of smaller \bigcap identification and socialization for their manages are also consists of smaller \bigcap identification and socialization for their manages are also consists of smaller \bigcap identification and socialization for their manages are also consists of smaller \bigcap identification and socialization for their manages are also consists of smaller \bigcap identification and socialization for their manages are also consists of smaller \bigcap identification and socialization for their manages are also consists of smaller \bigcap identification and socialization for their manages are also consists of smaller \bigcap identification and socialization for their manages are also consists of smaller \bigcap identification and socialization for their manages are also consists of smaller \bigcap identification and smaller	· Tha nem b)	tprovide more specific	
	9)	This person offers informal advice about a) Interset group c) Secondary group	b)	pecific product Opinion leader Primary group	

	10) Family members constitute the most infa) Primaryc) Tertiary11) It consists of the activities a person is expression of the activities and the activities are person is expression.	b) Secondaryd) Aspirational	
	a) Status c) Connector	b) Market mavens d) Role	
	12) It is person's pattern of living in the wor interests and opinions.a) Personalityc) Sales person	ld as expressed in activities, b) Lifestyle d) All of the above	
	13)It is a function of the closeness between perceived performance a) Less satisfaction c) Satisfaction	,	
	 14) If the product performance exceeds exp as a) Customer delight c) Customer disconfirmance 	ectations of the customer is known b) Customer disappointment d) Customer dissatisfaction	
Q.2	Write short notes.a) Consumerismb) Personal selling		14
Q.3	Write short notes.a) Consumer delightb) AIDA model		14
Q.4	 a) What is advertising? Explain in detail diffusion of innovation? Explain b) What is diffusion of innovation? Explain 	-	14
Q.5	Analyze the case Ramesh Sikand and his family lived in respectable locality in a large city. He was company in a supervisory capacity. His English medium public school. Both their aged 8 years were studying in the same so Just before Diwali in 2002, one Friday Resides clothes for children and few others.	s employed with a general insurance wife, Sumita was a teacher in an children, Rachit aged 10 and Sarita hool where Sumita was employed.	14

Besides clothes for children and few other things, they bought a 27 litre. Excel microwave from an outlet with good reputation. Sumita was very happy and the children were excited with this new purchase. Both the children were anticipating quick cooking of a variety of dishes they liked. They were expecting that everyday their Mom would give them school tiffin-boxes packe (J with noodles and other Chinese food. To celebrate, Sumita invited two of her school colleagues for dinner and prepared a few dishes in her brand new microwave. Both her friends observed her cooking with great interest. On the dinner table most talk was around difficulties of both spouses being employed and the shortage of time to attend to so many household chores. The friends, Ramesh and the kids profusely praised the dishes and how quickly everything for the dinner was ready. What really took most time was cooking the Chapatis. Sumita said, "How nice and convenient it can be if some portable chapati-preparing gadget was available."

Ramesh said, "It was my idea to buy a microwave." Sumita said, "Why? You have forgotten. It was I who two years ago during exam time suggested that it would be good if we buy a microwave." Both of them were trying to take credit for type purchase. Finally; both of them agreed that that idea to buy a microwave was discussed after they attended the dinner at a friend's place where for the first time they saw a microwave in operation.

One of Sumita's friends asked, "Why did you buy this particular brand? I have read in the newspaper just a few days back that there are attractive schemes on some brands." Sumita and Ramesh spoke simultaneously, "In fact, both of us have read advertisements and articles in magazines within the last six months about what features and benefits every brand offers." Sumita said, "As and when I got the opportunity, I consulted some of my knowledgeable friends who have owned microwaves for quite some time, what to look for and what brands to consider." "You know, I came across some scaring information about the safety of microwaves. Now the technology is so advanced that all those scaring tit bits of information are quite baseless." Ramesh said, "Whatever we learned from magazine articles and experienced friends has helped us quite a lot in buying this brand." Sumita said, "About schemes, you are right. We too got a set of three bowls to be used for microwave cooking. Besides, we have paid just a thousand rupees and the rest would be paid in fifteen interest free installments; There is an extended warranty of three years, and if we are not satisfied with the machine, we can return it within the first 30 days of purchase, and no question asked. Our Rs. 1,000 would be refunded in cash."

One of Sumita's friends said, "Recendy, one of my relations in Delhi told me her bad experience with this brand. She went to the extent of suggesting me never to buy this brand of microwave."

Ramesh said, "I don't know what to say about your relation's experience. What information we could collect goes quite in favour of this brand. Those who recommended it have had few years use experience without any complaints." Sumita's friend said, "You may be right Bhaisaheb. But one thing we all know is that these are machines and they are not perfect. Excellent cars with unmatched reputations like BMW; Rolls Royce, and Mercedes too, need repairs." She smiled, and said, "Haven't you heard of Murphy's Law "If a thing can go wrong, it will."

At about 10.30 pm, the friends thanked Sumita and Ramesh, and congratulated them ftir owning a microwave and left. Sumita and Ramesh were a bit pensive after their departure. They felt somewhat uneasy about the correctness of their decision in choosing this particular brand of microwave. They knew their money was safe, but it would be embarrassing if they had made a mistake. They agreed to discuss the matter with some of their experienced friends.

Questions:

- 1) Discuss whose decision it was to buy a microwave and when was the purchase decision made.
- 2) What factors influenced the purchase of the microwave?
- 3) What is likely to be the post-purchase behaviour in this case and what is the significance of such behaviour?

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M.B.A. (Semester - IV) (Old) (CBCS) Examination Nov/Dec-2019 Financial Management (Paper- III) PROJECT PLANNING AND WORKING CAPITAL MANAGEMENT

	PRO	IJΕ	CT PLANNING AND WORKING	•	- 7	
,			onday, 02-12-2019 I To 02:00 PM		Max. Marks:	: 70
Instr	uction) All questions are compulsory. 2) Figures to the right indicate full ma	rks.		
Q.1	Fill ir 1)	<u>a)</u>	e blanks by choosing correct altern criterion is often preferred. Net present value Internal Rate of Return		ves given below. Profitability index All of the above	14
	2)	a) b) c)	e project is accepted of If the profitability index is equal to ore The funds are unlimited If the profitability index is greater the Both (b) and (c)		ne	
	3)	pac a) b)	h limited finance and a number of prockage of projects which has The maximum net present value Internal rate of return is greater than Profitability index is greater than uni Any of the above	o cos		
	4)		lount of cash to be held by entity deposition of cash to be held by entity deposition of the entity, expected risks, as of operational staff Expected future cash flows, liquid as borrowing capacity of the entity Liquid assets, liabilities, inventory as	oital ssets sset	and size of the entity s, working capital and efficiency s, expected risks and	
	5)		t working capital refers to Total assets minus fixed assets Current assets minus current liabiliti Current assets minus inventories Current assets	es		
	6)	a) b)	mpanies provide credit system as it is An essential tool for alluring and hol Feasible for the managers Needed by the suppliers A way to organize the capital of the	ding	the valuable clients	
	7)	run a) b)	sh budget is used to measure whether its tasks. It comprises of Cash in hand, cash at bank, money deposits Cash in hand and cash at bank Cash inflows and cash outflows		·	

d) Cash income and cash expenses

8)	 Line of credit is a term frequently used in business terminology. It refers to 					
	a) The use b) The max c) The bas	of credit facility in the op kimum amount of loan an is on which credit can be ts set for acquiring credit	organ	ization can avail		
9)		omers for yments	b)	discount or sale discount) is Bulk purchase Good business relations		
10)	a) Temporab) Permanc) Short-te	ates the use of a hedging ary current assets finance ent working capital financ rm assets financed with e ts financed with a mixture	ed with ed with equity	long-term liabilities		
11)	a) Sensitiv	ictorial representation in I ty Analysis on Analysis		ee form. Decision Tree Analysis Probability Analysis		
12)	Small Indust	ries Development Bank o	f India	(SIDBI) was established in:		
	a) 1986 c) 1988		b) d)	1987 1989		
13)	a) Market a	first step of Project Planr and Demand Analysis al Analysis		Idea Generation Financial Analysis		
14)	a) Replaceb) Expansic) Develop	example of a capital invertion ment of worn out equipm on of production facilities ment of employee training above are examples of the contract of the contrac	ent g prog	rams		
Ans a)	certain produ Rs.40 and the an order is fiv days usage. ` 1) The EO	ing company has an expect during the next year. The carrying cost per unit is be days and the company You are required to calcult.	he cos Rs.0.5 will ke late:	usage of 1,00,000 units of at of processing an order is 50 for one year. Lead time on eep a reserve supply of two	14	
b)	SICOM	•	-			
Ans a) b)	wer following Determinants Technical An	of Working Capital			14	
Atte a)	On first April	of the following 2016, the estimated cash s are as follows (figure ar		ce for a firm is Rs.40,000. s.)	14	

Q.2

Q.3

Q.4

Particulars	April	May	June	July	August	September
Sales	41,000	45,000	38,000	40,000	53,000	56,000
Material Purchase	12,000	15,000	12,750	16,000	17,500	19,500
Salaries and wages	6,000	6,500	5,800	13,000	11,500	12,000
Production Overheads	2,400	2,850	2,200	2,250	3,800	4,200
Office and selling Overheads	2,600	3,300	3,800	4,300	5,400	5,200

The tax rate for the firm is 30%. In the months of May and July payments for the assets acquired, are to be paid and they are Rs.3,800 and Rs. 11,000. Bank loan of Rs.20,000 is expected in June 2008. A dividend of Rs. 17,500 is to be paid on October. Debtors are allowed one month's credit and creditors for material purchases and overheads offer one month's credit.

