SLR-CD-130000 Seat No. M.B.A. (Semester - I) (CBCS) Examination: Oct/Nov-2023 COLLEGE AND UNIVERSITY CAMPUS Principles of Management (20407101) Day & Date: Monday,01-01-2024 Time: 03:00 AM To 06:00 PM Max. Marks:80 Instructions 1) All questions are compulsory. 2) All questions carry equal marks. Multiple choice questions. In the context of decision-making, what is a programmed decision? A routine and repetitive decision b) A strategic decision A crisis decision d) A one-time decision 2) According to Likert's Four Systems of Management, which system emphasizes teamwork and mutual trust? Exploitative-authoritative ⟨Benevolent-authoritative b) Consultative d) Participative What is the purpose of a time study in ளுள்ளgement? 3) Analyzing employee motivation b) Studying the movements of workers c) Evaluating performance Studying the time required for tasks What does the term "Bottom of the Pyramid" refer to in modern management? Serving the needs of the wealthiest population Exploiting the lower-level employees Targeting the poorest populations as a market Focusing on middle-income consumers What is the primary focus of management by objectives (MBO)? Centralized decision-making Employee satisfaction Jointly setting goals with feedback and evaluation Hierarchical control According to Maslow's hierarchy of needs, which needs are considered 6) Safety Needs b) Social Needs Physiological Needs Esteem Needes d) What is the main characteristic of a decentralized organizational structure? 7) Limited autonomy for lower-level employees Delegation of authority Strict hierarchy

			25.			, E,	SLR	-CD-1
8)	a b c d	) E ) A ) H	rding to F.W. Taylor, what imployee satisfaction ifficient work methods an autocratic leadership luman relations  is the primary characteri	d produc	tivity	y foçtûs of sci		
9)	a b c	i) [i o) L (;)	Dual reporting relationship imited communication ch Prouping by common tast Decentralized authority	os nannels ks or fund	ctions	5		
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1 چن	3) (6) ?	a) b) c) d)	IcGregor's Theory Y, what Employees dislike work at Employees are inherently Employees are capable of Employees are only moti	and need y lazy of self-dire vated by	to be ection financ	controlled and self-mot cial rewards	ivation	\$ '
10.10	4)	a) c)	at is the primary focus of Leadership styles Task structure		b) d)	Employee sa Decision-mal	tisfaction king conditions	
	15)	doe a) b) c) d)	cording to the Hersey-Blances "telling" represent? High task focus, low related to task focus, high related to task focus, high related to task focus, low related.	ionship fo tionship fo ationship fo ionship fo	ocus ocus ocus ocus		o Model, what	
	16)	a), b) c) d)	nates the concept of control Influencing and energizing Monitoring and regulating Project management Organizational planning	ig`behavid	or	ent?		
Q.2	Ans		the following (short ans	wers / Sh	nort p	roblem)		16
100	a) b)		anning Levels. 🎨 cert's management system	ıs.				
Q.3	Ans	wei	the following (short ans	wers/ Sh	ort p	roblem)		16
	a) b)		illiam Ouchi- Theory Z. evels of Management.	٠.	11.	40		
	b)	Le	Tota di Managamana	72				Page 2 of 3

SLR-CD-1

Choose one of the following sets of questions to answer Define staffing as a function of management. What are the key elements involved in the staffing process?

Explain the concept of management and discuss the functions of management

Case Study **Q.5** 

Mr. Alok Banerjee is the chief executive of a medium sized pharmaceutical firm in Kolkata, He holds a Ph.D. in pharmacy. However, he has not been involved in research and development of new products for two decades. Though turnover is not problem for the company, he and his senior colleagues noticed that the workers employed on hourly basis are not working up to their full potential. It is a well-known fact that their filled their days with unnecessary and unproductive activities and worked only for the sake of pay cheque. In the recent past, the situation has become quite alarming as the organization began to crumble under the weight of uneconomical effort. The situation demanded immediate managerial attention and taking rectification measures. He knew very well that only way to progress and prosper is to motivate workers to peak performance through various incentive plans.

One fine morning, Mr. Banerjee contacted the personnel manager and enquired, what is the problem with workers on hourly basis? The wage bill shows that we pay them the highest in the industry. Our working conditions are fine. Our fringe benefits are excellent. Still these workers are motivated. What do they require really? The personnel manager gave the following reply: I have already informed you a number of times that money, working conditions and benefits are not enough. Other things are equally important. One of the workers in that group recently gave me a clue as to why more and more workers are joining the bandwagon of "non-performers". He felt bad that hard work and efficiency go unroticed and unrewarded in our organization. Our promotions and benefit plans are tied to length of service. Even the lazy workers, accordingly, enjoy all the benefits in the organization which, in fact, according to the worker, should go to only those who work hard. Mr. Banerjee then wanted the Personnel Manager look into the problem more closely and find out a solution to the problem of workers hired on an hourly basis.

Analysis of the case.

2) Identification of the problem.

Suggest alternative solution. 3)

Select best solution.

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Seat No. M.B.A. (Semester - I) (CBCS) Examination: Oct/Nov-2023 COLLEGE AND UNIVERSITY CAMPUS Financial Accounting (20407102) Day & Date: Tuesday, 16-01-2024 Max. Marks: 80 Time: 03:00 PM To 06:00 PM Instructions:বা) All questions are compulsory. 2) Figures to the right indicate full marks. Draw neat labeled diagrams wherever necessary. correct alternatives and rewrite the sentences again. does not deal with the accumulation, classification, analysis, allocation summarization, interpretation, reporting and control of current and perspective costs: Cost Accounting b) Financial Accounting Cost Accountancy d) None of these 2) covers accounts of whole business relating to all commercia transactions. Cost Accounting a) Financial Accounting Environmental Accounting None of these 3) The main objective of depreciation is To show the previous profit § To calculate net profit b) To reduce tax d) To satisfy the tax department Depreciation is generated due to Decrease in capital Increase in the value of liability b) Wear and tear d) Decrease in the value of assets What is the purpose of making a provision for depreciation in the accounts? To charge the cost of fixed assets against profits b) To show the current market value of fixed asset To make cash available to replace fixed assets c) d) To make a provision for repairs 6) Business is said to be in a profit when Expenditure exceeds income ြb) Income exceeds expenditure Income exceeds liability Assets exceed expenditure 7) What does the term "credit" mean in business? agreement between a lender and a borrower b) 🔊 revenue a business earns from selling its goods. cost of operations that a company incurs to generate revenue. own with the expectation to provide a future benefit. When a Liability is decreased or reduced, it is registered on the Debit side or left side of the account a) Credit side or right side of the account b) Debit side or right side of the account c) Credit side or left side of the account

Answer the following.

SLR-CD-2

Explain Accounting Goncept, Conventions & Principles

Journalize the following transactions in the books of Chikky & Bros.

10th. June: Raid wages 12,000

11th Junegpaid rent by cheque 10,000

13th June. Paid salary to Mr. Charan 12,000

14th June: Purchased stationery from Kagaz & Co. and paid by cheque 5,000

15th June: Received interest 14,000

17th June: Received commission by cheque 6,000

18th June: Rent received from Mr. Mody 8,000

99th June: Interest received from Mr. Bijju by cheque 10.000.

20th June: Carriage paid on purchase of goods 3,000

22nd June: Carriage paid on sale of goods 2,000

Attempt the following.

From the following particulars; prepare the balance sheet of Madhu, for the year sended 31st March, 2018.

			5
Particulars	₹	Particulars	*25€
Capital 250	2,00,000	Sundry Creditors	40,000
Drawings	40,000	Bills payable	20,000
Cash in hand	15,000	Goodwill .	60,000
Loan (rom bank	40,000	Sundry debtors	80,000
Bank overdraft	20,000	Land and building 💸	50,000
Investments	<b>2</b> 0,000	Vehicles	80,000
Bills receivable	10,000	Cash at Bank	25,000

The following adjustments were made at the time of preparing final accounts

Outstanding liabilities: Salaries Rs. 10,000, Wages Rs. 20,000, Interest on Bank overdraft Rs. 3,000 and Interest on bank loan Rs. 6,000

2) Provide interest on capital @ 10% p.a.

Bad debts amounted to Rs. 10,000 and make a provision for bad debts @ 10% on Jepreciate Net profit for adjustments. sundry debtors.

Closing stock amounted to Rs. 1,20,000

Depreciate vehicles @ 10% p.a.

Depreciate vehicles @ 10% p.a.

Net profit for the year amounted to Rs. 96,000 after considering all the above adjustments.

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Seat Set No. M.B.A. (Semester - I) (CBCS) Examination: Oct/Nov-2023 COLLEGE AND UNIVERSITY CAMPUS Managerial Economics (20407103) Max. Marks: 80 Day & Date: Wednesday, 17-01-2024 Time: 03:00 AM To 06:00 PM Instructions: (1) All questions are compulsory. 2) All questions carry equal marks Mûltiple choice question. **Q.1** language. Economics word derived from 1) Greek a) Japan Portuguese d) c) Rashiya deals with the economic behavior of households and firm. Entity Economics Micro Economics d) Major Economics Macro Eçônomics For which of the following products has highly elastic demand? 3) Water Salt-0 Imported Sofa Set Jewelry Which of the following represents a long-term increase in the variable? 4) Seasonal variations b) None of these d) Cyclical variation FLPG started in year b) 1991 1989 1995 d) 1992 RBI was initially located at Delhi b) Mumbai Kőlkata Hyderabad Industrial Sickness means Industry Sufféring from Loss Industry Suffering from profit Industry Suffering from Loss and Profit None-of above When price of the product increses then Demand will be 8) b) Increase Dêcrease None of the above d) c) Remain Constant When Price of the Product Increases then Supply will be 9) Decrease<sup>O</sup> b) Increase None of the above d) Remain Constant, slope. The supply relationship shows an Doŵnside b) Upward None of above. Cross

SLR-CD-3

SLR-CD-3 11) Managerial Economics is a) Dealing only micro aspects Only a normative science b) Deals with practical aspects d) All the above 12) In economics, desire backed by purchasing power is known as a) Utility Demand c) Consumption Scarcity Basic assumptions of law of demand include 13) a) Prices of other goods should change. b) There should be substitute for the commodity. c). The commodity should not confer any distinction. d) The demand for the commodity should not be continuous 14) In the case of perfect elasticity, the demand curve is C) Flat Horizontal d) Steep demand forecasting is related to the business conditions prevailing in the economy as a whole a) Macro level Industry level Firm level b) d) None of these Perfect, competition is characterized by a) large number of buyers and sellers homogeneous product free entry and exit of firms d) alkihe above Write short notes on. a) Importance of Managerial Economics Types of budgets. te short notes on.
Features Of Managerial Economics Write short notes on. Fiscal Policy Answer the following questions. Define Managerial Economics. Explain its scope in details. Explain Price Elasticity of demand with Diagrams. Attempt the following case study. Maruti Udyog tild (MUL) enjoys monopoly in spare parts. Along with dealers, MUL is exploiting Maruti vehicle users. Often the vehicle user has to change the 16 clutch plate-twice in six months and has to pay Rs.3,567/-. MUL chargers the price of clutch at imported cost while clutch plate is actually mage by clutch auto private Ltd at Faridabad. The replacement of a silencer costs Rs.800/-. The cost of spare parts and repairs by any reckoning is three to four times compared to Ambassador or Fiat. A random sample indicates that every eighth car has faulty clutch. In the context of defective parts and exorbitant cost of repairs, saving in fuel in Maruti as compared to other auto makers is of little consequence. Maruti vehicle users in dilemma they cannot get spare parts or get their cars repaired except through Marutt Udyog or its authorized dealers. But both charge huge amounts, not giving guarantee for a single day. MUL is thus, indifferent to the

**Q.5** 

Page 2 of 3

Stions:

Define a monopoly and stage its main features. Define a monopoly and stage its main features.

Why MUL is called a monopoly? Does it enjoy monopoly in car manufacture?

In what way do customers surfer from monopoly practices of MUL.

What do you suggest to remedy the situation A declinary of the state of the yabriy Questions: a) mon altural de la constant de la con Sound Annie Sound Land Control of the Sound The state of the s

SLR-CD-Seat No. M.B.A. (Semester - I) (CBCS) Examination: Oct/Nov-2023 COLLEGE AND UNIVERSITY CAMPUS Organizational Behaviour (20407104) Day & Date: Thursday, 18-01-2024 Max. Marks: 80 Time: 03:00 PM:To 06:00 PM Instructions: 1) All questions are compulsory. 2) Figures to the right indicate full marks. Q.1 Multiple Choice Questions Q Small group of people with complementary skills who are committed to a common purpose organizaţion a) group refers to a stimulus which strangthans the probability of particular as c) company 2) response. Réinforcement a) Learning d) > Performance c) Punishment When people draw general impression about individuals based on single 3) characteristics is called a) stereotyping d) halo effect figure ground is a strategy to improve group decision making? S b) Encouraging conformity Group think d) Avoiding discussion Promoting diversity of opinions is NOT a level of Organisational Behaviour 35 Individual level b) Group level d) Ecoñomic level Organisational level refers to the shared values, beliefs, and practices that shape an 6) organization's identity. `Culture Teamwork a) Diversity Group think is an external force for organizational change. 7) Technological advancements Employee turnover b) c) Internal conflicts Resistance to charge stress be managed in organizations 8) By increasing workload. By providing employee autonomy. By ignoring the sources of stress By creating a stressful work environment Organisational behaviour is A science None of the above A science as well as an art

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Page 2 of 3

	10)	The term	psychology is de	erived from th	e word 'pşyche',	which means 'Sour
			10		4 4	John Collins
		<ul><li>a) Latin</li><li>c) Greet</li></ul>	, out	b) d)	French None of these	
	441	Se 1€ 1000	0	•	none of these	-NIX
	11)		polential source	of stress.	Healthy eating	15,
			cial problems	8) 8)	Regular exercise	e 20 <sup>547</sup>
	12)	Ψ.	a consequence of	of off	. togotal one of	7,30
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		દ્ધ <sup>િ</sup> attitud		(S d)	learning	e NOVA OT 30 PER KENIE
	13)	Organisatio about	nal behaviour is a _ within organişat	discipline the	at deals with stud	and application
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	9	c) Individ	ual and group	d)	Entire population	
So on the sound of	20 <sup>23</sup> 14)	In the contex	kt of conflicts, wha	at does the te	rm "interpersonal	conflicts" refer
	(જ)					201111010
CAIL		,	s between individ s between differe	DI GODOMAN		S. C.
1/4		c) Conflict	s between manag	ers and subo	ıs µt-an organizatii rdinates	on.
SQ.	15\	.0	sourcen leans	working on di	fferent projects	
5	15)	a) Refreez	t stage in the cha	nge process a	according to Lewin	's madal
1		c) Unfreezi	ng na	2,	nanging	s model.
35	16) _	level	of change :	~~	abilizing	Q"
	π	ission, strate	gy, and structure I change tional change	s modificatio	ns in an organiza	ation's overall
	2,00	a) Individua c) Organiza	l change	b) Te	am change	
					partmental change	•
Q.	2 Answei	the following	ng short ariswers		Q3	
	6 N D-	te difference ision making	Denvon Form	nd informal or	Oungill	16
Shirth Colocid.	, _ 50		30		cold.	50 days 16
, ola CQ.3	3 Answer	the followin	a short	,5-		1000
2/2	a) Expl b) Write	ani types of t	മാന്നാ	Ser.		, 3 <sup>10</sup> 16
Skyll	, , , , , ,	O Lore on Mei	Sistance to change	e. 627		
? Q.4	Answer	the following	Long answers.	(Anii ana)		NO.
	a) Defin	e organizatio	n behavior? Expl	ain factors aff	ecting in the second	(S) 16
	b) What	is stress mai	nagements rus	OR	ecting individual b	ehaviour.
	used	to manage st	ress.	in in detail vai	rious tools and stra	Itagias
Q.5	Case Stud	1.,	10		e College	wegles
	Bombay P	rinters is a l	ergo perior		ombay. It has spe	
	Drinting co	londa	o it is a second	lucated in R.	2 mm h = 2 \ <sup>2</sup>	
	Drought ric	h dividends	and over the ve	ar's sales ba	nception, this con	centration
.00°	of the mark	et Since Da	Themois. Slowly F	out steadily if	has continued con	siderably,
2011.	not readily	available (B	rinday Printers is	a family held	companied a Ma	ijor share
70.	that amaka	nt Patil and H	is children who	own the com-	company, exact fig competitors knew any are extremely	Very well
OIL,	The fact the	at the Patil F	oungation grants	SOUGET LILL	any are extremely as of rupees every	wealthy.
Soldon Valoria Soldon	Jilai ilabie	nisuluuons sp	eaks volumes.	A Sekelal lakt	- or rupees every	year to
		2	-2	1		Page 2 of 3
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SLR-CD-4

Over the years the company has been investing its surplus funds in real estate and equity capital in a calculated manner. Supported by a vast reservoir of funds, it is small wonder, the company has achieved a stupendous growth rate leaving everyone behind in the race. Currently, Bombay Printers is the dominant employer in the printing industry. Though there is no union, employees are well-paid. The demand for calendars and greetings has increased considerably, in the recent past, and most of the employees receive a fat overtime allowance. In an interview, given to a local magazine, Ramakant Patil proudly declared, "Workers in Bombay Printers are highly motivated.

They're currently the highest-paid employees in the country. The future is rosy. Within a few days we are going to introduce a new productivity incentive plan under which employees are likely to get annual bonus based on a novel productivity formula devised by our Accounting staff. We always want our employees to grow along with us.

To his surprise and dismay, Ramakant Patil received a nasty letter, containing a long list of demands, from a group of anonymous employees — after the publication of the interview in the magazine. Among their complaints were the following:

"We're sick of all this overtime. You and other officers in the company may like working day and night. We prefer the company of our families and friends to machines and tools during holidays." "The new bonus plan is a hoax. None of us can understand how it operates. As usual, it will be those people who lick the boots of management that'll benefit. Stop playing these dirty tricks. We hate working harder for something we don't have any chance of getting." "You are-talking as if we're one big happy family, and yet trying to throw us all on the roads at the same time. Stop manipulating us. We know pretty well that the company has bought land in Delhi and you're going to settle there only throwing us all out of work. Why should we care for a company that is abandoning us on streets?"

Questions:

a) From the standpoint of employee perceptions, what is going on here?

b) How can the company avoid these negative reactions?

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	Instr	uction	s:(1) All questions are			COL	
		20	<ul><li>2) All questions car</li><li>3) Use of calculato</li></ul>	rs is allowed.	otions.	class.	0,0
	Q.1	Choo	ose the correct altern	्र atives from the op	otions.		16,5
	2	§1)	A class in which one	of the limits is not s	pecified is called Closed	class.	500
	1501		c) Exclusive	d)	Inclusive		The state of the s
Q	N.	2)	The mean of 85, 70, a) 111.6	1. \	250, 40, 36 is 130	· જુ <sup>જે</sup>	i
ON X			a) 111.6 c) 100 The mode of 11,10,1	d)	130	62/2	
"I'm to		3)	The mode of 11,10,1 a) 13	2,13,11,10,13,16,13 b)^	),13,11 is 10	1. TA	
			c) 13	ું (છે)	12	0.0	
		4)	Continuous frequence  a) Bar graph  c) Histogram	y distribution can be	e better presented o Pie Chart من المادية		.03
		ر ر ن	<ul><li>⇔c) Histogram</li><li>Which of the following</li></ul>	d)	None of the abov	e.	ON
S. Wally S.		250	a) Range	्र <sup>क्</sup> ि . b)	Quartile Deviation	1	Service of the servic
	S	5` 6)	c) Median The modal class is the	d) eclass with .	Standard Deviation	וונ	COLA
	35	٠,	a) Average frequence     b) Highest frequence	cy b)	Lowest frequency Middle frequency		2/1
6	)°°°	7)	Find the variance of	the numbers 36, 28,	્ર્યું and 51	ji o'	
SKILL			a) 63.5 °C c) 68.5 °C	<b>d)</b> b)(	₹ 76.5 71.5	808	
		8)	If AM of a a+3 a+6	a+9 and a+12 is 10	, then a is equal to	M.	
			a) 1 50 c) 30 Wifile calculating the	(s) d)	4	7	
		9)	Wូអ៊ីរ៉េខ calculating the	standard deviation,	the deviations are	only taken	
			a) The mode value b) The median value		S. to		
		10.	c) The quartile value	e of a series	20,000		
	050/1050	<sup>3/2</sup> 10)	d) The mean value Which of the following		1.7		, p
	SOLIV	,	a) Forecasting c) Different prices	p)	Fixed prices		
	30,		5, 2	- N	Processing Processing		
Solar			o, Billiota di Sinoso	Q	x Numbers? Fixed prices Constant prices		Page 1 of 3
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	13)	If relation a) Whe b) Whe c) Whe	between  x X increa  x X decre  x X increa  x increa  e of the at	ases Y d ases Y i ases Y ir		e which	means _		200	
20.1	2	a) Clas		receding	the giver	n class. b) Cl	ed by add ass heigl verage [re	ding the one of the on	frequenc	cies
12 M 12 SO	15)	a) Desc	the follow criptive sta stry statis	atistics	branch of	b) In	s? ਨੂੰ ferential s oth A and	statistics B		1000 Constitution of the C
e'	16)	Correlation a) 0 to c) -1 to	<b>1</b> ∞2	ient alwa	ays lies be	b) \9		e above.	To see	
Q.2	<b>a</b> 1	wer the fo Uses of Ir Importance	day Nim	hara	lotes)	0		0.	o di	16 16
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65	J <sup>e</sup>	Marks	0-10	10-20	20-30	30-40	40-50	50-60		
Son College		No. of students.	15	20	25	35	20	10	5	- Solitor
	b)	Calculate the number	median for er of empl	or the va oyees w	cations a ho availe	vailed in d the va	a year b cation.	y the em	ployees	and
	Va av	acations o		0-20	20-30	30-40	40-50	,	60-70	70-80
	100	o. of 🦉 nployees	2 1	8	30.5	45	35	20	6	3
		(S)		Š	Ş.,			Oth O		
	9			3,				, v		

Attempt any one of the following.

16

- a) Construct index numbers of price for the year 2000 from the following data by applying
  - 1) Laspeyres Method
  - 2) Paasche's Method

Commodities	Qua	antity	Price Per	Price Per Unit (Rs.)		
	1999	2000	1999	2000		
	3	5	20	25		
B	4	6	25	30		
C	2	3	30	25		
D	minimum and a second	2	10	7.50		

OR

b) Calculate standard deviation for the following frequency distribution.

			100			and the
١	Classes	10-20	20-30	30-50	50-70	70-80
	Frequencies	5	8	16	8	3 💉

Q.5 Attempt the following.

Find the rank correlation coefficient from the following marks awarded by the examiners in statistics.

Roll No.	1	2	3	4	5	6	7	8	9	र्न0	11
Examiner A	24	29	19	14	30	19	27	30	20	28	11
Examiner B	37	35	16	26.5	23	27	19	20	. 16	11	21
Examiner C	30	28	20	25	25	30	20	24	22	29	15

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SLR-CD-6 Soat No. M.B.A. (Semester - I) (CBCS) Examination: Oct/Nov-2023 COLLEGE AND UNIVERSITY CAMPUS Computer Operations and Management (20407107) Max. Marks: 80 Day & Dato: Saturday, 06-01-2024 Timo: 03:00 PM:To 06:00 PM Instructions: वि) All questions carry equal marks. 2) All questions are compulsory. Multiple choice question. Q.1 The basic operations performed by a computer are. Logical operation a) Arithmetic operation All the above d) Storage and relative Which of the following is not an input device? 2) Optical scanners b) COM (Computer Output to Microfilm) OCR d) Voice recognition device Software in computer. 3) Enhances the capabilities of the hardware machine. Increase the speed of central processing unit. Both of above d) None of above Which is the most Common type of Audio-Output Device Speaker b) (Sa) Monitor Printer d) c) Keyboard The software tool that enable a user to interact with computer for a specific purpose are known as? Hardware b) Application None of these d) Networked software Which of the following is a general-purpose network? 6) b) ¿Local Area Network (LAN) Storage Area Network (SAN) Virtual Area Network (VAN) Enterprise Area Network (EAN) d): In MS excelethe intersection of a row and column is called? 7) (b) Sheet Cell Theme d) Table Each component of computer either. 8) Software or CRURAM a) Application software b) Hardware or software c) Input devices or output devices d) What part of the computer provides only temporary storage of files? Hard drive Processor RAM memory d) ROM memory software helps the user to do his/her work? Computer Application System

11) A computer system is the integration of physical entities called non-physical entities called a) Network, Hub Frêe wave, Share wave b) c) Hardware, Software None of these d) 12) comes under the System Software category. a) Utility System Working System c) Operating System None To open a new file in MS Word, the shortcut key is a) ¿Çtrl + N b) Ctrl + V c)心Ctrl + Y d) Ctrl + X Which of the following is not a disadvantage of wireless L (Va) Slower data transmission b) Higher error rate Interference of transmissions from different computers C) All of the above 2 The basic goal of computer process is to convert data into b) Files C) Tables d) Information Effects provided to an object in a power point presentation is called b) Animation c) Theme d) None of above Write short notes on Web Technology and Cloud Computing. Concept of Word Processing using MS Word. Write short notes on a) Major roles of Information System. Concept of Presentation using MS PowerPoint. Explain meaning and functions of Windows Operating System and enlist Define Information Technology, write concept of IT and Discuss IT Q.5 Case Study. 14 Green Car Ltd., is a new entrant in the automotive sector, manufacturing electric car. The organization has collaborated with a Japanese company. The 16 CEO Mr. Lo Prasad, of Green Car Ltd., is convinced to go ahead for the 'Management Information System'. Green Car Ltd. has grown steadily in size and stature and evolved into a group that occupies a premier position in the automotive industry. The group's history is studded with milestones-each one taking the group forward. In fact, today, its total turnover is about 1 billion dollars. Mr. Prasad has appointed a junior software person, Mr. Raju, to take care of the automation of the business processes. Rajus enthusiastically has accepted the responsibility to deploy the necessary hardware and software. He made a budget for Rs. 25 Lacs and has gone ahead toppurchase the IT infrastructure. While preparing the budget he could not meet the CFO, Mr. Shah because he was very busy with expansion program. When the Computer Servers were installed, Raju gave common password to all the users with a common loginid. Raju felt that users were not IT