50% of total sales are for cash. Salesman's commission of 3% on sales is paid every month.

Use the above data and prepare a cash budget for six months period starting from 1st April 2016.

OR

b) What is sick unit? Explain in detail the causes, symptoms and revival of sick units.

Q.5 Case study

14

A company has made the following estimates of the CFAT associated with an investment proposal. The company intends to use a decision tree to get a clear picture of the projects cash inflows. The project has an expected life of 2 years.

Year 1	Prob.	Year 2	Prob.
Rs.25,000	0.4	12,000	0.2
		16,000	0.3
		22000	0.5
Rs.30,000	0.6	20,000	0.4
		25,000	0.5
		30,000	0.1

The equipment cost of Rs.40,000 and the company uses a 10% discount rate for this type of investment.

Construct a decision tree for the proposed investment project. Will the project be accepted?

Seat No.	P
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M.B.A. (Semester - I) (CBCS) Examination Nov/Dec-2019 IT FOR MANAGEMENT

		II FOR WAN	NAGE	VIENI
,		e: Thursday, 19-12-2019 0 PM To 05:30 PM		Max. Marks: 70
Instr	uctior	ns: 1) All questions are compulsory. 2) Figures to the right indicate for		S.
Q.1	Choo 1)	ose the correct alternatives from Knowledge is an organizational a) asset c) output	the opt b) d)	responsibility requirement
	2)	The database is a collection of relaa) Data c) Columns	ated b) d)	Rows Tables
	3)	The function key that selects sales a) F4 c) F8	b)	er type in Tally is F6 F2
	4)	To open a current company in Tall a) F1 c) Ctrl + F2		key/Key combination is used. Alt+ O F2
	5)	The flow of data/information acros software is a) DSS → MIS → ESS c) ESS → DSS → TPS	b)	vels of information system $ TPS \to MIS \to ESS \\ ESS \to MIS \to DSS $
	6)	The key principles of Computer Sea) Control, Input and Acceptable b) Confidentiality, Integrity and Acceptable c) Critical, Integrated and Author d) Collated, Integrated and Acceptable	vailabili ntic	
	7)	is a Utility that Identifies anda) Disk Defragmenterc) Disk Cleanup	b)	nates Non-essential Files. File Compression Scandisk
	8)	is/are a type of man-made resources. a) Viruses c) Cyber Attacks	threat b) d)	to the Information systema dn its Floods and Earthquakes Pollution
	9)	The Add Effect option under Custo animation purpose. a) Entrance c) Emphasis	om Anin b) d)	nation has options for Exit All of the above
	10)	The output of processing data which known as a) Information c) Knowledge	ch is us b) d)	eful for further course of action is Decision System

	11)		he e-business model that provides an interface to customers to buy/sell roducts in known as						
		•	B2C	 b) d)	,	B2B C2B			
	12)	of t a)	the page is known as _ Indentation)	sph to the left, centre or right side Spacing Setting			
	13)	A sinfo	set of procedures that coormation to support decoormotocol Information System	ollect, process sision making i b)	s, s is l	store and dissciminate known as Rules and regulations			
	14)	sta net	andardised services ove twroking equipment, da SaaS	r the network	po e)	orage and computing capabilities as coling servers, storage systems, etc. is called as PaaS None of the Above			
Q.2	a) \	V rite	the following. e short note on Software cuss Software Developm		e.		14		
Q.3	a) \ b) [Wha Disc	nort Notes. at is Knowledge Manage cuss the limitations of e- omers.			its advantages. respect to organisation and	14		
Q.4	Disc	uss I	any one of the following DBMS in detail with advantage SQL statements.	_	dis	sadvantages. Also discuss the	14		
			e the major types of info hip between them.	_	m	in an organization and the			
Q.5	after beca	Six me	long years of a strong non-functional. As a re-	petween Titan relationship, a sult, Timex ha	al all d	nd Timex came to an abrupt end infrastructures that were created no distribution channels, no point to sustain business in the Indian	14		

When the joint venture between Titan and Timex came to an abrupt end after six long years of a strong relationship, all infrastructures that were created became non-functional. As a result, Timex had no distribution channels, no point of sale systems and even no databases in place to sustain business in the Indian continent. For the CIO of the Timex, it was a challenging task of setting the priority right and create a strong IT infrastructure to revive the business. The parent company in the US was using Oracle based ERP system to manage all its business transactions, so the Indian counterpart decided to build the system around the same solution. CIO set the first priority to create a strong network of POS, as the distribution was not much at that point of time. At the subsequent stage, the IT department decided to create inventory, billing and order management systems.

Various technological solutions were evaluated and tested to transfer the POS data back to the company's main data server for intelligent data processing. The watch industry is quite dynamic in nature as the styles, textures, and trends keep changing very fast. In order to keep analysing the buying patterns and demand analysis, the company needs the complete POS data on real time basis for data analytics. To achieve this, the company decided to

implement Power Builder software to connect its POS terminals with the central databases. The proposed system was e-mail based batch processing system, which will send an e-mail to the data centre at the end of the day. All e-mail received from various vendors are validated and uploaded into the Oracle ERP for managers to view and analyse.

The biggest challenge of implementing this system was to cut implementation and running costs as they had limited funds available for too many technological developments.

Analyse the above case and discuss the Questions below:

- 1) What was the strategy being followed by CIO of Timex?
- 2) Why Timex concentrated on developing POS network?

Seat	Sat	D
No.	Set	

M.B.A. (Semester - IV) (Old) (CBCS) Examination Nov/Dec-2019 Production & Material Management (Paper-III) INDUSTRIAL ENGINEERING

			INDUSTRIAL ENGI	NEE	RING	
•			onday, 02-12-2019 // To 02:00 PM		Max. Marks: 7	70
nstr	uctior		All questions are compulsory. Figures to the right indicate full mar	ks.		
Q.1			e blanks by choosing correct altern	ativ	es given below.	14
	1)		uipment failure is Availability loss Quality loss	b) d)	Performance loss None of the above	
	2)	a)	ments in T Q M includes Continuous improvement Leadership	,	Customer satisfaction All the above	
	3)		ality control is aimed at Maintaining the desired quality Continuously improving the quality		Excluding desired quality Following quality standards	
	4)	,	is when firms buy product and ser External buying Outsourcing	b)		
	5)	Exa	amples of administrative controls in co	ompi	uter ergonomics include	
		a) b) c) d)	Rest Breaks Rotation of workers Adjustable height keyboard tray Effective tool maintenance programm	me		
	6)	Eng a) b) c) d)	gineering controls in ergonomics invol Work place policy & procedures Change in physical features of work Application of protective equipment Over all health management			
	7)	Wo a) b) c) d)	ork study consists of Effective case of plant of equipments Effective case of the man effort Evaluation of time & motion study All the above	S		
	8)	Wo a) c)	ork study examiner Method Both a & b	b) d)	Duration of work None of the above	
	9)	In p a) c)	process charts, the symbol used for st Circle Arrow	orag b) d)		
	10)	A n a) c)	nilk powder tin is being weighed as it in Operation cum transportation Transportation		Operation cum inspection	

	11)	performing a task is known as a) String diagram b) Slow diagram c) Travel diagram d) None of the above				
	12)	The aim of value engineering is a) Determine selling price of product b) Minimize the cost without change in product quality c) Find depreciation value of a machine d) None of the above				
	13)	In time study the rating factor is applied to determine a) Fixation of incentives b) Merit rating of worker c) Standard time of job d) All the above				
	14)	In value engineering the term value refers to a) Manufacturing cost of product b) Selling price of product c) Total cost of product d) Quality of product				
Q.2	Writ a) b)	te Short Notes. Concept & process of Business Process Re-engineering Method study and producer for method study	14			
Q.3	Write Short Notes. a) Man-machine chart b) Ergonomics and its nature					
Q.4	a)	Define the concept of productivity? Explain various production systems? And factors affecting productivity. OR	14			
	b)		14			
Q.5	procedure of work study?					

Define, Measure, Analyze, Improve and Control. This method is often described as an approach to problem solving. DMAIC is applicable to empirical problems ranging from well structured to semi-structured, but not to ill-structured problems or pluralistic messes of subjective problems. The advantage of such methods is that they are very versatile [7]. DMAIC is a data-driven improvement cycle used for improving, optimizing and stabilizing business processes and designs. The DMAIC improvement cycle is the core tool used to drive Six Sigma projects.