Page 2 of 3

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J that some required in th SLR-CD-6 training was announced suddenly, no senior person came forward for the training. Only juniors were sent for training. During the training they were allowed to mobile. While deploying the information system. The state of the s The state of the s

SLR-CD-9 seat No. M.B.A (Semester - I) (CBCS) Examination: Oct/Nov-2023 COLLEGE AND UNIVERSITY CAMPUS Banking Operations & Services (20407110) Max. Marks: 80 Day & Date: Tueşday, 09-01-2024 Time: 03:00 AM To 06:00 PM Instructions: (1) All questions are compulsory. Choose the correct alternatives given below. The Key/Core function(§) of a Bank is (are) Safe custody through lockers Accepting Deposits and Lending money Maintaining Accounts of Customers Collecting and clearing Cheque 2) What is the full form of NBFC? Non-Bank Financial Competition Non-Banking Financial Company Ch of the following Non-Bank Foreign Company b) Which of the following categories under priority sector? 3) al Micro, Small and Medium Enterprises Education Housing All of these RTGS stands for Real Term Gross Settlement Real Time Gross Settlement b) None of these d) Real Time Goal Settlement asset is one which has remained NPA for a period exceeding 12 months. 5) Standard a) d) Loss Doubtful The type(s) Bank Advances accounts is (are) 6) Overdraft Cash Credit None of these Both a and b Regional Rural Banks work at 7) b) Taluka level a) State-level c) District level d) All level 8) ₩hat is mortgage? a) A security created on immovable property for a deposit received by the bank A security created on immovable property for a loan given by the bank A security created on movable property for a deposit received by the bank A security created on movable property for a loan given by the bank of stake in a Regional Rural Bank. The State Government has 50% 15% Page 1 of 2

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	120		10/2	SLR-CD.
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	interbank fund transfer fa	,	in perimeen the charou	ners of banks
	c) IMPS	b) d)	E61	50
11)	Which of the following is:	type of bank o	None of the above	ners of banks
	Which of the following is a by two or more individuals	s?	count that can be ope	rated inin'ily
	<ul> <li>a) Savings account</li> </ul>	B)	Current account	Ser
	c) Fixed deposit accoun	0- /	Joint account	Cos Journa
12)	Which of the following bar a) Citibank c) DBS Bank	nks is not <sup>©</sup> a foreig	gn bank operating in In	dla?
	c) DBS Bank	(d b)	Standard Chartered	Bank
13) 0	Which of the fall-	Q. d)	HDFC Bank	94
10/1	Which of the following ban a) HDFC Bank	ks is not a privat	e sector bank in India?	Ja.
OS.	c) ICICI Bank	b)	Axis Bank	0,00
(§ 14)	Current account deposits a		State Bank ôf India	1200
Sol	a) Non repayable ?	<b>b</b> )	Non repayable on dem	and 68/0'
(Killar 15)	c) Repayable on demand	d)	None of these	allo o
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15)	a) The Government of Inc.     Reserve Bank of India	ла b) (	Commercial banks	, E
16)	Which of the following state	monto is to O	None of the above	and oglotzoza oza
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	c) this the apex bank of a	country	Signify	
Q.2 Answ	er the following	6/20	22	" VILY
a) E	xplain the difference between	Bank and None	Olyr	16 12
Q.3 <sup>0</sup> Answe	xplain types of ECS Paymer	nt system.	00/2	10 82
Q.3 Answe	er the following		aur	252
a) Co	oncept NPA, causes and rer	nedies	Solo	2 <sup>2</sup> 16
5000	chain marginal standing faci	lity rates	1	Class .
Q.4 Answe	er the following	150		Odyle
Q.4 Answer	scuss structure of Indian Bar	nking System	130 100 100	16
b) Wr	rite a detail note on E-Bankir	ORO	,50/3	
Q.5 Analyz	e the following case study	and answer the	"IN"	
reputed	esn completed graduation in	Computer Engin	questions given below	v - 16
worked:	for 10 years in the field of s	Joined Multinatio	nal Company after MRA	A from a
private 1	limited company. His total pr	oject cost will be	ent. He décided to start	his own
n As a	a consultant, you are avec	and Rs.5 crore fo	r working capital	Rs. 15
(a) You	u are expected to explain he	e important terms	sh on following points.	
b) How	All of the above  Yer the following  xplain the difference between xplain types of ECS Paymer and the following oncept NPA, causes and remarkable and the following scuss structure of Indian Bailing and the following case study in the following case study the following case study in the field of section in the field o	-Fortant terms	illiending of loan and	05
g/o perc	v much margin money will be centage can be reduced?	e necessary? Wh	ether margin money	05
c) On v	what parameters the loan pr	oposal will be eva	luated by Basis	03
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a) You advance of the control of the	-No.	oposal Will be eva		
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Seat No. M.B.A. (Semester - I) (CBCS) Examination: Oct/Nov-2023 COLLEGE AND UNIVERSITY CAMPUS Enhancing Business Communication Skills (20407106) Day & Date: Wednesday, 10-01-2024 Max. Marks: 80 Time: 03:00 PMूஎ்o 06:00 PM Instructions: (1) All questions are compulsory. 2) All questions carry equal marks. Multiple choice question. Communication cannot occur in Social media Meetings b) Isolation Sales Conferences is not the type of communication nonverbal verbal Cycling signs and symbols 3) Verbal communication is also known as External communication Internal communication Oral communication Unintentionally portraying through moment of hands is observed as 4) a) \Audio visual communication Visual communication b) d) symbols communication Body language b) Encoding Sender a) d) Feedback Channel Receiving a sales order is an example of Horizontal communication Vertical communication b) Internal communication d) External communication is / are barriers to listening 7) ←Premature evaluation Sluggishness a) 9/2 External distractions All of these Downward communication and upward communication is 8) Horizontal communication Vertical communication b) d) External communication Internal communication A suffimary of an educational and academic background, research experience, 9) publications, presentations, awards, honors and affiliations is aি Curriculum Vitae b) Application Letter Hands Out Business Letter d) is not a compulsory part of a business letter 💸 Salutation Close o b) Attention Line Body d) Transactional analysis was developed by Weber ∕Eric Berne Maslow Page 1 of 3

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So on the state of	Q.5	Write com Read two second of compublishin printing the computation of	e in d munic d the role of sector munic munic onstar compa c assi vate pware s friel	etail about the cation barrier given case of communication are presented by causing per study dorompanies, red communication. The prints, even diss	Study and an ation is primore. In both priesent, namely: intal communication in public chaos both in the by an organization approach vate sector en atisfaction, what is the sector is a sector in a s	OR communica swer the c dial, which ivate and p cation and companies side and ou nization in E unication is n, while in the courages e nich is abse	information in the property of	stions given below hy the presence in a companies, all four munication, upward mal communication atively affects the actively affects the active in the relations when the public sector, communication in the public sector.	any of the models of . The lack activity of ith the e case of unication is ess ideas,	0 08

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Supply to the public sector imposes on important as in the case of private companies. Although the private sector is focused on generating profit, the importance given to employees is not neglected events are organized, which aim to communicate between employees. Involves meetings in groups, which encourage companies to find the right solutions for existing perating system within public needs of the employees is a term brained or the employees in the employees is a term brained or the employees in the right solutions for existing the employees is a term brained or the employees in the employees is a term brained or the employees in the employees is a term brained or the employees in the employees in the employees is a term brained or the employees in the e IM (Solapur different cities, even countries if it is a multinational company which has branc regarding the activity of the company, the objectives set, the new implementation and changes. Often, teams of several people are sent to specialization relationships between team members are strengthened. Regarding the motivation of the employees and the recognitions of the employees in the recognition of the employees receive information and changes. Often, teams of several people are sent to specialization relationships between team members are strengthened. Regarding the motivation of the employees is carried out in a climate in which communication is at the level of A relatively new concept that has emerged in the private companies in Europe is different cities, even countries if it is a multinational company which has branches regarding the activity of the company, the objectives set, the new implementations and changes. Often, teams of several people are sent to specializations, thus, the Regarding the motivation of the employees, in the private companies they practice colleagues. Financial rewards are not always enough. The corporate events come in support of the employees, giving them the possibility to relax with the work colleagues, activities that also contribute to the motivation of the employees. A relaxed management style, open to communication, gives employees the confidence to express their ideas and opinions. The organization works properly if Journal Spain wrong in the European public sector communication
Judging from the Case, What are the benefits of informal communication in companies over formal communication for employees and their productivities of the companies over formal communication for employees and their productivities of the companies over formal communication for employees and their productivities of the companies over formal communication for employees and their productivities of the companies over formal communication for employees and their productivities of the companies over formal communication for employees and their productivities of the companies over formal communication for employees and their productivities of the companies over formal communication for employees and their productivities of the companies over formal communication for employees and their productivities of the companies over formal communication for employees and their productivities of the companies over formal communication for employees and their productivities of the companies over formal communication for employees and their productivities of the companies over formal communication for employees and their productivities of the companies over formal communication for employees and their productivities of the companies over formal communication for employees and their productivities of the companies over formal communication for employees and their productivities of the companies over formal communication for employees and their productivities of the companies over formal communication for employees and their productivities of the companies over formal communication for employees and the companies over formal communication for employees and the companies over formal communication for employees and the companies over formal communication for employees over for there is an efficient management, which gives importance to the professional training, motivation and reward of the employees. Answer the following questions its or empty for the color of t Page 3 of 3

		127	25	SLR-CD-11
Se No	eat		5. S.	Set
•	M	.B.A. (Semester - II) (CBCS	s) Examination: Oct/	Nov-2023 🔊
		COLLEGE AND UN	IIVERSITY CAMPUS	Q To
Da	v & Date:	Monday, 11-12-2023	gement (20407201)	ږي Max. Marks: 80
		PM To 06:00 PM	000	20%
Ins	structions ్ల్	রারী) All questions are compulsory 2) Figures to the right indicate t	/. full marks.	11.20
Q.	14/	se the correct alternatives from Marketing channel that, involves reavailable to final buyers is classification of the Channel of Static channel of Static channel of the C	no intermediaries to mൂർ	1 122
36 CAN KOMIN (S.	2)	Segmentation is the process of _ a) Dividing the market into home b) Selecting one group of consu c) Creating a unique space in the d) None of these	imers among several oth ne minds of the target coi	nsumer
	3)	coordinates its many communicationsistent, and compelling messaproducts.  a) The promotion mix b) Integrated international affair c) Integrated marketing commu d) Integrated demand character	tions channels to deliver age about the organizations nications	a clear, on and its
Indelos) Minor.		The stage is the product life cycle creating product awareness and a) Decline stage c) Growth stage Logistics management is a part o	trial is the b) Introduction sta d) Maturity stage  f	age Interest and Social Annual Social Annual Social Annual Social Annual
N. N. S.	,	a) Production c) Supply chain management	b) Marketing char (d) Consumption	nnel 8
-	6)	Insegmentation, buyers a basis of life style or personality a a) Geographic c) Psychographic	re divided into different on the control of the con	groups on the
	7) 8/35/0	Green marketing is defined as def	e effects on ్రే? b) Organization d) None of these	roducts and their
Cologo A. J.	<sup>(1)</sup> (1,8)	The first step in the marketing re a) make the decision b) collect the information c) develop the research plan d) define the problem, the deci	No.	 search objective
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				₹ 0FI/-0	
	9)	The function of market geographic regions:  a) Production c)  Distribution c)  pricing is the approact a large Number of buyers qui  a) Market – skimming  c) Market – penetration  is the last stage of the	ing makes the produc	ts available in differen	1 3
		geographic regions.	6		ં ્રંજુરે
		a) Production 🔊	b) Sellíng		Sol
		c) Distribution	d) Promoti	on	est.
	10)	pricing is the approach	h of cotting allow initia	al price in order to au	OSN.
	,	a large Number of buyers gui	oldy and win a large m	in price in order to attra	ict
		a large Number of buyers qui a) Market – skimming	ckiy and win a large n	larket snare.	
		c) Market – penetration	b) value –	based 🚕 🖰	
	11)	Q	يري Leader	narket share. based cocess.	
	11)	is the last stage of the	consumer decision pr	rocess.	
		alterioriem recognition	h) Doot our	ahaaa hahariiha	
		Alternative evaluation	d) Purchas	e 🔎	
	12)	Alternative evaluation All activities involved in selling consumer for them personal a) Retailing	n nonds and services	directly to final	
	1/10	consumer for them personal	non-husiness use is a	alled A	
		,	b) Wholesa	dingo	5
ć	3	c) Category killer	d) Super m		200
29/27	໌ 13)	Newsletters catalogues and	in that	aiver	150
્રંજ	, .	Newsletters, catalogues, and are most closely associated	invitations to organiza	ition-sponsored events	5
1/2		are most closely associated va) Pricing	viui une marketing mix	activity of	S
18/		c) Product development	b) Distribut	ion	(oQ
20	14)		d) Pṛemotio	on $\mathscr{S}_{\mathcal{O}}$	No. of the last of
S. C. W. K. C. W. W. C.	ידי	is the process of creat	ing an imagedor a pro		
5		targeted customers. a) Segmentation	₹	, Q***	
		c) Positioning	b) Target n	narketing 💉 🕙	
	45)		(d) None of	narketing these tool?	
	15)	Which one of the following is	not a sales promotion	tool?	
		a) Advertisement	ు b) Discoun	t %	
		్లు Dealer contest	b) Discound) Consum	er confést	
	16) <sup>5</sup>	helps to understand he	్లు OW CONSUMERS are infl		
	20.	environment.		deficed by their	<
. (	$\mathcal{N}_{\mathcal{V}}$	a) Consumer behavior 💇	b) Motives	0	.50
1		c) Perception	d) Learning	) h	20
Q.3		wer the following. (Short Ans	ر در	1	3
<b>©</b> .2	Ans	wer the following. (Short Ans	swers)		200
. 9 <sub>0</sub> ,	a)	Holistic Marketing	Cherry Contraction of the Contra		1. 10
100	b)	New product development	14		•
They		200	25	- CIII	
$Q^{\sim}$ Q.3	Ans	wer the following. (Short Ans	swers) 🔊	Z Olov	16
	a)	Retailing &	0	15	10
	b)	Positioning strategies	ഹ്	ell.	
0.4		Š	·10°	75,	
Q.4	Ans	wer any one of the following	. (Long Answers)	Oct.	16
	a)	What do you mean by Consun	ner Behaviour and Ex	olain in detail Consume	er
		decision making process.		7.53	
	L) (	28	OR	50	
	വുഗ	What is Promotion Mix and De	scribe in detail differe	nt∖promotion tools.	
	CX.	147		ζ),	
	ું	Q. S.	7,		
	, v	The state of the s	1		
'V.		Q <sup>2</sup>	180°		
1		60	SO		
Solgan VIII Solgan		environment. a) Consumer behavior. c) Perception  wer the following. (Short Ansemble Holistic Marketing. New product development.  Wer the following. (Short Ansemble Holistic Marketing.)  New product development.  Wer the following. (Short Ansemble Holistic Marketing.)  Wer the following. (Short Ansemble Holistic Marketing.)  Wer the following strategies.  Wer any one of the following. What do you mean by Consum decision making process.  What is Promotion Mix and Decision.	scribe in detail differe		
200			Orn.		
coli		672	The state of the s		Page 2 of 3
2		. V			0 01 3

## Q.5 Analyse the Case.

Launching a New Smartphone in a Competitive Market

ABC Electronics is a leading technology company known for its innovative products. The company has developed a new smartphone with advanced challenges in positioning the product effect. address these challenges, ABC Electronics conducts market research to understand customer preferences, needs and buying behaviour. The research reveals a demand for smartphones with superior camera capabilities and long battery life. ABC Electronics decides to position its new smartphone as a highperformance device with exceptional camera features and long-lasting battery performance. The company develops a marketing strategy that focuses on product differentiation. It highlights the smartphone's unique features through targeted advertising campaigns, emphasizing its superior camera quality and extended battery life. ABC Electronics also partners with popular social media cinfluencers and tech bloggers to create buzz and generate positive reviews. In terms of pricing. ABC Electronics adopts a competitive pricing strategy. It carefully analyses the pricing strategies of its key competitors and sets a price that offers value for money while maintaining profitability. To attract early adopters, the company offers limited-time promotional discounts and bundle offers.

Distribution plays a crucial role in reaching the target market effectively. ABC Electronics establishes partnerships with major retailers and online platforms to ensure widespread availability of its new smartphone. It also offers exclusive deals and incentives to retailers to encourage them to promote the product prominently. To support its marketing efforts, ABC Electronics invests in effective marketing communication. It utilizes a mix of traditional and digital marketing channels, including television ads, online banners, social media campaigns, and influencer collaborations. The company also creates engaging content that highlights the smartphone's features and benefits, targeting techsavvy consumers. Furthermore ABC Electronics emphasizes after-sales service and customer support. It establishes a dedicated customer service team to address any inquiries or issues promptly. The company also offers extended warranties and easy replacement policies to enhance customer satisfaction and loyalty.

Hence, ABC Electronics successfully launches its new smartphone in a competitive market by implementing effective marketing management strategies. Through market research, product differentiation, competitive pricing, strategic distribution, and comprehensive marketing communication, the company gains market share and establishes a strong presence. Additionally, the focus on aftersales service and customer support helps build customer loyalty and contributes to long-term success in the market.

How did ABC Electronics address the challenge of positioning its new smartphone in a highly competitive market?

How did ABC Electronics determine the pricing strategy for its new

smartphone? How did ABC Electronics ensure widespread availability of its new smartphone?

What marketing communication channels did ABC Electronics utilize to support its marketing efforts?

	\	21/20201.4	SIMILE	12/20"
	Seat No.	The State of the S	Solve	SLR-CD-12
	Do.: 9 D	S Financial Man	CS) Examination: Oct/N UNIVERSITY CAMPUS agement (20407202)	ov-2023 2 1 1 1
	rime; o.	ate: Tuesday, 12-12-2023 3:00 PM To 06:00 PM ions: 1) All questions are compuls	SOLAN,	Max. Marks: 80
O AN TOWN	Q.1 CT	2) Figures to the right indicate and What should be the criteria of se exclusive projects?  a) Selecting a project with a lot b) Selecting a project with the c) Selecting a project with the	rewrite the sentences again election when choosing amon ower cost of capital quickest payback	of money obtained
ANA.		a) Selecting a project with the Time value of money indicates to a) A unit of money obtained to in future  b) A unit of money obtained to future	highest net present value hatorday is worth more than a unit day is worth less than a unit of	money obtained in
, and a	3/3/2023	There is no difference in the d) None of the above In which market the newly issued during initial public Offerings (IP) a) Primary market c) Insurance markets The method of converting the and cash equivalents value in prand cash equivalents value in pranding c) Discounting If rate of interest is 9%, calculate a) 10 years	d securities and share are bound?  b) Secondary marked d) Investment Marked nount of future cash into an aresent is known as:	nght or sold
W.W.	5)	c) Discounting  If rate of interest is 9%, calculate  a) 10 years  c) 9 years	d) None of these doubling period as per rule 7 b) 8 years d) 7.5 years	2
	6)	a) Discounting Both a & b	ng present value from future of b) Compounding of these	ralue.
	7)	Opening stock+Purchases+Direction a) Gross Profit c) Cost of Goods Sold	ct Expenses-Closing Stock=_ b) Net Profit d) Sales	
5	12223 8)	If rate of interest is 9%, calculate a) 10 years c) 9 years	nere is equal increase in curre  b) Decrease in currer d) Current ratio will be	nt ratio
Solo		. 2120-	"The	Page 1 of 3

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Page 2 of 3

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SLR-CD-12 No be as The duration at various stages of the operating cycle is expected to be as follows:

Raw material stage 2 months Work-in-progress stage 1 month Finished goods stage 1/2 month Debtor's stage 1 month

Assuming that the monthly sales level of 2,500 units, estimate the gross working capital necessity. Expected cash balance is 5% of the gross working capital necessity, and working progress in 25% complete with respect to manufacturing expenses.

Solve any one of the following.

a) Explain Sources of finance in financial management.

The following Trading and Profit and Loss Account of Fantasy Ltd. for the year 31-3-2000 is given below:

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>	Particular 6	Rs.	Particular 🝣	Rs.	· ·				
	To Opening Stock	76,250	By Sales	5,00,000	,				
	To Purchases	3,15,250	By Closing?stock	98,500					
	To Carriage and Freight	2,000	420	0,4					
	To Wages	5,000	DV Cross Profit b/d	S	274				
	To Gross Profit cld	2,00,000	,	5,98,500					
	, and a second	5,98,500	(2)	5,98,500	i Xu				
	To Administration expenses	1,01,000	By Gloss Floit bla	2,00,000	3				
	To Selling and Dist. expenses	12,000,	By Non-operating incomes:	4.500	71				
	To Non-operating expenses	2,000	By Interest on Securities	1,500					
	To Financial Expenses	7,000	By Dividend on shares	3,750	-All'				
	To Net Profit c/d	84,000	By Profit on sale of shares	750	78,				
	- 2	2,06,000	Arthur Cooking Machine	2,06,000	16				
	Calculate:	25	N.		S				
	Calculate: (2) Gross Profit Margin (2) Expenses Ratio (3) Operating Ratio (4) Net Profit Ratio	ST.							
3	2) Expenses Ratio		35		3				
į.	2) Expenses Natio		- 90°	$G_{\mathcal{O}_{\mathcal{O}}}$					
	3) Operating Ratio		્રંજ	.W					
	4) Net Profit Ratio	3	"Zz	3/2					
	5) Operating (Net) right Name	,	. Q. T.						
	6) Stock Turnover Ratio.		1 to 1	S.					
	dia fallationa		_Q=	201	16				
•	Answer the following. A company is considering wheth	ner to purci	hase a new machine. Machin	es A and B					
	are available for Rs. 80,000 eac	h Farning	s after taxation are as follows						
	are available for Rs. 60,000 eac	<u>24.1759</u>	A landing D						
	Year Year	Maçhine	s after taxation are as follows  A Machine B Rs.  000 8,000 000 24,000 000 32,000						
	<u>S</u>	, ₩Rs.	Rs.						
	, r <sup>x</sup>	₹ 24,0	000 8,000						
	2 .	32,0	000 24,000						
	3,2	40,0	00 02,000,						
	Q' 40°	24,0	000 48,000						
	2 3,8 40 25 125	16,0	000 32,000						
_			owing:		*				
1	Evaluate the two alternatives us	ing the foll	owing.						
,	a) Payback method:		· %						
	Evaluate the two alternatives us     a) Payback method     b) Rate of return on investme	nt method,	, and S						
	Net exceept value method								

Year	Machine A	Machine B
. And .	,∜Rs.	Rs.
<u> </u>	24,000	8,000
2 3	32,000	24,000
3.8	40,000	32,000
40	24,000	48,000
-25	16,000	32,000

Rate of return on investment method, and Net present value method should use a discount rate of 10%

c) Net present value method

You should use a discount rate of 10%

Page 3 of 3

SLR-CD-13 Seat No. M.B.A. (Semester-II) (CBCS) Examination: Oct/Nov-2023 COLLEGE AND UNIVERSITY CAMPUS ⊈Ĥuman Resource Maṇagement (20407203) Max. Marks: 80 Day & Date: Wednesday, 13-12-2023 Time: 03:00 PMpTo 06:00 PM Instructions? 1) All questions are compulsory. 2) Figures to the right indicate full marks. ⊗Multiple choice question can be derived from Job Analysis. Job Description a) Job Specification b) d) Job requirement source of recruitment. Campus selection is a 2) intèrnal b) a) external none of the above d) c) magro Identifying the source of potential candidates and 3) the job is called Recruitment. Training ax Rejecting All of the above Attracting is the Last stage in Carger planning. Resume building Resignation Negotiation) d) Withdrawal When an employee is appraised by all the members in the organization like superior, subordinate, peer, customer etc., is called as a) Employee Self: Assessment The 360-Degree Appraisal Ranking Appraisal Performance Appraisal When an employee is trained for a key position in the organization is called talent management replacement planning Jeadership development d) Succession Planning The employees appraised based on their reaction on critical situation is 7) performance appraisal method. Critical incident method Critical appraisa method Critical situation method Critical performance method Human resource management emphasis None of these Development of people Punishment of people Adoption of people

		40,		A Comment	SLR-C	
3	) Operative	functions of HRM	formation and associate	100		
	a) Proc	urement, develop	Tribunas company	mentions Q	in an all a second	
	b) Main	tenatice	NAMES OF STREET	vensamon & mot	vation	
		ration and emerg	Mining Rate and Ra	25		100
	d) All of	these	mig trends	500	A	2
10	4 1			li .	2	
16	) The proces	s of familiarizing	the new em	ployees to the a	rganisation rules	
					At Action (gales)	
	all Place		63 b)	Induction	A	
	(c) Recru	itment	d)	Selection	20	
11	dn tra	ining, a training	Contro to aux	Line and the second	, John	
	duplicated o	r simulated in it.	cinie is set-	up and actual jo	b conditions are	
200	a) Class	room B	64	A	(3)	
May a	c) Vestib		b)	Apprenticeship	)	
12)	Dolotina		d)	Internship		
12)		th of a job is know	m by	· og		
	a) Job de	sign	b)	Job analysis		
	c) Job ev	aluation	d)	Job change	Sec.	
13)	is a p	normance annes	rical tackets		35	
	critical emplo	erformance appra iyee behaviour.	isai techniqi	ue in which appr	aisers rate 🚀	
	a) MBO	,	b) 💒	BARS	00	
	c) BOS		After 1	BOSS		
14)	Process of st	udving and collec	11 - 1 - OF 3	0033	Q S	
	a) HRP	udying and collec	ung informa	tion about a job	s known as	,6
	(c) Job ans		7, 0)	Job design	Q.	
15)			(b)	Job evaluation	100	
.95	essentially for	ation initiating car m the basis for	ger biguning	, the career path	model would	
4.	a) Placem		*	-5		
2	c) Rotation		•	ransfer		
16)	The unstructu	red interview is	0) //	ll of the above		i de
,		ently conducted	*	36	1	-
	,	y is unbiased		200		
	c) Typically	is related to futu	ro .	50	181	
	d) Typically	biased job perfo	mance A		W. Chin	
	, O.	, see a jud puilo	manca		27	
Write	short notes o	n	The state of the s		3	
3)	Induction and p	lacement	8		16	
b)	Human Resour	ce Development	objectives		(9)	
	43"	.0	>		100	
write	short notes or	1 00		3	16.	
8)	Job Description	and Job Specific	ation		10	
o) 🔏	Tse of career p	lanning 💝		8		
MSW.	er the followin	The state of the s		4		
3	Define training	g Evalent		D	16	
,	- Этого ынышид,	Explain various o	n the job and	d off the job train	ing methods.	
		200	OR	Sec. 1		
	minum pro-	source managen	ient. Explain	the various func	tions of HRM.	
	a no		43			
	9		607			