SLR-BT-80

However, DMAIC is not limited to Six Sigma and can be used as the framework for other improvement applications. DMAIC is similar in function as its predecessors in manufacturing problem solving, such as Plan-Do-Check-Act and the Seven Step method of Juran and Gryna. The DMAIC method is consistent with the problem-solving steps of the PDCA model and places more emphasis on integrating specific tools into each step of the method. Originally described as a method for variation reduction, DMAIC is applied in practice as a generic problem solving and improvement approach The production capacity of the plant is 2570400 Spindles per month. But the actual production rate is only 2010540 Spindles per month. Thus plant has a loss around 559860 Spindles per month. which in all together causes a huge loss in terms of productivity and thereby in profit ratio. Spinning and weaving mill, under the study faces many issues related to productivity loss. By DMAIC analysis the root causes were identified. The study identifies power failure and worker absenteeism as the major cause for loss of productivity. The causes and the recommended suggestions for both causes is discussed below. Job satisfaction of employees in the Spinning Mill was studied and it was observed that the pay structure and benefits were the factors that created dissatisfaction among the employees in the company. A productivity based incentive scheme was recommended to the company that may help them to reduce absenteeism rate and thus improve the productivity. Power failure was another problem in the industry that reduced the productivity. The generator in the plant has capacity only to run cone winding and spinning sections during power failures. All the other operations will come to a standstill resulting in a loss of productivity. Also, it takes around 20 minutes to 30 minutes for the full-fledged operation of the spindle to take place, resulting in a loss of total production. This was mainly due to the leakage of compressed air in the pipe lines. The new pipeline layout was proposed with some alterations in the existing pipeline layout. Cost estimation and payback analysis for the new layout was calculated. The estimated cost for the proposed layout of compressed air piping system is Rs 39, 99,314. The payback period for obtaining the estimated cost is 5.2 months. By implementing the suggestions, the industry can obtain an extra shift of work for every 2 months, which implies the industry can run extra 28560 spindles every 2 months. The utilization of spindles can be increased around 4%. After the payback period, the company can obtain a gain of Rs 949190 more per annum.

Question:

a)	Analyze the Case.	0
b)	Identify the Problem.	02
c)	Identifying Alternative Solutions.	05
d)	Give the Best solution.	02

Seat No.	P
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M.B.A. (Semester - IV) (Old) (CBCS) Examination Nov/Dec-2019 Human Resource Management (Paper - III) INDUSTRIAL RELATIONS & LABOUR REGULATIONS

		IN	DUSTRIAL RELATIONS &	_	` • /	S	
-			esday, 03-12-2019 I To 02:00 PM		1	Max. N	/larks: 70
Instru	ction) All questions are compulsory.) Figures to the right indicate full	marks	S.		
	Fill in 1)	The a)	e blanks by choosing correct all factories act 1948 came into ford 1st August 1948 1st April 1949	ce on b)			14
	2)	a) b) c)	e object of factories act is To give compensation to the workers To give wages to the workers To give provident fund to the wo To regulate conditions of work in	rkers	ufacturing unit		
	3)	fund a)	tifying officer means apportions in industrial employment st Factory inspector Labour commissioner	andin b)		all	
	4)	a)	e industrial employment standing Conditions of welfare Conditions of work	b)	deals with Conditions of employn Conditions of safety	nent	
	5)	a)	e trade unions act 1926 came into 1st April 1926 1st April 1927	b)	ation from 1st June 1926 1st June 1927		
	6)	a) c)	is something paid as a gesture Wages Bonus	_	oodwill. Salaries Increment		
	7)	The a) c)	Payment of wages act came into 28th March 1937 28th March 1936	o force b) d)	e from 28th March 1938 28th March 1939		
	8)		owing is not a benefit under The Accident benefit Disablement benefit	ESIC b) d)	Act 1948 Sickness benefit Medical benefit		
	9)	Wo a) b) c) d)	rkers get compensation for injury Workmen's compensation Act 19 ESIC Act 1948 Factories Act 1948 The Maternity Benefit Act		ed be accident in	. •	
	10)	Pro a) c)	vident fund is the result of equal of employer and trade union employer and employee		employer and government		

	11)	is paid as post retirement benefit without any contribution from the employees.						
		a) Provident fund b) Gratuity c) Pension d) Compensation						
	12)	The workman's compensation is a legislation. a) Wage legislation b) Factory legislation c) Social security legislation d) Compensation legislation						
	13)	The Maternity Benefit Act came into existence in the year a) 1951 b) 1961 c) 1971 d) 1981						
	14)	The employees Deposit Linked Insurance scheme started in a) 1976 b) 1975 c) 1977 d) 1978						
Q.2	Write a) b)	e Short Notes. The Bonus Act 1965 The ESIC Act 1948	1					
Q.3	Write a) b)	e Short Notes. Safety and welfare provisions under factories act 1948 Minimum wages Act 1948	1					
Q.4	a)	Define industrial relations. Explain the importance on industrial peace and harmony. OR	1					
	b)		1					
Q.5	Mr.P Bhar gave deliv of Br and at 4 conc Mr.P At th Mr.P house pm. The June included total inclusting the F died The compouts Mr.G.	· · · · · · · · · · · · · · · · · · ·						

Seat	Sat	D
No.	Set	

M.B.A. (Semester - IV) (Old) (CBCS) Examination Nov/Dec-2019 Agriculture & Co-operative Management (Paper - III) AGRICULTURAL PRODUCTION MANAGEMENT

			AGRICULTURAL PRODUC	TIO	N MANAGEMENT	
			uesday, 03-12-2019 M To 02:00 PM		Max. Marks	: 70
nstr	uctio		1) All questions are compulsory. 2) Figures to the right indicate full r	nark	S.	
Q.1			the correct alternatives from the	-		14
	1)	Thoa)	e major causes of low productivity Human factors Institutional factors	are _ b) d)	Technical factors All of the above	
	2)	a)	refers to an organization in the owner of his land individution Corporate farming Co-operative farming		Capital farming	
	3)	and a) c)	d operators or persons interested i	n farı b)	ovide education to farm owners ming. Farm Technology None of these	
	4)	a) c)	includes manufacturing, Service sector The industrial sector	b)	ng, and utilities. Hospitality sector none of these	
	5)	a) c)	is a measure of output of Industrial production Productivity		industrial sector of the economy. Agricultural production None of these	
	6)	ma a) b) c) d)	emphasizes the application agement to agricultural production Agricultural Production Managem Agriculture Business management None of these	n op	of the principles of science and erations.	
	7)		preciation = Purchase price ÷ Life of item Purchase price - Life of item		Purchase price * Life of item Purchase price + Life of item	
	8)	Dir a) b) c) d)	ninishing returns is also called law of diminishing returns principle of diminishing marginal both a & b none of these			
	9)	Pro a) c)	oduction management decision cov Factor -factor decisions product-product Decision	ers b) d)	factor-products decision	

10) is an applied field of economics concerned with the applicati of economic theory in optimizing the production and distribution of food				• •	
		and fiber.			
				Agricultural Finance	
		, ,	,	Agricultural Farming	
	11)		gar	nization where one person or a	
		family owns the firm. a) Peasants	h)	Dropriotorobin	
		,	d)	Proprietorship Management function	
	12)	, ,	,	_	
	12)	greatly influenced by large companies.	ile i	Agriculture on farms owned or	
			b)	Capital farming	
		, .	,	none of these	
	13)	refer to the costs incurred b	oy a	business from manufacturing a	
	,	providing a service.	•	Ç	
		,	,	Fixed cost	
		c) Cost of production	d)	Both a & b	
	14)	The goal of is to use water in the production levels.	e m	ost profitable way at sustainable	
		•	b)	soil testing	
			d)	<u> </u>	
Q.2	Wri	te short notes.			14
	a)	Farm Production Systems			
	b)	Measurement of farm efficiency			
Q.3	Wri	te short notes.			14
	•	Law of diminishing returns Production planning			
	•		. –		
Q.4	a)	What is the scope of modern agriculture? agricultural and industrial production.	' E>	kplain special features of	14
		OR			
	b)	Explain in detail types of production mana	age	ement decisions.	14
Q.5	Cas	se study			14
		Tasgaon is such place, where the clin	nat	ic conditions are very favourable	

Tasgaon is such place, where the climatic conditions are very favour to the cultivation of Grapes. Most growers produce their grapes in isolation, selling to collectors, who only buy small quantities at highly variable prices. Faced with this situation, the producers in the Tasgaon region decided to take action in 1995 and started to look for ways to facilitate the flow of products to the market. At the end of 2001, the Tasgaon Grapes Producers Union (TGPU) was officially created. Shortly after, the Tasgaon Grapes Merchants Association was established, with support and encouragement from TGPU. In 2007, TGPU had 2750 members, of which 1938 were men and 612 were women. There are lots of merchants in the Grapes Merchants Association, but those who have regular dealings with TGPU numbered around 35 in 2007. The grapes are sold through the traders in Pune region. Recently, TGPU has also searched for other outlets both in Pune as well as in Mumbai and Nagpur. After some experiments that tried to get out of local merchants, it was apparent that the development of the system would have to be done in partnership with regular local buyers. KBPU set up a partnership with the association of grapes merchants on the ground. Both parties meet to discuss prices three times per year. Every Thursday, the Grapes

Merchants Association meets at the office of the TGPU to discuss the quantity that will be delivered to Pune, Mumbai and Nagpur. Once the advance is paid and the grapes are ready, the producers weigh them in front of the merchants and collect the remaining balance from the buyers. The balance is then paid. This has evolved into a kind of miniature commodities market for Tasgaon grapes, with regular negotiation of prices and planning of marketing between producers and merchants from Nagpur.

The TGPU is an interesting example of the effective organization of producers, with a well-planned marketing strategy to address the difficulties of marketing and intensifying the production of grapes in a new market. It is a dynamic economic force, which has established its own rules, along with a trade agreement between associated local merchants.