Q.3

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Analyse the following this and answer the questions Q.5

Uptron Electronics Amitod is a pionooring and internationally reputed firm in the Electronics industry. It is one of the largest firms in the country. It attracted employees from internationally reputed institutes and industries by offering high salaries, perks, etc. It has advertised for the position of an Electronics Enginger recently. Nearly 150 candidates applied for the job. Mr. Ramesh, an Electronics Engineering Graduate from Indian Institute of Technology with 5 years working experience in a medium-sized electronics firm, was selected from among the 130 candidates who took tests and interview. The interview board recommended an enhancement in his salary by 5,000 more than his present salary at his request. Mr. Ramesh was very happy to achieve this and he was, congratulated by a number of people including his previous employer for his brilliant interview performance, and wished him good luck.

Mr. Ramesh joined Uptron Electronics Ltd., on 21st January, 2002, with great enthusiasm. He also found his job to be quite comfortable and a challenging one and he felt it was highly prestigious to work with this company during the formative years of his career. He found his superiors as well as subordinates to be friendly and cooperative. But this climate did not live long. After one year of his service, he slowly learnt about a number of unpleasant stories about the company, management, the superior-subordinate relations, rate of employee turnover, especially at higher level. But he decided to stay on as he had promised several things to the management in the interview. He wanted to please and change the attitude of management through his diligent performance, firm commitment and dedication. He started maximising his contributions and the management got the impression that Mr Ramesh had settled down and will remaintin the company.

After some time, the superiors started riding rough-shod ல்ச்ச Mr. Ramesh. He was overloaded with multifarious jobs. His freedom in deciding and executing was cut down. He was ill-treated on a number of occasions before his subordinates. His colleagues also started assigning their responsibilities to Mr. Ramesh. Consequently, there were imbalances in his tamily life, social life and organisational life. But he seemed to be calm and contented. Management felt that Mr. Ramesh had the potential to bear with many more organisational responsibilities. So the General Manager was quite surprised to see the resignation letter of Mr. Shashidhar along with a cheque equivalent to a month's salary one fine morning on 18th January, 2004. The General Manager failed to convince Mr. Ramesh to withdraw his resignation. The General Manager relieved him on 25th January, 2004. The General Manager wanted to appoint a committee to go into the matter immediately, but dropped the idea later.

What prevented the General Manager from appointing a committee? a)

What is wrong with the recruitment policy of the company? b)

Why did Mr Ramesh's resignation surprise the General Mahager?

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SLR-CD-15 Seat No. M.B.A. (Semester-II) (CBCS) Examination: Oct/Nov-2023 COLLEGE AND UNIVERSITY CAMPUS Research Methodology (20407205) Day & Date: Friday 15-12-2023 Max. Marks: 80 Time: 03:00 PMูฮั o 06:00 PM Instructions: All questions are compulsory. Multiple choice question **Q.1** An example of probability sampling is Snow-ball sampling Quota Sampling b) Lotterymethod Purposive sampling d) 2) A literature review requires Good and clear writing a) Planning (5) b) Lot of rewriting d) All of the above 3) Independent variables that are not related to the purpose of study may affect the dependent variables are called √B) Extraneous variable Independent variable ©onfounded variable All the above d) is a Non parametric test. Z test F test b) ANOVA d) Chi-square Summarizing raw data and displaying them on compact statistical tables for analysis is **Tabulation** Coding d) Transcription Editing is unipolar ráting scale developed by John Stapel 6) Likert scale Stapel scale a) Scientific differential scale Graphic rating scale is test used when we want to test the significance of difference 7) among more than two samples at the same time. a) Z-test F test Chi-square test d) **ANOVA** includes survey & fact-finding enquiries of the different kinds. 8) Descriptive research b) Analytical research Historical research d) None of these After formulating the research problem the research will prepare Sample design Data collection method research designs d) none of these is a set of elements taken from a larger population. a) Sample Ropulation Element Statistic & c)

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		c)	Diagnostic	design		- 5	Descriptive design	
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	200	c)	Pilot study	0			Survey 50	
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Q		c)	Analytical		d)		Systematic	Q
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-		<i>c)</i>	Census meth	od	<b>d</b> }	-	none of these	
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<b>Q.</b> 2	· vvrit	e snor	t notes on.		6/1		Q.	
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Q.3	Write	e shor	notes on	, , , ,	3		200	
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Q.4	Ansv	ver the	following qu	2			Q	0
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98,	<b>L</b> 1	A/L - A ?	. ~	_	OR	Vie.		10
8	b) '	vvnat is	research de	sign. Explai	n its meanif	ig.	need and types?	
20			2		2	•	and typest	
Auth Colorador Q.5	Analy	ses th	e following o	ase	Q.		none of these in report writing? need and types? raste has become an owever, in India this are essentially policy driven f attitudinal and motivational	
	Ον	er the	ast few years	recycling	of boulashal		Solv	16
	extren	elv im	nortant behav	ious assass	ngusenoi	a w	aste has become an	
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	Or com	munit	deiver initiati	o the other	Though the	se	owever, in India this are essentially policy driven	
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Sinecessary, to confirm his thoughts a views about recycling, were on the convenience; and recycling to the convenienc

SLR-CD-183 Seat No. M.B.A. (Semester - II) (CBCS) Examination: Oct/Nov-2023 COLLEGE AND UNIVERSITY CAMPUS Logistics and Supply Chain Management (20407209) Day & Date: Tuesday, 19-12-2023 Max. Marks: 80 Time: 03:00 PM To 06:00 PM Instructions: d') All questions are compulsory. 2) Figures to the right indicate full marks. Choose correct alternatives from the following.

1) \_\_\_ refers to the over-1 **Q.1** refers to the overall process of managing how resources are acquired, stored, and fransported to their final destination. a) Logistics Demand None of these 2) is/are the major drives of the Supply Chain Management. Production b) Transportation c) Inventory d) None of these 3) Effective Supply Chain Management (SOM) systems provide the benefits to optimize the organization's performance. Improve customer service b) to bring the products to the market CAP All of these is suitable for medium-to-large businesses. 3<sup>rd</sup> party Logistics 4th party Logistics b) Both a) and b) the governance of supply chain management functions that helps organizations plan, manage and implement processes to move and store goods. Purchasing, Management Operations Management c) Logistics Management Human Resource Management 6) ડ્ડોs someone who completes the final purchase of a product. End user a) Seller b) Person d) women 7) is a place where good@are stored. End user home b) Seller house Warehouse d) means buyers and suppliers working together towards a common goat. Co-maker ship Seller Goordination b) Personal contract ship

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		012220	29	SLR-CD-18 🤌
	9)	Global supply chain management	means providing the	products and
		services all over the a) Village	b) Çity	Solor
		c) Globe	d) @Metropolit	an "th
	10)	When suppliers, distributors, and of	customers partner wit	each other to improve
		the performance of the entire systema) Channel of Distribution	em, tney are participa b) Value Deli	very Network
		c) Supply Chain	🔊 d) Supply and	d Demand cháin
	11)	a) C2C which is the direct sale of g	bods and services be	ween buşinesses.
		o) B2B	d) C2B	21,22
	12)	A is a type of commerce whe product or service to an organization	ere a consumer or en	d user provides a
	10)		b) B2B	d. Ob.
W. (Solver)	13)	c) C2B DTM stand for \$\frac{1}{2}.	d) B2C 🥳	1200
Sol	10,	a) Domestics Transportation Man	agement Q	200
N.		<ul><li>b) Domestics Tentative Marketing</li><li>c) Departmental trading services</li></ul>	ort.	and
		d) Department transport material	b) B2B d) B2C agement	, 6°
	14)	is a business practice in which	ch services or job fund	tions are
		farmed 6út to a third party.  a) Qutsourcing	ည်း (ည) Logistics	05/2
	15)	c) Demand	d) supply	20
	•	4.Different phases of customer sends) Pre-Transaction Phase	vices are b) Transaction,	tions are pentil colored on the colo
	<b>16)</b> 02	(a) Pre-Transaction Phase (c) Post-Transaction Phase (c) The purpose of green supply chain r	d) All of these	21/2
	102	a) increasing environmental efficient	nanagement is	obs.
01	V	b) Earn profit c) Global business	, ogur	300
10,100		d) supplying farm products	ncy Army Sologon	2/201
Q.2	Atten	pt the following questions	Relie	20/1
	<ul><li>a) D</li><li>b) C</li></ul>	ifferent phases of customer services oncept of Logistics Information Systems	m@191	ari .
Q.3	Attom	pt the following questions oblems in SCM inciples of designing LIS.	1,0,010)	Types of
<b>Q</b> .5	a) Pr	pt the following questions oblemsွန်ဂ် SCM		16
	b) Pr	inciples of designing LIS.		Ext.
			- 20	16
		plain the concept of Logistics and Logistic Activities, and Importance of Logistic Activities,	gistics Management, <sup>-</sup> ogistics Management	Types of
1202	b) Ex	plain the concept of coordination in s	R N	ont Effect of
S	lac	n Ul Cuululliallon,on nerrormance an	id Obstacles to Coordi	nation in supply
NILL	CH	an management.	es sail	
o.		ain management.	Ego	
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SLR-CD-18

Q.5 Attempt the following question

Improving Supply Chain Responsiveness at a Leading European Grocery Retailer.

How does a leading European Grocery Retailer with nearly 1000 stores and over 10 million SKU/Store combinations respond when the need to cater to rising consumer incomes, expectations and individualism translates into higher supply chain complexity and costs?

The answer: Improve visibility and enhance collaboration between retail stores and central functions in order to replenish stores more efficiently while simultaneously lowering logistics costs. Working with a leading edge supply chain consulting form, the retailer realized that the increasingly unpredictable nature of consumer behaviour makes planning more and more difficult. So, more time is spent on planning but the results are less valuable because planning involves making assumptions about what will happen rather than reacting to what customers are actually doing. Consequently, the retailer determined that the only Sway to be responsive to ingreasing consumer demands was to build processes and define rules that required less day to day planning. According to the retailer's VP of Supply Chain, "Ten years ago, we made a fundamental choice to no longers believe in the power of forecasting. We don't believe in the predictability of customer behaviour. As the offer in products, information and services keeps growing forecasting is getting more difficult." They quickly determined that this required development of a highly automated reglenishment process with a single point of customer demand forecasting and centralized control management. "Now the supply chain is designed as a ຄູນີໄໄ chain with input from customer behaviour and forecasting models. The base for logistics is what the customer buys supported by other parameters around when do customers visit." says the retailer's VP of Supply Chain. Decisions and store planning and forecasting needed to be much more reactive which required the availability of continuous, near real-time information. Traditional processes were typically built around batch processing cycles, usually one per day. Moving from a batch to a flow system (continuous operation and continuous decision making) facilitated ભારા તે of the control of the contr merchandise etc. Naturally some batching still occurred in the process, such as deliveries to the distribution Centre from suppliers or the start of a new promotion but the emphasis is on continuous flow of information, with no artificial barriers to impede the reaction time. To determine how much of a particular product to send to a particular store requires knowledge of the present and historic service levels as well as constraints of both the product and the store. Each item store combination has a unique set of parameters. For some products, such as dry groceries, the parameter is simple- when one full case is sold, one new case is ordered. But for items like fresh produce, factors like the desire for freshness, an attractive presentation and the cost of shrinkage must all be taken into account before deciding on an order schedule. Predictive forecasting is only used for special situations such as promotions and events. Once the promotion is started, however, ordering is quickly adjusted to reflect actual consumer behaviour in the store (e.g. real time POS data) ్లో

According to the retailer's VP of Supply Chain "The replenishment process is now fully automated. We have a central control room where the switchboard is operated. Here we monitor the assortment behaviour, the effect of the weather, the differences in revenues compared to that type of local store etc. It is all in one place and there is centrally integrated responsibility for all DCs, local stores, etc. Local stores only have to focus on sales, their store (clean, products available) and customer attention. The central department decides what products come in,

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Page 3 of 4

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SLR-CD-18 in what amounts and prescribes how to fill the store. The store just has to processes, the retailer was able to realize some substantial benefits including a processing has declined significantly and improved availability of goods. leftovers and less time spent on ordering has translated into more time for employees to work directly with customers. In addition, supplier investigation into product availability also proved that eter of the state availability increased 14% during promotions. Most importantly, however, the net result of creating a collaborative, automated, real-time event driven system is acts.