_		
1)	Analyse the case.	05
2)	Explain consequences of the KBPU initiative.	02
3)	Comment on KBPU's marketing strategy.	05
4)	Suggest means for further expansion from agricultural point of view.	02

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Seat	Set	D
No.	Set	

M.B.A. (Semester - IV) (Old) (CBCS) Examination Nov/Dec-2019 System Management (Paper - III) RELATIONAL DATABASE MANAGEMENT SYSTEM

		RELATIONAL DATABASE M			
		e: Tuesday, 03-12-2019 0 AM To 02:00 PM		Max. Marks	: 70
nstr	uctio	ns: 1) All questions are compulsory. 2) Figures to the right indicate full r	nark	S.	
Q.1	Fill i	n the blank by choosing correct alted DCL stands for		_	14
		a) Data Control Languagec) Data Control Label		Data Communication Language Data Communication Label	
	2)	The clause of SELECT states order.	ment	arranges a table into specified	
		a) Group Byc) Where	•	Order by Having	
	3)	Data about data is normally termed a	s		
		a) Data bank	,	Metadata	
		c) Directory	d)	None of these	
	4)	SQL Stands for	ل م	Structured Query Language	
		a) Suitable Query Languagec) Spanish Query Language		Structured Query Language Sequential Query Language	
	5)	One of the objectives of is to table and ensure that all entities have			
		a) delete statement	b)	data manipulation language	
		c) primary key	d)	normalization	
	6)	Alter table command is of type		DOI	
		a) DML c) DDL	b) d)	DCL None of these	
	7)	The is a named group of prod	,		
	')	return a value.	Jedui	ar and oge statements that	
		a) Trigger		Stored Procedure	
		c) Function	d)	Cartesian Product	
	8)	A table is in the Normal Form		its non key fields are fully	
		functionally dependent on the whole I a) First	key. b)	Second	
		c) Third	d)	Forth	
	9)	The clause allows you to form condition.	n gro	ups based on the specified	
		a) Order by	b)	Group by	
		c) Having	d)	CEIL	
	10)	ERD stands for			
		a) Error Rectification Diagramc) Entity Rational Diagram	b) d)	Entity Relationship Diagram Entity Ratio Diagram	

	11)	9	naracter related function in RDBMS?				
		a) lower	b) upper				
		c) length	d) to_char				
	12)	has stated RDBMS con	cepts and rules.				
		a) Dr. F. E. Codd	b) Dr. B.N. Kodd				
		c) Dr. E. F. Codd	d) Dr. F. E. Cord				
	13)	function is used to rem	nove unnecessary spaces before the text.				
	,	a) trim	b) Itrim				
		c) remove	d) None of the above				
	14)	The field or group of fields that i	refers to the primary key of another table is				
	,	known as	, , ,				
		a) External Key	b) Foreign Key				
		c) Exclusive key	d) Special key				
Q.2	Writ	e Short Notes.	•	14			
	a)	Normalization					
	b)	Report Writing					
Q.3	Ans	wer the Following.	•	14			
	a)	and the contract of the contra					
	b)	Discuss in brief the advantages a	and limitations of RDBMS.				
Q.4	Answer any one of the following:						
		Explain different types of database models.					
			OR				
	Disc	uss in detail the SQL commands	of DDL and DML type	14			
Q.5	Ana	lyse the following case and ans	swer the questions given below:	14			

A database is to be designed for a Car Rental Co. (CRC). The information required includes a description of cars, subcontractors (i.e. garages), company expenditures, company revenues and customers. Cars are to be described by such data as: make, model, year of production, engine size, fuel type, number of passengers, registration number, purchase price, purchase date, rent price and insurance details. It is the company policy not to keep any car for a period exceeding one year. All major repairs and maintenance are done by subcontractors (i.e. franchised garages), with whom CRC has long-term agreements. Therefore the data about garages to be kept in the database includes garage names, addressees, range of services and the like. Some garages require payments immediately after a repair has been made; with others CRC has made arrangements for credit facilities. Company expenditures are to be registered for all outgoings connected with purchases, repairs, maintenance, insurance etc. Similarly the cash inflow coming from all sources - car hire, car sales, insurance claims - must be kept of file. CRC maintains a reasonably stable client base. For this privileged category of customers special credit card facilities are provided. These customers may also book in advance a particular car. These reservations can be made for any period of time up to one month. Casual customers must pay a deposit for an estimated time of rental, unless they wish to pay by credit card. All major credit cards care accepted. Personal details (such as name, address, telephone number, driving license, number) about each customer are kept in the database.

Questions:

- 1) Identify the various entities in the database and their attributes
- 2) Create Entity Relationship Diagram for the above identified entities

M.B.A. (Semester - IV) (Old) (CBCS) Examination Nov/Dec-2019 International Business (Paper - III) International Marketing

		International I	Mark	keting	
•		e: Tuesday, 03-12-2019 D AM To 02:00 PM		Max. Marks	: 70
Instr	uction	ns: 1) All questions are compulsory. 2) All questions carry equal marks.			
Q.1	Fill ir 1)	n the blanks by choosing correct alone The activities of designing and product is	cing	the container or wrapper for a	14
		a) Packagingc) Brand	,	Product Labeling	
	2)	The sale is low in the stage of a) Introduction c) Maturity		ternational product life cycle. Growth Decline	
	3)	Fast growth is sale in the stage of a) Growth c) Introduction	i b) d)	n international product life cycle. Decline Maturity	
	4)	the forces which retain in domDrivingGlobal	estic b) d)	market. Restraining None of these	
	5)	competitors. a) Macro environment	b)	Local	
	6)	 c) None of these includes economic, social, pol a) Macro environment b) Import 	,	Microenvironment /legal forces. Export Microenvironment	
	7)	studies populations in terms of location and other statistics. a) Economic c) Demographic	b)	, gender, race, occupation, Cultural Political	
	8)	factors that affect consumer p patterns. a) Economic c) Demographic	,		
	9)	is anything that can be offereda) Priceb Brand	to a b) d)	market to satisfy a want or need. Product Promotion	
	10)	Marketing is to undertake the nation. a) International c) Green	mark b) d)	eting activities in more than one Niche Digital	

	11)	the forces which contribute growth of international business. a) Driving b) Restraining c) External d) Internal	
	12)	Saturation of sales in the stage of in international product life cycle. a) Decline b) Maturity c) Growth d) Introduction	
	13)	Declining the sale in the stage of in international product life cycle. a) Introduction b) Growth c) Maturity d) Decline	
	14)	The product is introduced with high initial price to skim the cream of market	
		is a) Market skimming b) Market Share c) Disposal of surplus d) Profit Maximization	
Q.2	Writ a) b)	e Short Notes. Global market segmentation and targeting International packaging and branding	14
Q.3	Writ a) b)	e a short answer on following Social media success strategies in international marketing International pricing	14
Q.4	a)	What is international marketing communication? Describe in brief international promotion mix. OR	14
	b)	What is international marketing? Describe in brief global marketing environment.	14
Q.5	Reed from it. All over multi mail Hast crea new mod its consults and atter its 4 envertimes which The Fran \$996 of 70	e Study- Analysis, problem identification, Alternatives, solution. d Hastings often told the story of his inspiration for Netflix: a \$40 late fee Blockbuster. He said, "It was all my fault. I didn't want to tell my wife about and I said to myself, 'I'm going to compromise the integrity of my marriage a late fee?" Still chagrinned over the late fee, Hastings, a dot-com imillionaire, formed Netflix, a company that would rent DVDs through the for a monthly subscription price, with no postage charges or late fees. tings's model for Netflix seemed simple enough. Netflix subscribers would te a wish list of DVDs on the company's website, and Netflix would send a title from the list when the previous rental was returned. Behind the simple el however, Netflix's success had been built on attending to every detail of operations and adapting to the company's various constituencies. For scribers, Netflix designed a recommendations engine that customers liked that allowed Netflix to shift subscriber interest from new releases. By adding to United States Postal Service (USPS) processes, Netflix had located at warehouses, created processing procedures, and even designed its elope in such a way as to minimize both operating costs and turnaround as. By working with the film studios, Netflix had reached agreements through the it reduced its risk in holding large numbers of DVDs from new releases. attention to detail paid off. Nine years after its April 1998 launch in the San icisco Bay Area, Netflix generated net income of \$49 million on revenues of 5.7 million. The firm boasted 6.3 million subscribers and carried an inventory 0,000 titles on 42 million discs. Netflix's website, in 2006, was rated the best site for retail satisfaction for the third year in a row.	14

In spite of the company's operational success, Netflix faced two big challenges in 2007. First, in 2006 Blockbuster had made a major move into online rental. In Blockbuster's new service, subscribers could bring mailers directly to a Blockbuster store and immediately rent a DVD, getting the instant gratification denied to Netflix subscribers. By January 2007, Blockbuster had grown its online business to two million customers. Second, a number of firms were beginning to offer video on demand (VoD). Netflix announced its own internet service in January 2007. The service complemented the existing subscriber service, generating no new fees. Netflix had budgeted \$40 million to develop the system, but some analysts questioned whether that was sufficient to cover server data centers and licensing fees. Others argued that VoD would kill off the DVD rental business in general and that, for all its operational savvy, Netflix's time had passed.