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acts. increased confidence that on Notes any given day a customer who walks in to e and any one of the retailer's stores will leave satisfied.

SLR-CD-19 Seat No. M.B.A (Semester - II) (CBCS) Examination: Oct/Nov-2023 **COLLEGE AND UNIVERSITY CAMPUS** Employability Skills (20407206) Day & Date: Wednesday, 20-12-2023 Max. Marks: 80 Time: 03:00 PM (To 06:00 PM Instructions:এ) All questions are compulsory.  $\Im$  2) Figures to the right indicate full marks. Select the appropriate alternative from the given alternative Kaizen means continuous improvement a) Self-Discipline Preventive Maintenance b) Continuous improvement Sorting out d) Communication that involves exchanging information without use of word Verbal communication Rictorial communication Non- Verbal Communication Written Communication d) Dedication to a particular work is called 3) Confidence Commitment Intelligence Integrity 4) Expansion of SMS is Simple Message Service Short Mail Service b) Short Message Service Simple memo service d) For SMART Goals S stand b) Social d) Specific intelligence Critical thinking is a form of b) **Emotional** Spiritual Mental Rhysical Critical thinking allows problem solving and 7) financial Decision 1) queries Critical thinking is different from thinking. 8) Destructive b) Creative d) Spiritual Mêntal c) 😴 is the ability to think about your own thinking. 9) b) Inference Metacognition d) Interrogation Reference Hand protection is done in industries through b) Goggles Helmet Mask? d) Gloves Software used for document is M.S Word. M.S. Excel Paint and Brush

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John Confident

Case Study.

Business etiquette's

Mrs. Lalita is an agent of LIC of India branch 915. She enjoys her profession however fellow's agents and branch officials have noticed some of her babits. SLR-CD-19 ibnul 50 Q.5 however fellow's agents and branch officials have noticed some of her habits including dressing sense last Saturday Mrs. Lalitha went to meet with prior appointment a high network individual named Mr. Ramesh Shah wearing faded jeans floral top and flip flops. With all the office staff of Mr. Shah in attendance when Mrs. Lalita entered his cabin through the office staff who was seated in the hall the office staff made a notice of Mrs. Lalitha's attire and was not impressed even though Mrs. Lalitha has arrived to miss meet Mr. Shah with a prior where

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Jakah in h. appointment his secretary was not convinced that she represents a life insurance company however Mrs. Lalita was given audience with Mr. Shah where she sat

SLR-FB-10 Seat No. M.B.A. (Semester - II) (CBCS) Examination: Oct/Nov-2023 Digital Business (20407210) Max. Marks: 80 Day & Date: Saturday, 23-12-2023 Time: 11:00 AM To:02:00 PM Instructions: 1) All questions are compulsory? Figures to the right indicate full marks. Multiple Choice Questions. Q.1 What is Electronic Commerce (EC)? Barter system Traditional buying and selling commerce using electronic Network d) None of this C2C is known as Consumer to Consumer Consumer to Care None of this Consumer to contact 3) C2B is known as Consumer-to-Buy Consumer-to-Busin Consumer-to-Body None of this G2B is known as 4) Government-to-Buy Government-to-Buying d) None of this S Digital business Infrastructure refers to the combination of Hardware b) Software V Servers d) All of the above Web 2.0 enable to user Reading Data b) Opén page Editing the pages d) All of the above 7) SEO is known as a) Search engine opening Search engine optimiza Search engine object None of this 8) G2C is known as a) Government to Citizen b) Government to City Government to Corporate d) None of this 9) Amazon.com goods delivery known as b) Partial EC Pure EC None of these Non ECD d) E-Commerce means < Earning Commerce **Engineering Commerce** b) None of these d) Electronic commerce in web pages. Twitter is example of Web 5.0 Web 2.0 None of these

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	12)		nown <u></u> . nic Retailing nic tailing	b) d)	Electronic resour	СӨ	- Liebani
	13)	c) Govern	ment to Employee ment to Earning	d) Vi	Government to E None of these	Engineer	W.
	14)	c) Ainterne	tion Of Things of Technology	(b)	Input Output This Internet of Thing	000	
	15)	1175	al business model In	volves trac		1.0	,
	3	(Va) B2C c) B2B	1 STA	b) d)	Money commerce		. O. J.
Solo	35/10)	a) Market c) Mobile	commerce commerce	b) d)	Money commerce None of these	e	S. S
Q.3	An a) b)	swer the follo Explain Mobil Explain Socia	wing. (short answe e Payments.  Commerce.	rs / Short	problem)	N. S.	§ 16
Q.3	An a) b)	swer the follo Define Web 3 Explain the te	wing. (short answe .0, Web 4.0, rms of B2B, B2C, ar	rs / Short nd Q2C in e	problem) e-commerce.	1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1	16
Q.4	An a)	swer the follo	wing Long answers	<b>5</b> 35	Sol.	5	16
Les (nogo)	P. 12/2/2	S Explain in bri	e is known as commerce commerce wing. (short answer Payments. Commerce. wing. (short answer of B2B, B2C, arwing Long answer of E-commerce. Set the Internet of This	<b>OR</b> ngs Virtual	currency. 2127. 2000 of the control		What was a series of the serie
(mag)			No. Company	64	S. W. S.	is in a second	Voj.
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M.B.A. (Semester - III) (New) (CBCS) Examination: Oct/Nov-2023 SLR-CD-20 Seat No. ..., (INEW) (CBCS) Examination: COLLEGE AND UNIVERSITY CAMPUS

Strategic Management (2016) Max. Marks: 80 Day & Date: Monday, 18-12-2023 Time: 11:00 AM. To 02:00 PM Instructions (1) All questions carry equal marks. 2) All questions are compulsory. Multiple choice question. Competitive advantage can best be described as Perfect Competition in The Market Advantages of Competition Increased Efficiency of the organization Stand out the organization 2) is not one of the elements of strategic management. Formulating strategy a) Implementation of Strategy Evaluation of Strategy None of the above The acquisition of a business that operates in the same industry is known 3) Internal Integration Horizontal Integration b) **External Integration** d) Vertical Integration In BCG matrix Green symbolize Invest & Expand b) Select & Earn Harvest & Divest d) Both a & b The word "strategy" is derived from the Greek word Strategos Stratum d) & All of these Strategy The fundamental purpose for the existence of any organization is described by its policies mission procedures strategy SWOF stands for 7) Strategic Weakness Overcoming Tools Services, Works, Operation and Tools Strengths, weakness, Overcome and Threats Strengths, Weaknesses, Opportunities, and Threats The GE 9 cell model is based on Industry attractiveness & Business Strength Industry Growth rate & Business strength Industry Attractiveness & Relative market share Industry Growth & Relative market share

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	9)	defines how each individual business unit will attempt to achieve its mission.  a) Business strategy b) Corporate strategy c) Functional strategy is NOT included in the Porter's Five Forces model?  a) Potential development of substitute products b) Bargaining power of suppliers c) Rivalry among stockholders d) Rivalry among competing firms Avision statement answers  Of the following.	ags,
		mission.  a) Business strategy  b) Corporate strategy	00
		a) Business strategy b) Corporate strategy c) Functional strategy d) National strategy	
	10)	is NOT included in the Pertor's Figure 2 and 12	
	10,	is NOT included in the Porter's Five Forces model?  a) Potential development of substitute products	
		b) Bargaining power of suppliers	
		c) Rivalry among stockholders	
		d) Rivalry among competing firms	
	11)	Awision statement answers of the following.	
	_	b) who are our employees?	
	200	(b) Why do we exist? (d) What do we want to become?	
	12)°	Low cost, Differentiation and Focus are examples of	60
	1	a) Corporate strategies b) Operational Strategies c) Business Strategies d) Functional Strategies	000
Colonia	40)	c) Business Strategies d) Functional Strategies	V
COL	13)	a) Expansion Strategy b) Retrenchment Strategy	
		a) Expansion Ştrategy b) Retrenchment Strategy s c) Combinațion Strategy d) Stability Strategy	
	14)		
	,	by g	
		a) Gray Hamel b)? Peter Drucker	
		c) Michael E. Porter (d) C. K. Prahlad	
	15)	A company's competitive strategy should be	
		a) Generic b) Specific 6 d) Narrow	
	16)္ပါ လို <sup>ဘိ</sup> Writ	is concerned with tracking a strategy as it is being implemented.	
	0	a) Strategy Formulation b) Strategy control	2
	S.	c) Strategy design d) Strategy implementation	Splen
20	V	The said of the sa	S
ď3.	Writ	Regions in evaluation	6
3	a) b)	7 S Framework	
₹	,		
<b>Q.3</b>	Writ	te short notes on	5
	a)	Stability strategy	
	D)	GE a cell liftiggel	
Q.4	Ans	swer any one of the following.	6
	a)	Define strategy. Discuss its objectives and strategic management process	
		in details.	
	b)	Write an explanatory note on project implementation and behavioral	
	_,	implementation.	
	2 A	E SOLL STORY	
	So.	is concerned with tracking a strategy as it is being implemented.  a) Strategy Formulation b) Strategy control c) Strategy design d) Strategy implementation  te short notes on.  Barriers in evaluation 7 S Framework  te short notes on Stability strategy GE 9 cell model  swer any one of the following.  Define strategy. Discuss its objectives and strategic management process in details.  OR Write an explanatory note on project implementation and behavioral implementation.	
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6)		S. S	

se Study

DD is the India's premier public service broadcaster with more than 1,000 nsmitters covering 90% of the country's population serves as astimated 70 apur) 181 SLR-CD-20 Q.5 **Case Study** transmitters covering 90% of the country's population across an estimated 70 million homes. It has more than 20,000 employees managing its metro and regional channels. Recent years have seen growing competition from many private channels numbering more than 65, and the cable and satellite operators (C & S). The G S s network reaches nearly 30 million homes and is growing at a very fast rate DD's business model is based on selling half -hour slots of commercial time programme. In exchange the producers and can sevenue. Break-even point for producers, at the present rates, thus is sevenue is Rs. 65 lakhs for which the producer has to charge Rs. 1,15,000 for a 10 second spot in order to break-even. It is at this point the advertisers face a problem.

The competitive rates for a 10 second spot is Rs possessive about baying commercial time projected growth of revenue. to the programme producers and charging them a minimum guarantee? For projected growth of revenue is only 6-10% as against 50-60% for the private sector channels Software suppliers, advertisers and audiences are DD owing to its unrealistic pricing and specific pricing should privatize, second, it should remain purely public service broadcaster and third, a middle path. The challenge seems to be to exploit DD's immense what is the best option, in your view, for DD?
Analyse the SWOT factors the DD has?

c)
Why do you think that the proposed alternative is the best?

Analyse the SwoT factors the DD has?

why do you think that the proposed alternative is the best?

Analyse the SwoT factors the DD has?

Analyse the SwoT factors the DD has?

Analyse the SwoT factors the DD has?

Analyse the best option, in your view, for DD?

Analyse the SwoT factors the DD has?

Analyse the SwoT factors the DD has? potential and emerge as a formidable player in the mass media. What is the best option, in your view, for DD?