Seat	Set	D
No.	Set	

M.B.A. (Semester - IV) (Old) (CBCS) Examination Nov/Dec-2019 Marketing Management (Paper - IV) RETAIL AND RURAL MARKETING

		Marketing Managem RETAIL AND RURA		• •	
•		: Wednesday, 04-12-2019) AM To 02:00 PM		Max. Marks:	70
Instru	uction	1) All questions are compulsory.2) All questions carry equal marks.			
Q.1	Fill ir 1)	n the blanks by choosing correct all Retailing includes all activities involve services to ultimate consumers for a) Wholesale c) Business	ed in S	Selling and providing goods and use. Continuous	14
	2)	Changing of the customers is retail industry. a) Lifestyle c) Price	one d b d) Products	
	3)	High cost of is barrier for grow a) Distribution c) Real Estate	b)	retail industry. Water Electricity	
	4)	Rural retail industry has typically two a) Shops c) Malls	b)	s: and Melas. Haats PDS	
	5)	is a method of allowing externa) Barterc) Foreign Direct Investment	b)	Banking	
	6)	is where one person grants the intellectual property right involving tradistribution etc. a) Franchising c) Resale		arks, products, equipments,	
	7)	Racetrack layout is also called as a) Grid c) Combined	b)	ayout. Freeform Loop	
	8)	The first step in arriving at a decision market a) Attractiveness c) Proximity	on re b) d)	etail location is to identify the Features Study	
	9)	Tables, racks, stands gondolas are thata) Fixturesc) Signages	he exa b) d)	amples of Tools Design	
	10)	The urban market is reaching toward urgent need to focus on market a) Foreign c) Big		uration point bringing in an Rural Vast	

thus aim for the basic functionality of the

	,	product rather than the frills associate product.	d wh	nich will increase the price of the	
		a) Value for moneyc) Sales	b) d)	Promotion Offers	
	12)	be remembered easily.			
		a) Advertisec) Pronounce	b) d)	Purchase Promote	
	13)	has helped for sustainable deve	-		
		a) Farmingc) Communication	d)	Education Information Technology	
	14)	In India, the is well organized a distribution.	nd c	an be utilized well in rural	
		a) Public Distribution Systemc) Mela	b) d)	Supply Chain Mandi	
Q.2	a)	e Short Notes. Functions of Retailer Segmentation of Rural Market			14
Q.3	a)	e Short Notes. Role and responsibility of Merchandiser Rural marketing of consumer durables			14
Q.4	a) '	What is retail and what are various retai	l sto	re formats?	14
	b)	Discuss rural marketing mix with 4 Ps a	nd 4	As.	
Q.5	Case	e study			14

11)

Rural customers want

A pioneer in the business of Organized Retail in India, Foodmart is the first national chain of supermarkets. It provides customers with a wide range of quality products at a reasonable price everything under one roof, in a convenient location, in a clean, bright and functional ambience. Part of self-service format Foodmart follows the service of clearly marking on the shelf, relevant details of the product displayed, including the name, weight, and price. This provides immense convenience to the shopper.

Influenced by TV chefs, nutritional education, and celebrity-endorsed diets, shoppers seek a constantly changing range of fresh, frozen, dried, and packaged goods. Greater nutritional awareness among some consumer sectors has led to increased demand for organic and low-fat goods, while ready-to-serve meals continue to satisfy those with busy lives. To cater to all tastes, retailers have to offer more variety and more specialties while managing more suppliers, keeping prices low, and staying in stock. Retailers have to manage more product lines, more store label goods, and more promotions while maintaining high food safety standards and minimizing waste.

"Focus on Fresh" is another initiative at Foodmart, which is aimed at recognizing the strategic importance of this category, a stronger fresh offering increasing the frequency of customer visits. Fruits and Vegetables comprise a large portion of the sales in a Foodmart store. Foodmart is committed through various initiatives to sourcing wherever possible directly from the farmers and millers, thereby delivering better value to the consumer and consolidates the harvests from Ooty, Kodaikanal, Bangalore and Hyderabad, routing them into the stores through a dedicated transport system.

Foodmart also participates in the early morning auctions at the major wholesale markets and has a set of suppliers who then grade, clean, pack and label the products in time for early morning dispatch to the stores to meet the daily fruit and vegetable requirements of the customer. At peak season, the Fruit & Vegetable shelf in a Foodmart store stocks around 125 items; making it, the widest range available under one roof in this category.

Foodmart has also opened up a Fruit and Vegetable Consolidation Center near Bangalore, to leverage the volumes currently being generated by stores in Chennai and Bangalore. 32 different types of vegetables are being sourced from these Consolidation Centers. On an average, 250 tons of fruits and vegetables a month are supplied from here to all Foodmart stores.

Question:

1)	Write Analysis of the case.	04
2)	Identify problems of Foodmart.	05
3)	What are the various benefits those Foodmart enjoys due to proper	05
	Management?	

M.B.A. (Semester - IV) (Old) (CBCS) Examination Nov/Dec-2019

			Financial Manager INVESTMENT M			
			nursday, 05-12-2019 M To 02:00 PM		Max. Marks	: 70
Instru	uction		 All questions are compulsory. Figures to the right indicate ful 	l marl	KS.	
Q.1	Fill in	a) c)	e blanks by choosing the corre represents long term debt Bonds both a & b			14
	2)	a) c)	refers to variability of its rate Return Marketability	e of re b) d)	eturn. Risk Liquidity	
	3)	a) c)	is also known as term depo Bank fixed deposit Saving account	sit. b) d)	Recurring deposit Current account	
	4)	reg	itual funds in India are comprehe julation, 1996. IRDA SEBI	nsive b) d)	ly regulated under the RBI All of these	
	5)		e benefits of having an investme Diversification Income	nt por b) d)		
	6)		refers to an the protection of bected rate of return. Safety Concealability	of inve b) d)	estor principal amount and Liquidity Return	
	7)		des of investment consists of security form both a & b		 non-security form None of these	
	8)	a) c)	is refereed as Sharpe-Linte CAPM MPT	r-Mos b) d)	ssin model. APT None of these	
	9)	ple a) c)	dges and promises of the contra		ument containing the restrictions, Maturities Interest payments	
	10)		symbol is used for highest s ncipal. AAA* A*	safety b) d)	of timely payment of interest and AA* None of these	

	11)	is se	cured by a lien on the	e compa	any's specific as	ssets.	
	,	a) Unsecur	ed bonds	b)	Secured bond	S	
		c) Converti	ble debenture	d)	Non convertib	le debenture	
	12)	b) Each pe	ck prices are increasing ak is higher than the ttom is higher than the	previous	•		
	13)	,	ental school of though	nt appra	ised the intrinsi	c value of shares	
		a) Econom	ic analysis Analysis	b) d)	Company Ana all of the abov	•	
	14)	a) Improve	inancial planning incl d standard of living lating wealth	ludes b) d)	Spending mor All of these	ney wisely	
Q.2	Writ	e short notes	:				14
	 Step in financial planning process Arvind considers Rs. 1000 per value bond bearing a coupon rate of 11 % that matures after 5 years. He wants a minimum yield to maturity of 15 %. The bond is currently sold at Rs. 870. Should he buy the bond? (PVIFA15%, 5 years= 3.352 and PVIF 15%,5years=0.497) 						
Q.3	Writ a) b)	e short notes Objectives ar Technical Ana	d constraints of portf	olio mar	nagement		14
Q.4		•	ot of investment and t es available in India.		racteristics and	describe various	14
	Defi	ne risk and exp) olain elements of risk	OR ∶in detai	l.		
Q.5 The shares of ABC company ltd. has the following anticipated return with associated probabilities are given below:				return with	14		
			Return (%)	F	Probability		
			-20		0.05		
			<u>-10</u>		0.10		
			10 15		0.20		

0.20

0.15

0.05

You are required to calculate: a) Expected return

20

25

30

- b)
- Variance Standard deviation. c)

Seat	Sat	D
No.	Set	

M.B.A. (Semester - IV) (Old) (CBCS) Examination Nov/Dec-2019 HUMAN RESOURCE MANAGEMENT (Paper - IV) PERFORMANCE MANAGEMENT & COMPENSATION

		PI	HUMAN RESOURCE MANA ERFORMANCE MANAGEME		,	
•			day, 06-12-2019 I To 02:00 PM		Max. Marks: 70	Э
Instru	ıction) All questions are compulsory.) Figures to the right indicate full n	nark	S.	
Q.1	1)	The	Choice Questions (One Mark Ea systematic evaluation of the indiv		14 I's performance on the job called	4
		a)	Performance Appraisal Job Description	b) d)	Job Evaluation Job Analysis	
	2)	a)	ich of the following relates to Fring Paid holidays Canteen and uniform		Stock option schemes	
	3)	Beh a) c)	naviourally Anchored Rating Scales Behavioural Expectation Scales Field Review Method			
	4)	a)	evaluation is done to find out the salary value	real b) d)	of a job. worth comparison	
	,	as _ a)	ere the termination of employment Transfer Dismissal	is ir b) d)	nitiated by the employer is known Demotion Separation	
	6)	star a) c)	is an objective assessment of ndards. Performance appraisal Training	indi b) d)	vidual performance to defined Management development Benchmarking	
	7)	in tha)	are variable rewards granted neir performance. Perquisites Bonus	to ei b) d)	mployees according to variations Incentives Salary	
	8)	CT(a) c)	C refers to Competency to Cost Cost of Corporate	b) d)	Cost to Company Company to Cost	
	9)	Wh a) c)	ich of the following is not relates to Accident relief Status	No b) d)	n-Monetary Benefits? Recognition of merit Responsibilities	
	10)	Wh a) c)	ich of the following is Wage and Sa Ability to pay Supply and demand of labour	alary b) d)	Administration? Cost of living All the above	