SLR-CD-2 Seat No. M.B.A. (Semester - III) (New) (CBCS) Examination: Oct/Nov-2023 COLLEGE AND UNIVERSITY CAMPUS Management Accounting (20407302) Max. Marks: 80 Day & Date: Tuesday, 19-12-2023 Time: 11:00 AM To 02:00 PM Instructions: (1) All questions are compulsory. 🕉 2) Figures to the right indicate full marks. Choose the Correct alternative: The term management accounting was first coined in b) 1950 1960 1955 1945 c) Management accounting is Subjective N Objective & ii) b) Sonly ii) Only i) a) d) None of the above Both i) & ii) 3) The use of management accounting is Optional **©**ompulsory b) c) Legally obligatory Compulsory to some and optional to others The management accounting can be stated an extension Cost Accounting ii) Financial Accounting Responsibility Accounting Bothi) & iii) Both i) & ii) b) Both ii) & iii) d) i),£ii), iii) Which of the following is true about management accounting? Management accounting is associated with presentation of accounting Management accounting is extremely sensitive to investors needs ii) Only i) b) Only ii) a) Both 1) & ii) None of the above A factory produces two types of articles Y and Z. Article Y takes 8 hours to 6) make and Z takes 16 hours. In a month (25 days \* 8 hours) 600 units of X and 400 units of Z are produced. Given budgeted hours 8000 per month and men employed are 50 Determine Activity ratio, Capacity ratio and èfficiency ratio. 140%, \$12%, 140% 112%, 140%, 140% None of the above d) 140%, 140%, 112% Plant utilization budget and Manufacturing overhead budgets are types of None of the above Production budget Cost budge

The state of the s	The state of the s				
		~		(a)	
		Soy.		Son	
		C23/2023002 P		A CANAL SOLO	SLR-CD-
8)	R&D budget and	Capital expendit	ure budget a	are examples of _	··
	<ul><li>a) Short-term b</li><li>c) Long-term b</li></ul>	udget	b) (	Current budget None of the above	9 %
9)	When standarg	costs are used, th	e amount ີ່ວ່າ	detailed record k	
	normally a) Reduce		.0)	ncrease	75,
	c) Staythe san	ne	7 (p~	None of the above	eeping will 2
10)	If labour time is b a) भीgher	ased on the maxi	mum efficie		willbe
	c) Equal	ased on the maxi	d) N	ower lone of the aboye	Sv.
11)	the labour engag (va) Direct labour	led in the making	of a product	t is known as	·
9/2	c) Direct labour c) Temporary la	bour ser		ndirect labour	
(12)	is respons	. S. Ootting up	of materials	price standard.	2
2020	<ul><li>a) Production de</li><li>c) Purchase dep</li></ul>				ment S
52 AM ARYTHM (2000) 13)	a) Production de c) Purchase der While determining should be assigned a) Normal mater c) Both a) and b The term contribut a) The difference c) Profit None of these The accountant's concept of margina a) Variable cost c) Fixed cost Fixed cost Financial control regal Dynamic finance) Extensive Activity	material quantity	standards	a proper consider	ation south
Tour	should be assigned	ed to	b) coAt	onormal material w	vastage
VEZ	c) Both a) and b	)	d) No	one of the above	Sky
14)	The term contributes.	tion refers to	price and fix	ed cost	
	b) The difference	between selling	price and va	riable cost	
	(d) None of these			2023	
15)3	The accountant's c	oncept of margina	al cost differs	s from the Econom	nist's
2013	concept of margina a) Variable cost	18 COST II COST III COST	b) Ser	mi-variable cost	80
. oly	c) Fixed cost		a) Noi	ne or these	, <sub>2</sub> 02 <sup>2</sup> 3
16)	Financial control re B) Dynamic finance	ial reports	b) Sta	tic financial reports	s orn
Sold C	Extensive Activi	ty report	a) 15 140L	ie of the above	- 15 AC
				.0	ુવ <sup>ર</sup> 16
15)39 16) 1 16) 1 2 Write : 2 Miles   Direction   Dire	anagement Audit nitations of Manage	ement Accounting	2	ale Control	
O 3 Answe	Financial control remainded in Dynamic finance.  Extensive Activity.  Short note on an agement Audit mitations of Manage in Objectives of a company, sales are Rs 4,000. Company of Safety Profit	3202		1/2/	16
a) Ex	plain Objectives of	Auditing. Name Rs 8,000, val	riable costs	are Rs 4,000, and	fixed
<b>b)</b> Fo	sts are Rs 4,000. C	alculate the follow	ring: '	300	
(F)	PVR BEP (Sales)	Solar		2201	
o iii)	Margin of Safety	and	S		
2022	7,011		RUST		
Marc.	Of Prince		Solve		
2	S. S		Erley.		Page 2 of 3
Q.2 Write: a) Ma b) Lir  Q.3 Answe a) Ex b) Fo  cov  iii) iii) iv)	of or	27	riable costs		1050 200

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swer the following.
Objectives of Standard Costing

OR

The standard cost card shows the following details relating to the materials needed to produce 1 kg of groundnut oil: needed to produce 1 kg of groundnut oil: Quantity of groundnut oil required: 3 kg Price of groundnut oil: \$2.5/kg Actual production data are given as follows: Producțion during the month: 1,000 kg Quantity of material used: 3,500 kg Price of groundnut oil: \$3/kg Calculate the material cost variance. Calculate the material price variance Material usage variance From the information below, prepare a cash budget for a company for April, May and June 2019 in a columnar form. Wages A Mar. (actual)

Apr. Bud **Purchase** Exp. 20,000 45,000 5,000 40,000 18,000 6,000 42,000 22,000 6,000 50,000 24,000 6,000 85,000 45,000 20,000 6,000 80,000 35,000 18,000 5,000 You are further informed that: a) 010% of purchases and 20% of sales are for cash. The <u>average collection period</u> of the company is half a month and <u>credit</u> purchases are paid off regularly after one month. purchases are paid off regularly after one month. So Wages are paid half monthly and the rent of Rs.500 excluded in expense, is Cash and bank balance on April 1 was Rs. 15,000, and the company aims to keep it below this figure at the end of every month. The excess cash is placed in fixed deposits. Cash and bank balance on April 1 was Rs. 15,000, and the company aims to

Answer the following.

Required:

Month

May Budget

Jun. Budget

paid monthly.

Answer the following.

Sales

		a set		20° 32°
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	Seat No.			Set
	ĺ	I.B.A. (Semester - III) (New) (COLLEGE AND U	CRCS) Examination:	OCI/NOV-2025
		Brand Manag	oment (20407305)	O. P.
	Day & Day	COLLEGE AND L Marketing Brand Manag ate: Thursday, 21-12-2023 :00 AM To 02:00 PM	20°	Max. Marks: 80
	Instruc	ions: 1) All questions are computison 2) Figures to the right indicate	ry. full marks. n the options.	1003 1003
	Q.1 C)	2) Figures to the right indicate  coose the correct alternatives from  If a company uses successful bra  product in a new category, this si  a) Brand extension  When two brand names from different product, this branding strategy is  a) Umbrella branding  c) Mega branding  Trademarked devices that help to competitors are called  Brand dilution	n the options.  and names to launched not be trategy is called  b) Co-branding d) Multibranding	ew or modified
SO SAN KONIN	2)	When two brand names from different product, this branding strategy is a) Umbrella branding c) Mega branding	erent companies use the called b) Store branding	name of the same
	3)	Trademarked devices that help to competitors are called  a) Brand dilution  Brand elements	b) Brand Extension d) None of the a	of jove
	4)	product as its brand had promised a) Brand dilution c) Brand bonding	eels that the company 45°d. b) Brand extensi d) None of the al	on pove
Control of the contro	√° 5)	A consumer's ability to identify a bit with other brands is called  a) Brand portfolio  c) Brand bonding	orand, recall its performan - b) Brand extension d) Brand awaren	on and compare
O. Market	6)	If a consumer does not wish to as products, this phenomenon is called a) Brand portfolio c) Brand bonding	sociate themselves with ed 6 b)  Brand dilution  Brand awaren	delivering the delive
	7)	offers to its customers is called	b) Brand equity, by Brand awarene	ess
Sologius 21/21/2	8) <sub>6</sub> 5	There are two aspects of a brand i the other one is  a) Packaging c) Personality	n a brand image Fone is b) Labelling d) Awareness	association and
our 21/2	9)	Both brand association and brand a) Brand-symbol c) Brand relationship	personality are a part of b) S Brand-image d) None of the ab	
Solar		Nand Telationship	**************************************	Page 1 of 3

		10)	A brand that can assure lega is called	I protection and	a ot osu sti fotpsen b	single seller
			a) Trademark	b)	Brand image	Co.
			c) Brand association	d) _	None of the above	N.
		11)	A brand that can assure legal is called	se and helps n	narketers overcome (	competition
			from other firms.  a) Brand awareness c) Brand association The strategy adopted by reta is called  a) Store brand C) Brand extension  defines what the brand	(b)	Brand loyalty None of the above	Sept.
		12)	The strategy adopted by reta	ilers and whole	esalers for creating th	eir private brand
			a) Store brand	all b)	Mega brand	3
		13)	(Sc) Brand extension	d)	Co-brand	
		13),	defines what the brand	d thinks about t	the consumers as per	the consumer
ON TON	į	5	a) Brand attitude of a	b)	Brand positioning	100
	- 9.00	14)	Brand feelings are oustomers	d)	Brand manage	NID
	S		a) Emotional responses	p)	Rational responses	2
QNI		45)	c) Moral responses	d)	Direct responses	100
27		15)	is the structure of bran	ds within an or	ganisational entity.	S
S. C.			a) brand récognition c) brand architecture	4) දැ p) දැ	brand equity brand monitoring	SVILL
		16)	A brand is defined as an	asset	orarid morntoring	<sup>7</sup> 7 <sub>x</sub>
			a) 'liĝuid	b)	fixed	S.
			c) current	(p d)	intangible S	
	Q.2	Ans	wer the following short ques	tigns.	2023	16
		a) 6	Explain Different Elements of E Explain Kellers Brand Value of	Stand.	121	
	6	·0ς	267	iain model.	8	
		اد اه	swer the following short dues Explain different Branding Stra	tions.	LOQUI.	<sub>20</sub> 96
	Te	b)	Explain the various methods of	tegles. f calculating bra	and equity.	27201
No. Selection of the se	₹ 04	Ans	wor the following augetians	(Am., Om.)	N. S.	only
er S	<b>Q.</b> 7	a)	Define Brand Equity. Explain k	(Any One) 🔑 (ellers Custome	er based brand equity	model with
Ser.			diagram and example.	O. P.	na a	COSCI WILL
		b)	Explain Strategic Brand Manag	ement process	s in detail.	<b>7</b> 8
			Sol	202	78.24	•
			~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~	7121	Contract of the second	
A.			Regin C	V	C'NO,	
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		.00	્રં જુ		2/201	
	6	S. S.	S. Klar		Mrs	
	100	,	75		all.	
,	MIL		Explain the various methods of swer the following questions. Define Brand Equity. Explain K diagram and example.  Explain Strategic Brand Management of the strategic Brand Mana	ي .	300	
T.	V		100.	1/2		
10/00			60°5,	Ser		
(6)			<i>1</i> ).	2.4		Page 2 of 3

SLR-CD-22

Attempt the following case study. 0.5

Mountain Dew, the soft drink distributed and manufactured by PepsiCo was invented in Knoxville, Tennessee in the 1940s.

Launched in Indian in early 2003, Mountain Dew (vas positioned as an 'energy and exhitaration' drink same as across the world. Pepsi started with two JWT India? created television frommercials that attempted to capture the brand's spunk and attitude. The first ad featured four 'Dow Dudus' being asked (by a voice over) whether they visited some famous tourist attractions around the world. On being asked 'Big Ben dekha?', the ads show shots of the boys bungee jumping off the Big Ben, Jump maara, one of them answers, 'Baja diya baarah,' says another, 'Par boring than saara,' a third shrugs. The ad continues in this vein till the voice over asks 'Sab kuchh toh kiya, buthave you done the dew?' The boys vouch for the grink as soon as they taste it.

The second ad became a cult hit. It featured a Dew Dude on a bike chasing a cheetah in a Savannah, catching up with it, leaping and wrestling it into submission before pulling a can of Mountain Dew from its throat! 'Cheetah bhi peeta hai' remarked another Dew Dide.

Yet, Mountain Dew did not live up to all the hype. A survey by Synovate in late 2005 showed that people preferred Sprits and Limate The Synovate in late 2005 showed that people preferred Sprits and Limate The Synovate in late 2005. 2005 showed that people preferred Sprite and Limca. The ad campaigns itselfo were found to be over the top and unrealistic.

This repositioning saw the introduction of the 'Dar Ke Aage Jeet Hai' campaign. Designed by WT India, these ads was set in a river rapid where some guys were going to attempt river rafting. The ad starts with a nervous guy telling timself 'Itna mat dar, beta Joy. Sunny ko dekh, kaisa chilled out sa baitha hai'. Sunny is saying of the raft

ar ke aagey jeet hai'. The next shot

verboard rafters when suddenly the raft

oune Brand Repositioning. When does company consider about brand
repositioning?
Elaborate how Mountain Dew has been repositioned from the above case. a silent prayer Shagwaan, aaj apne Sunny ko bacha lena. Main Anshul ki tarah stud nation hoon'. Anshul, a well-built quy is thinking 'Kya faayda teri body ka Anshai? Sabse dara toh tu hi hai'. Suddenly, accompanying shots of the raft overturning a voice over remarks Boss, dar sabko lagta hai, gala sabka sookhta hai. Toh aaney do durko, kyunki dar ke aagey jeet hai'. The next shot show cheerleaders worrying for the overboard rafters when suddenly the raft comes out of the water and wins the race.

a)

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## M.B.A. (Semester - III) (New) (CBCS) Examination: Oct/Nov-2023

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Page 2 of 3

Q.4 Answer the following. (Any One)

a) Compute the tax payable by the Assessee below 60 years of age for the A. Y. 2023-24 from the following Information.

Name of Assessee	M	N	.0	D	0
Non-Agriculture 🤄 Income (Rs.) 🚿	NIL	1,80,000	3,20,000	8,00,000	4,00,000 5
Agriculture (Rs.)	8,00,000	8,00,000	80,000	NIL	80,000(Loss)

Ignore Sec. 115BAC Pertaining to Alternate Tax Regime.

OR

State whether the following are capital or revenue receipts/expenses and give your reasons:

ABC & Co. received Rs. 5,00,000 as compensation from XYZ & Co. for premature termination of contract of agency.

PQR Company Ltd. instead of receiving royality year by year, received it in advance in lump sum.

An amount of Rs. 1,50,000 was spent by a company for sending its production manager abroad to study new methods of production...