	11)	Paired comparison is a method of			
		a) Performance Appraisal	b)	Development	
		c) Security	d)	Convenience Handling	
	12)	An is a process where candic suitability for specific types of job.	dates	s are examined to determine their	
		a) Performance Appraisal	b)	Assessment center	
		c) Succession	d)	Competency	
	13)	a) Auditing	b)	cies, procedures and practices. Research	
		c) Accounting	d)	HRIS	
	14)	In methods the appraisals are a) Ranking method c) Paired comparison		nked from best to worst. Forced distribution Rating method	
Q.2	a)	e short notes. Challenges to remuneration Essential characteristics of effective ap	opra	isal system.	14
Q.3	a)	e short notes. Incentives for Managers and Executive Assessment Centre	es		14
Q.4	Wha	t are the fringe benefits? Explain types O		ringe benefits.	14
	Wha	t is job evaluation? Explain the method	ls fo	r job evaluation.	14
Q.5	Anal	yse the following case.			14
• -		ring Minds, Inc. is a national chain of	reta	ail outlets specializing in creative	_

Growing Minds, Inc. is a national chain of retail outlets specializing in creative toys and innovation learning materials for children. The company caters to the upper end of the market and focuses on customer service for a competitive advantage. It provides workshops for parents and children on topics such as learning with the computer and indoor gardening and offers crafts classes ranging from paper-machine to pottery.

Growing Minds plans to expand and to open five new retail outlets in the coming quarter. This may mean up to 200 new hires, and the executive team wants to make sure that the best people are hired and retained. It has issued a challenge to its retail management personnel to design a staffing process that will accomplish these goals.

The children's market in which Growing Minds operates demands service personnel who are endlessly patient; knowledgeable about children, toys, and learning; and, perhaps most important, sociable, enthusiastic and engaging. Excellent customer service is the top priority at Growing Minds and obtaining the desired performance from personnel's has meant a major investment in training. Unfortunately, new workers often leave within a year of being hired. This means that the company barely gets an adequate return on the training it has invested in its new hires. Apparently, turnover is due (at least in part) to the demanding nature of the job. Recently, Growing Minds has been emphasizing the establishment of work teams to improve the quality of its services, identify and fix any problems in service delivery and brainstorm new opportunities. This approach has yielded better than anticipated results, so the team concept will be central to the new outlets.

- 1)
- Analyze the case Identification of objectives 2)
- Developing alternatives 3)
- 4) Choosing best solution

No.	Seat No.		Set	Р
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M.B.A. (Semester - IV) (Old) (CBCS) Examination Nov/Dec-2019

ļ	\GF	Agriculture & Co-operative I RO- PROCESSING INDUSTRIES		
•		ate: Friday, 06-12-2019 :30 AM To 02:00 PM	Max. Marks:	70
Instr	ucti	ions: 1) All Questions are compulsory. 2) All questions carry equal marks 3) Figures to right indicate maximu		
Q.1	C h 1)	noose the correct alternatives from the is considered as one of the most agricultural development programmes. a) Agricultural credit c) Agriculture Produce pricing	st basic inputs for conducting all b) Agricultural indebtness	14
	2)	Agro Processing Cooperatives in Maha a) Cooperative Sugar Industries and C b) Dairy Cooperatives c) Fishery Cooperatives d) All of these	arashtra includes	
	3)	In a co-operative society, the principle f a) One man one vote c) Multiple votes	followed is b) No vote d) One share one vote	
	4)	broadly deals with providing massubsidies and government subsidies or countries. a) AOR c) AOE	·	
	5)	is a Multi-lateral organization w and services across the world and encoa) WTO c) GATT	_	
	6)	are the oldest and most extens in India. a) Rural Credit cooperatives b) District Central Cooperative Banks c) State Co-Operative Banks d) None of these	sive form of rural institutional financing	
	7)	The scheme was introduced in 1 to farmers. a) Kisan Credit Cards (KCC) c) Kisan credit Scheme	b) Kisan Vikas Patra (KVP)	

	 8) Which of the following statement is/are cor a) It has played a vital role in supporting a b) It is an important prerequisite for agricu c) It can be classified into short term, med according to tenure of agricultural credi d) all of the above 	gricultural production in India. Itural growth. lium term and long term credit	
	9) The NABARD bank in India does not provi	de finances to) state development bank) rural development	
	, ,	T-Shirt Printing All of the above	
	 a) District central cooperative bank b) Regional Rural Bank c) State Bank of India d) National bank for agriculture and rural of 		
	,	O * .	
	,	•	
	,	listrict level. SCBs none of these	
Q.2	Write short notes.a) Need and objectives of Rural creditb) Role of SSI		14
Q.3	Write short notes.a) National Bank for agriculture and Rural Deb) Importance & Functions of Agro Processin	. ,	14
Q.4	Define rural industrialization and explain role of industrialization and socio-economic benefits of OR	of rural industries.	14
	Describe about KVIC and explain different pro	motional measures of KVIC.	
Q. 5	Analysis the following case. Linking primary producers with global and food retail chains is seen as one of the emerging practices in India to improve small producer's chains are investing from farm to fork to buy from farmers and sell them to retail buyers. However largely found working with only large farmers a various reasons. In this context, this paper has fresh food retail chain named 'Easy Day' and it Punjab. The retail chain primarily works with sucultivators.	ing agricultural marketing livelihoods. The fresh food retail ruits and vegetables directly from er, fresh food retail chains are and exclude small farmers for examined the operations of a ts interlace with farmers in	

It has been found that the retail chain farmers could realize higher profits compared to non-Rc (traditional market supplying) farmer's mainly because higher yield and higher price realization in the traditional market because of better quality produce.

~ ~	tto: quanty produce:	
a)	Analyse the above case	06
b)	Suggest marketing strategy for above case	08

Seat	Set	D
No.	Set	

M.B.A. (Semester – I) (CBCS) Examination Nov/Dec-2019 TAXATION

		``TAXAT	ION		
•		e: Thursday, 19-12-2019 O PM To 05:30 PM			Max. Marks: 70
Instr	uctior	is: 1) All questions are compulsory. 2) Figures to the right indicate full	marl	KS.	
Q.1	Cho (1)	Additional surcharge (education ces a) Income tax c) Surcharge	s) of		
	2)	Body of individual should consist of a) Individual only b) Persons other than individual or c) Both the above d) None of these		_•	
	3)	Deductions under section 16 are dec a) NAV c) Gross Total Income	ductil b) d)		
	4)	Total Income of a person is determinal residential status in Indiaconone	ned c b) d)		_·
	5)	An Indian company is always a) Non Resident c) Situated	_ in l b) d)		
	6)	Agricultural income is a) Fully exempt c) Fully taxable	b) d)	Partially exempt None of these	
	7)	Deduction under section 80C is allown a) Gross total income c) Tax on total income	b)	Total income	
	8)	Reimbursement of any medical bill for exempt up to a) 15000 c) 5000	or tre b) d)	eatment is a private hosp 10000 None of these	oital is
	9)	Sums received as transport allowand a) 1,000 p.m. c) 1,600 p.m.	ce is b) d)	exempt up to 200 p.m. Nil	
	10)	Marriage gift from a non-relative is _ a) Exempted from tax c) Taxable	b)	Not exempted from tag None of these	x
	11)	Deduction allowed to an individual u a) 5000 c) 1.50.000	/s 80 b) d)	CCC is restricted to 7500 12.500	·

	12)		ich of the following tax CGST SGST	es will be levied b) d)	on Impo IGST Exempt		
	13)	a)	tax is levied on int	ter-state supply b)	of goods SGST		
		c)	IGST	d)	VAT		
	14)	a) b) c)	tails of Outward supplied Invoice Credit and Debit notes Revised invoice issue	S		supplies.	
0.2	\A/~:4	d)	All the above				4.4
Q.2	a) b)	Ass	ort notes. essee uctions u/s 80C				14
Q.3	a)	fair for e repa	rent of the property is each half-year is Rs. 3	Rs. 90,000. Mu 3,200. The tena ng the year. Co	nicipal ta nt has s _l mpute th	Rs. 6,500 per month. The axes paid during the year pent Rs. 10,000 towards e income from the house	07
	b)		lain any five exemption	•		otal income.	07
Q.4	•	-	following informatio		•		14
	(em	ploye	ed in private company	y in Solapur) fo			
	a)		ic Salary Rs.6000/-p.m				
	b) c)		. Rs.500/- p.m. (does n us Rs.4,000/-p.a.	ot enter into ret	irement c	penerit)	
	d)		ertainment allowance R	s.500/-p.m.			
	e)		ployers contribution to F	•			
	f)		rest on RPF @ 14 % p.				
	g)		e use of car 2.0 liters er		s for offic	e and private use.	
	h) i)		essional tax paid Rs.36		n m)		
	j)		A Rs.1200/-p.m. (he pa iness gains Rs.20,000/		·p.III.)		
	k)		rt term capital gains Rs				
	l)		g term caṗital gains Rs				
	m)	Inco	me from other sources				
	Defi		a tarma CCT and avalai	OR	اممير مممان	or CCT Act	
			e term GST and explai	n vanous dennii	ions una	er GST Act.	
Q.5			the following.	izon and profes	oional or	ickator toured Couth	00
	•	Africa	Shreenath, an Indian cit a, Australia, U.K., West Is of departure from an	t Indies and Zim	babwe o	n various dates. The	80
			intry	Date of depar		Date of Arrival	
			th Africa (for the first	March 1,2015		March 25,2017	
		time	•	,==,			
		Aus	tralia	Anril 15 2017		May 1 2017	

Determine his residential status for the assessment year 2018-19. Give your working and explanation.

July 11,2017

March 23,2018

September 14,2017

May 5,2017

August 31,2017 January 1,2018,

U.K.

West Indies

Zimbabwe

b) X, an Indian Citizen, went out of India for the first time for the purpose of his employment outside India on May 1, 2017 and came back to India on December 1, 2017. Find out his residential status for the assessment year 2018-19.

Seat	Set	D
No.	Set	

M.B.A. (Semester - IV) (Old) (CBCS) Examination Nov/Dec-2019

	141.	System Manageme SECURITY AND CONTROL II	nt (Paper - IV)	
		ate: Friday, 06-12-2019 :30 AM To 02:00 PM	Max. Marks	: 70
Instr	ucti	ions: 1) All Questions are compulsory.2) All questions carry equal marks.3) Figures to right indicate maximu		
Q.1		A System can be logged in only if the use Password from a specific Terminal & du security falls under a) Personal Security	ser logs in with his user ID & ring a specific time. This Type of b) Physical Security	14
	2)	c) Logon securityis a major form of software theft.a) Computer Virus	d) Communication Securityb) Software Piracy	
	3)	c) Software Privacyis a science of Analyzing and breea) Cryptographyc) Cryptology	d) None eaking secure communication. b) cryptanalysis d) Cryptographic Algorithm	
	4)	c) Cryptology CIA is an acronym for the Goals of Com a) Compatible, interoperable architectu b) Commercial Intelligent Assessment c) Common Identifier Authentication d) Confidentiality, Integrity, Availability	puter Security. CIA stands for	
	5)	Boot up security can be ensured by sec a) CMOS/BIOS c) Operating system	uring access to the b) Hard disk d) Terminal	
	6)	One of the following cannot be a source a) Using Burnt CD b) Letting Kids access the computer. c) Internet Access d) Opening an e-mail attachments	,	
	7)	Installing best antivirus software is a one security for all times without any modific a) True c) Not Sure	•	
	8)	involves transforming the data in algorithm which appears meaningless ua) Prototyping	to scrambled code using special nless retransformed to original data. b) Encryption	
	9)	 c) Programming A is a program written to alter the the permission or knowledge of the use a) Computer virus c) Application 	· · · · · · · · · · · · · · · · · · ·	

	by exploiting the natural tendency	eal computer security or private information of a person to trust and/or by exploiting a			
	person's emotional response is kno a) internet bullying	b) Intrusion			
	c) deception	d) Social Engineering			
	,	, 5			
	intruders are categorised as	ect buildings, property and assets against			
	_	 b) internet security			
	a) Logical securityc) Personal Security	d) Physical security			
	•	, ,			
		disclosed in an unauthorized fashion is			
	known as principal of inform				
	a) Confidentialityc) Availability	b) Integrity			
	,	d) Auditing			
	13) Which of the following is not a Loga) Mandatory Logon				
	c) Password Restrictions	b) Lock and Cabinet system			
	14) is a specific weakness in a	system that can be exploited to gain			
	unauthorized access to a system.	h) Vulnorability			
	a) Computer Virusc) Humanware	b) Vulnerabilityd) Software			
Q.2	Write short notes.	d) Software	14		
Q.Z			14		
	a) Access Control b) Secret Key Cryptography				
Q.3	b) Secret Key CryptographyAnswer the following question.		14		
Q. 3	a) Explain the importance of Auditing	and Intrusion Detection	14		
	b) Discuss different Types of Security				
Q.4	Answer any one of the following.	rineals.	14		
Q.4	•	are? Discuss security techniques against	14		
	Malicious software.	are? Discuss security techniques against			
	Malicious software.	OR			
	b) Discuss the risks to Information sy	ystem data and resources and need for			
	,	the concept of Confidentiality, Integrity			
Q.5	Analyse the following case answer	the auestions given below:	14		
Q. 0	Following is the information of an organic	•			
	Name of the Organization: Parmanu C				
	Board of Directors:	orporation Elimitod.			
	Managing Director - Actively investors	volved in Organizational Activities			
	CEO - Actively involved in Organical Control Control	•			
	3. 3 Directors not actively involved				
	Departments:	Positions in Each Department			
	Human Resources Dept.	1. Manager			
	2. Production Dept.	2. Senior Officer			
	3. Purchase Dept	3. Junior Officer			
	4. Finance Dept	4. Clerk.			
	5. Marketing Dept	4. Olefic.			
	6. Maintenance Dept				
	•	rement of each dept, for each position in			
	the department. 2. Describe the type of Logon Sec	curity Policy for the above organization.			

Seat	Set	D
No.	Set	L

M.B.A. (Semester – IV) (Old) (CBCS) Examination Nov/Dec-2019 Marketing Management (Paper - V) INTERNATIONAL MARKETING

		INTERNATIONAL	` · ·
-		ate: Tuesday, 10-12-2019 :30 AM To 02:00 PM	Max. Marks: 70
Instr	ucti	ions: 1) All questions are compulsory. 2) All questions carry equal Marks	
Q.1	C h	noose the correct alternatives from the is also known as cost plus pricir a) Cost based c) Market Oriented	-
	2)	Fast growth is sale in the stage of a) Growth c) Introduction	in international product life cycle. b) Decline d) Maturity
	3)	patterns. a) Economic c) Demographic	urchasing power and spending b) Cultural d) Political
	4)	the forces which contribute growna) Drivingc) External	vth of international business. b) Restraining d) Internal
	5)	is any paid form of non-personal ideas, goods by identified sponsor. a) Sales Promotion c) Advertising	b) Trade fairs d) None of these
	6)	immediate environment like succompetitors. a) Macro environment c) None of these	ppliers, distributors, customers and b) Local d) Microenvironment
	7)	The product is introduced with high initial is a) Market Skimming c) Disposal of surplus	al price to skim the cream of market b) Market Share d) Profit Maximization
	8)	studies populations in terms of location and other statistics. a) Economic c) Demographic	age, gender, race, occupation, b) Cultural d) Political
	9)	is anything that can be offered to a) Price c) Brand	o a market to satisfy a want or need. b) Product d) Promotion
	10	The activities of designing and producin product is a) Packaging c) Brand	g the container or wrapper for a b) Product d) Labeling

	11)Under strategy the product is mo	odified to suit the environment of	
	foreign market. a) Adoption c) Development	b) Extensiond) None of these	
	12)Saturation of sales in the stage ofa) Declinec) Growth	_ in international product life cycle. b) Maturity d) Introduction	
	13)Declining the sale in the stage ofa) Introductionc) Maturity	_ in international product life cycle. b) Growth d) Decline	
	14) includes economic, social, polita) Macro environmentc) Import	ical / legal forces. b) Export d) Microenvironment	
Q.2	Write Short Notes.a) International distribution channelb) International market selection		14
Q.3	Write Short Answer.a) International PLCb) International Market Entry Strategies		14
Q.4	a) Explain in brief pricing decisions and fa determination.	ctors affecting international	14
	 OR b) What is international marketing? Descriptional marketing environment. 	be in brief about various factors of	
Q.5	Case Study		14

Chocolate had always been considered an affordable little luxury, associated with romance and celebrations. Therefore in 2000 and 2001, revelations that the production of cocoa in the Côte d'Ivoire involved child slave labor set chocolate companies, consumers, and governments reeling. In the United States, the House of Representatives passed legislation mandating that the FDA create standards to permit companies who could prove that their chocolate was produced without forced labor to label their chocolate "slave-labor free." To forestall such labeling, the chocolate industry agreed to an international protocol that would give chocolate producers, governments, and local farmers four years to curb abusive practices and put together a process of certification. The stories of child slave labor on Côte d'Ivoire cocoa farms hit Cadbury especially hard. While the company sourced most of its beans from Ghana, the association of chocolate with slavery represented a challenge for the company, since many consumers in the UK associated all chocolate with Cadbury. Furthermore, Cadbury's culture had been deeply rooted in the religious traditions of the company's founders, and the organization had paid close attention to the welfare of its workers and its sourcing practices. In 1908, the company had ended a sourcing relationship that depended on slave labor. Now for the first time in nearly 100 years. Cadbury had to take up the guestion of slavery again. By the 2005 deadline, the chocolate industry was not ready to implement the protocols and asked for two years more to prepare. Privately, many industry officials believed that the kind of certification sought by the protocols was unrealistic. Because cocoa was produced on over a million small farms in western Africa, insuring that all of these farms, most located deep in the bush. complied with child labor laws seemed impossible.

Furthermore because beans from numerous small farms were intermingled before shipment, it was difficult to track those produced by farms in compliance with labor standards and those that were not. In 2008, a confrontation between U.S. government officials and the industry seemed imminent. Observers argued that this left Cadbury, a company that had done much to improve its supply chain, in a difficult position.

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Seat	Set	D
No.	Set	۲

	IVI.	Finance Manageme INTERNATIONAL	nt (Paper – V)
		ate: Saturday, 07-12-2019 :30 AM To 02:00 PM	Max. Marks: 70
Instr	ucti	ions: 1) All questions are compulsory. 2) Figure to the right indicate full management	arks.
Q.1	C h	noose the correct alternatives from the is locally incorporated bank that major part by a foreign parent. a) Correspondent Bank c) Subsidiary Bank	•
	2)	bonds are underwritten normally where they are issued.a) Foreign Bondbondc) Global Bond	b) Euro Bond d) Bearer Bond
	3)	mainly facilitates the imports & trade financing. a) Central Bank c) International bank	exports of their clients by arranging b) IMF d) World Bank
	4)	are a debt instrument, that ar governments & companies for borrow period of time. a) ADR c) International Bond	,
	5)	is a type of negotiable (transferation a local stock exchange but represent publicly listed company. a) Depositary Receipt c) Global Bond	,
	6)	The term refers to the class of forequires the immediate delivery or exchange a) Option Rate c) Spot Exchange Rate	
	7)	is a contract or financial instrume the obligation, to sell or buy a given qua at a specified future date. a) Option c) Swap	<u> </u>
	8)	The Purchasing Power Parity Theory wa a) Gustav Cassel c) Irving Fisher	as introduced by b) Adam Smith d) Alferd Marshal
	9)	option can be exercised at any tirea) European optionc) Call Option	ne during the contract. b) American Option d) Put Option

	10) is the investment made by a trainternational business.		
	a) Foreign Institutional Investmentc) Foreign direct investment		
	11) is inherent in the businesses of are to make or receive payments in for a) Translation Exposurec) Economic Exposure	reign currencies.	
	12) Enterprise may reduce its exchange risame currency is termed asa) Money Market Operationsc) External Technique		
	13) represents the potentially adve on the MNC's cash flows.a) Country Riskc) Purchasing Power Risk	rse impact of a country's environment b) Interest Rate Risk d) Global risk	
	 14) The cost of capital for MNCs may diffe of the following differences a) Size of Firm b) Access to International Capital Marcol International Diversification d) All of the above 		
Q.2	Write Short Notes.a) Purchasing Power Parityb) Types of International Bond Market		14
Q.3	 Attempt Following: a) The US Inflation rate is expected to a Indian Rate of Inflation is expected to Rupee is \$ 0.0315. What is the expected b) Following are the foreign exchange Rate Delhi: Rs. 68.25 Per Dollar London: Rs. 82.15 Per GBP New York: S 1.7210 Per GBP Given with \$ 5 Million Calculate arbitrate 	7% annually. If the Current rate for the ed rate in 2 years? ate in different market:	14
Q.4		after 3 Months. Company is facing gainst Rupees. What can company do ta? ro and 6% on Indian Rupees.	14
	b) Explain the various types of risk face		14

Q.5 Case Study 14

Maharaja Enterprises Ltd. is planning to set up a project in England involving initial investment of Rs. 50,00,000/- Scrap Value £ 6000 Pound. Project also needs additional working capital of Rs. 10,00,000/- which will be recovered in full at the end of life of project. Cost of capital 10%.

Present Exchange Rate 1 British Pound = Rs.80/-. It is forecasted that Rupee likely to be depreciate by 3% by every year against pound.

Following is the CFAT to be generated from the project in terms of Pound:

Year	CFAT (£)
1	12500
2	13800
3	17000
4	18400
5	19100

Calculate PBP and NPV and PI both in terms of Pound and Indian Rupees suggest whether the project should be accepted or not

Seat	Sot	D
No.	Set	P

M.B.A. (Semester - IV) (Old) (CBCS) Examination Nov/Dec-2019 Human Resource Management (Paper - V) GLOBAL HUMAN RESOURCE MANAGEMENT

		GLOBAL HUMAN RESOUR	RC	E MANAGEMENT	
-		ate: Monday, 09-12-2019 :30 AM To 02:00 PM		Max. Marks	: 70
Instr	ucti	ions: 1) All questions carry equal Marks. 2) Figures to the right indicate full m	nar	ks.	
Q.1	C h	noose the correct alternatives from the refers to the activities an organiza resources effectively.	-		14
		a) Financec) Marketing	,	HRM production	
	2)	,	b)	s? The polycentric approach all of the above	
	3)	policy is concerned with the select a) International Training & Development b) International compensation c) International performance appraisal d) International staffing		n of employees for a particular job.	
	4)	,	b)	ne host country's culture. Language Training None of these	
	5)	, -	b)	pay is the balance sheet approach None of these	
	6)	HR Challenges of International Businessa) Deploymentb) Knowledge and innovation disseminac) Identifying and developing talent globd) All of the above	tio	n	
	7)	,	b)	worker, the union, and the Work councils None of these	
	8)	are citizens of the countries in wh a) Expatriates	ich b)		
	9)	Which of the following is/are Reasons to a) Technical competence c) Climbing the corporate ladder	b)	Know company culture	
	10) Kidnapping and Ransom (K&R) Insuran a) costs associated with kidnappings b) abductions c) extortion attempts d) all of the above 	ce	includes	

	11) firm which independent businessa) Multinational corporationc) Global corporation	units operating in multiple countries.b) International corporationd) Transnational corporation	
	12) is about developing, sharing, and to gain and sustain a competitive advanta)a) Management of IHRMc) Knowledge management		
	13) Factors Affecting International Pay incluaa) ownership and capital marketsc) both a & b	des b) manager's autonomy d) None of these	
	14) is known as outsourcing.a) Headhuntingc) Off shoring	b) Employee leasingd) None of these	
Q.2	Write short notes.a) Steps in establishing a global pay systeb) Knowledge management in MNC	m	14
Q.3	Write short notes.a) Terrorism, Safety, and Global HRb) Diffusability of employment practices		14
Q.4	Define GHRM and List the HR challenges of international business and explain how intercountry differences affect HRM. OR		
Q.4	Explain the term International staffing and briefly describe the main methods for staffing global organizations.		
Q.5	Case Study: Kazari Spinners the leading market leader established in 2001 at Kolhapur. The main production of this organization was Cotton Yarn with excellent quality. After 5 years the Managing Director Mr. Ramesh thought that he should start different yarns which would be export in other countries. With the dream of Ramesh, Kazari Spinners extended his business in Terrylene and Woolen yarn. In 2010 with the globalization of cotton industries Kazari Spinners had started to acquire spinning mills at foreign land. At the time of acquisition, they determined to change human resource policies into international human resource policies for improvement in quality and quantity. But, the determination remained only a thought and vanished with the time. In 2014 again after the failure in market all directors came together at Kolhapur headquarter for discussion and all were confused about international human resource policies. Help Mr. Ramesh to form international human resource policies for foreign branches.		
	a) Analyze the above case.b) Identify the problem statement in abovec) Suggest alternative solutions for solving		04 04 06

Seat	Set	D
No.	Set	

M.B.A. (Semester - IV) (Old) (CBCS) Examination Nov/Dec-2019 System Management (Paper - V) PROGRAMMING CONCEPTS & ADVANCED EXCEL

		System Manageme PROGRAMMING CONCEPTS			
•		ate: Monday, 09-12-2019 :30 AM To 02:00 PM		Max. Marks	: 70
Instr	ucti	ions: 1) All questions are compulsory. 2) Figures to the right indicate full r	nar	ks.	
Q.1		noose the correct alternatives from the is used to summarize any kind of a) Pivot Table Report c) Solver	op da b)	tions and rewrite the sentence.	14
	2)	There are types of array. a) One c) Three	,	Two Four	
	3)	Which of the following is an increment of a) '+' c) '++'	b)	ator? '-' ''	
	4)	Which of the following is true in case of a) The condition is checked before the b) The condition is checked after the st c) The condition is checked while the s d) All the statements are True	sta ate	tements are executed ments are executed	
	5)	A function that calls itself is known as a a) Static c) Null	b)	function. Recursive None of the Above	
	6)	Object-oriented programming allows the in terms of a) Computer Program c) Functions	b)	alysis and design of an application Variables entities	
	7)	An object is of a class. a) A property c) A variable		A method An instance	
	8)	Which of the following is a branching co a) IF-Else c) Both a & b	b)	ruct? Switch-Case None of a & b	
	9)	The statement is used to skip a next iteration. a) for c) stop	b)	skip continue	
	10	A variable declared inside the function ia) Private Variablec) local variable	b)	alled function variable complex variable	

	a) Declaration c) Body	b) Definition d) call	
	12) The purpose of construct is condition results false.	·	
	a) programmingc) branching	b) looping d) class	
	13)A conditional operator is a tya) unaryc) ternary	pe of operator. b) binary d) user defined	
	14)A is the name assigned to proceed to proceed the constant, function etc.a) data type	b) identifier	
Q.2	 c) character code Answer the Following questions. a) Discuss basic data types in prograr b) Differentiate between IF-ELSE and 		14
Q.3	Write Short Notes.a) VLOOKUP functionb) Arrays		14
Q.4	 Answer the following questions. (Ana) Describe various types of functions parameters, without parameters. Exparameter and without parameter for 	viz. Inbuilt, user defined, recursive, with colors the difference between with	14
	b) Discuss different operators and their		
Q.5	50 & 60%), Pass class (between 40 &	r declaring exam result of student as 60 and 70%), Second Class (between 50%) and Fail (<40%). Accept cumulative compute Percent and proceed with result	14