4) Payment of Rs. 50,000 as compensation for cancellation of a contract for the purchase of machinery with a view to avoid an unnecessary expenditure.

An employee director of a company was paid Rs. 3,50,000 as a lump Sum consideration for not resigning from the directorship.

## Q.5 Answer the following.

Mr. 'A' had income against the following heads: Amount (Rs.) Taxable salary income 40,000° income from house property 75,000 Income from other sources 20,800 Interest on securities of DCM Ltd (gross) £8,000 Total **1,43,000** 

He made following payments: Contribution to P.F. (recognized) Donation to the prime Minister's national Relief fund	Amount (Rs.) 2,000 2,500
Donation to the Indira Gandhi Memorial Trust Donation to an approved association for promoting family planning	4,000 4,000
Donation to approved charitable trust	10,000

Compute Mr. A's taxable income for assessment year 2023-24.

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		E CONTRACTOR OF THE PROPERTY O		March Control of the
		. (P)		01 D CD 00 6
	ga epeloptorio e i	Antonia and a consistence of the constant of t		SLR-CD-28
	Seat Vo.	5		Set P
	Section Street Section	M.B.A (Semester - III) (New) (CE	cs	Examination: Oct/Nov-2023
		COLLEGE AND UN	IVE	RSITY CAMPUS
		Strategic Human Resource	A 1	
r	A vac	Date: Sunday, 07-01-2024	1	AMax. Marke: 80
		11:00 AM To 02:00 PM		A CONTRACTOR OF THE PARTY OF TH
1:	nstru	ctions: 1) All questions are compaisory		and the state of t
		2) Figures to the right indicates	full f	narks.
(	2.1	Choose the correct alternatives from		
	2/3	<ol> <li>Systematic and detailed plan of ac a) Remuneration.</li> </ol>	tion i b)	s termed as Performance Appraisal
	Sa	c) Training	d)	Strategy
A STATE		2) SHRM isn nature.		Party.
1		a) Proactive c) Dominating	, b) d)	Reactive Possessive
60		Difficulty in quantifying many HR or		No. of the second secon
*		a) Barrier	b).	Importance
		c) Supports	(d)	None of the above
		Human assets as risk inves     a) Not at all	tmen b)	t. Higher
		C) Lower	d)	Both B & C
		5) It is horizontal or lateral transfer, w	here	employees are shifted to another
	2	activity to meet the needs of work s  a) Job Rotation	b)	Job simplification
	26	c) Job Enlargement	d)	employees are shifted to another duling.  Job simplification  Job Evaluation  g the time required for a qualified defined rate of working.
فص		<ul> <li>aims at scientifically estable worker to carry our a work element</li> </ul>		g the time required for a qualified
Solar		a) Performance	b)	Job Rotation
TO SO WHAT ON		c) Work system design	d),	Compensation
3	7	Job design determines the     Responsibility of an employee	8	e e e e e e e e e e e e e e e e e e e
		b) The authority he enjoys over h	is wo	
		<ul> <li>c) Employee's scope of decision-</li> <li>d) All of the above</li> </ul>	-mak	ng
		Excessive specialization and mech	aniza	ition have made many lobs.
		Benetitive and begins	b)	Acceptable and boring
	S.	c) Accountable and boring	d)	Misleading and boring
		g) In a significant number of eight design process.	mpio	yees can directly participate in the
	OD.	a) Conference method	b)	Training method
A.	5	a) Repetitive and boring  c) Accountable and boring  In a significant number of eidesign process.  a) Conference method  c) Performance Appraisal	d)	None of the above
\$0.		8		, C

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W.		1/2	OLIV-CD.	.70
	10)	provide a shortlist of candidates to proceed to the says as Selection by Training c) Investment d) Recruitment	selection phase.	Signif
,	11)	Professional journal is a source of recruitment.  a) External b) Internal c) Professional d) Regular	of the employer	<i>.</i>
	12)	in that incentives are aligned with business strategies.  a) Traditional Pay  c) Wages  b) Strategic Pay  d) None of the above	or the employer	
	13)	(va) Presidents of company b) Chief Executive	officers ve	ζζ <sup>δ</sup>
Som Konny (Sole	14)	Types of ESPO's are/is  a) Employees Stock Option Schemes b) Employee Stock Purchase Plans c) Restricted Stock Award (RSA) d) All of the above	onicers /e	STONES
THE STATE OF THE PARTY OF THE P	15)	Retirement is a type of separation. (S)  a) Voluntary b) Compulsory  c) Both (None of the above	Soliting S	
•	10)	termed as  a) Lay-off b) Retrenchment c) Retirement d) Dismissal	ch ortime is	
Q.2	Ans a) b) Ans	Swer the following short answers.  Define "Job Design" and write down its approaches.  Explain the concept of SHRM and its barrier.	1 3 feet   1   45	16 A
Q(3) Q(4) Q(5) Q(4) Q(5) Q(4)	Ans a) b)	swer short note on the following.  Executive compensation?  Strategic dimensions of performance appraisal?	otlotto	16
Q.4	Atte a)	empt any one.  Explain the concept of employee separation and it's types. A on 'employee turnover'.?	lso comment	16
	b)	Strategic recruitment and strategic staffing, explain staffing a	s a process.?	
Q.5	nog	Swer the following short answers.  Define "Job Design" and write down its approaches.  Explain the concept of SHRM and its barrier.  Swer short note on the following.  Executive compensation?  Strategic dimensions of performance appraisal?  empt any one.  Explain the concept of employee separation and it's types. A on 'employee turnover'.?  OR  Strategic recruitment and strategic staffing, explain staffing a empt the following case study.  argerbusiness consultancy - Walker, Bird and Black (WBB) reween 40 and 50 graduates each year onto its three-year graduates are prestigious and is known to be among the highest paying. Finpetition for the scheme among graduates is highly competitive	or this reason	
or to	SV to fo	OCUS IIS recruitment activity on more prestigious universities		
30				
Solding		and the resident for the prestigious griversities.	Page 2	≀of 3

In 2008, for example 70 per cent of its graduate intake came from just five universities. While graduate recruits often take on managerial responsibilities relatively early in their careers, the aim is to create a talent pool for more senior managerial positions and, therefore, retention of graduate recruits is paramount. To achieve this objective, the development programme is highly structured and whilst there is limited scope for recruits to specialise in particular areas of the business or in specific managerial roles, the programme seeks to develop generic managerial competencies to enable graduate recruits to fulfil a range of future positions. The programmes, of mentoring, personalised & development programme includes secondments (including frequent international assignments in its overseas operations and in partner or client organisations) and work shadowing. During the three years, each graduate also has the opportunity to work across different departments and operational areas of the company and to work in cross-functional project teams, often in leadership roles. The 'programme' graduates are treated very much as separate to other graduates working in the firm during their three years' training.

A problem for many graduate recruiters is retention of graduates both during and following the formal programme, especially given the investment already made in recruiting and developing graduates. WBB experience a lower level of turnover of employees during the programme than the industry average, which the company puts down to the content of the programme and the range of benefits they offer their recruits. In the two years following the programme, however, WBB experiences an unacceptable level of turnover among its graduate recruits, many leaving to take up opportunities af rival employers. In exit interviews, graduate recruits leaving the firm rarely mention pay as a reason for leaving but they often complain about a lack of opportunities for further advancement and development, particularly those recruited following a restructuring of the firm to promote team-based working and to eliminate unnecessary layers of bureaucracy. Senior managers also express disappointment about the ability of those completing the programmes to act independently and effectively in more senior managerial roles and to take the initiative in decision-making Question a) W and problem- solving. Subsequently, two of the rarely available senior managerial toles have recently been filled by external recruits, rather than from inside the

Questions

What is your opinion on the patterns of turnover among graduate recruits at

In what ways do you think that the approach taken to graduate recruitment and training has contributed to the problems being experienced at WBB? Will it reduce the employee turnover?

How would you address the problems at WBB?

And offer suggestion to following concerns in particular for graduates who might be thinking of leaving the firm & senior managers who the lack of 'readiness' of graduate recruits to take on more senior roles.

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	Instruc	tions	1) All guastian	ns are compuls	•		"O	
		120	2) Figures to	is are compulso the right indicate	ory.		8	
		<i>O</i> /		~~	e iuli marks	i.		,
	Q.1 N	lultiple	Choice Que	stions.⁄ົ`		20°2		ત્રિક
	, <sub>2</sub> 037	) Sa	ies and Distri	bution Manager	nent majorl	y focuses on the	e asp	ect of
	Sol	an a)	organization.  Producing	10 Sr.		"The		8
,	12	c)	Selling	57/18	b) d)	Buying Transporting		OUT
150	Q.1 N	3)		cess of buying	and calling	online by using	internet 6	ect of O
7		a)	Retailing	ocos or buying a	b)	E -banking	internet.	
		c)	E-selling		d)-	Personal selli	ng Q	
	3	) Th	e otal present	ation of a comp	any's produ	ucts, or services	to one or mo	re
		pro	ospective purc	hasers for the p	ourpose of r	naking a sale is	known as	
			Adverting Branding		(p)	Promotion	S. S.	
	4 (C) (S) (S) (S) (S) (S) (S) (S) (S) (S) (S	1 00%	is an activ	motion of sole S	(d)	Personal Selli a company can	, ng	
	er -	wit	hin the plan p	eriod.	volume that	a company can	expect to att	ain ,
	ó	<sup>γ</sup> a)	Sales Budge	et <u>"r</u> it"	b)	Sales Forecas	st	300
	Clin	c)	Sales Resea	arch (2)	d)	Sales Control		87.
	ST 5	) <sup>,</sup>	is the pro	gramౖtဨိ of intro	ducing sale	speople the job	are expected	to độ:
	The same	a) c)	Induction Appraisal	, O. D.	b)	Placement		90,50
وي ا	8	\ .		or produces w	d)	Development		21/2
6	O,	the	occurs wi	needs It allows	one compa	and retailers wo	ork in unison,	to meet
•		pro	cess of produ	cing and selling	a product.	my to have com	ioi over tije e	nure
				arketing system	0	Vertical marke		
		c)		rketing system	(p d)	Matrix marketi	ng system	
	7)		<u>_</u> o~ estimate	es the sales in u	ทิits as well	as the estimate	d'éarning fro	m
			sè-sales. Sales Quota		b)	Sales Budge	2.	
		6	Sales Trainin	ig S	d)	Sales Recitifu	nent	
	8)	CIS	in Distribution	n management	stands for			
		ှ′် a)	Computerise	d Integrated Sys				
	్ర్ట్	, p)	Channel Inse		137	Solo		
	Office	c) d)		ormation Syster mation System	n	2		
	8) 60 <sup>7</sup> 9)	۸,۶		onsists of expe	rted volum?	્રું e of and		
C	(a)	a)	Manpower. P	roduction exper	nses b)	Profit, Material	cost	
Sil		c)	Sales		(6 <sub>2</sub> 2	Profit, Manufac		
9			120,		* tx			Page 1 of 3
			~ `		***			

10)is the sales forecasting m	ethod in which the executives of the company
express their views and give gui	dance regarding future sales
a) Execution Oginion	b) Delphi Technique
c) Sales force composite	d) All of these
11) is planning, directing, and	coordinating the activities of and
increasing organisational efficier	ncy.
a) Sales territory	Ob) Sales Budget
c) Sales Quota	d) Sales Organisation
12)mainly deals with all activiti	ethod in which the executives of the company idance regarding future sales.  b) Delphi Technique d) All of these I coordinating the activities of sales force for ncy.  b) Sales Budget d) Sales Organisation es associated with the flow and transformation estage of raw material to the coordination.
GUG IIIUIIIAIIOD OF GOOGE FROM IN	e stage of raw material to the end user i.e.,
consumption.	or raw material to the end user i.e.,
PLC 22th	b) Supply Chain Management
consumption.  (a) PLC  (b) C) Purchasing	d) Marketing Channel
13) The quota is one of the finar	ncial quotas that is set with objective to
control the cost of mathufacturing	units or sales units
a) Sales volume	b) Activity
c) Expense	d) Combination
13) PLC c) Purchasing  The quota is one of the finar control the cost of manufacturing a) Sales volume c) Expense is made up of present or pot area. a) Territory c) Brangh	ential quaternat
area.	Taller than a geographical
a) Territory	b) S Quota
c) Branch	d) Sales force
— ulangers are responsible to	achieve certain sales targets.
a) Line c) Production	b) Staff  d) HR
c) Eloduction	O d) HR
16) is the process of educating	b) Quota d) Sales force achieve certain sales targets. b) Staff d) HR salespeople and equipping them with the
Skills they need to succeed in their	role.
ob C) Sales Training	b) Performance Appraisal
the state of cales training	d) All of these
Q.20 Answer the following.	10 m
a) The Personal Selling Process	, S16
b) Sales Quota and its Types.	(50)
b) Sales Quota and its Types.  Q.3 Answer the following:  a) Key Drivers of Silver Control of Silver C	net only
a) Key Drivers of 60	78 p. 00/p.
b) Types of Salos Occasionation	ment <sup>2</sup> 3
a) Key Drivers of Supply Chain Manager b) Types of Sales Organisations.	20°C
Q.4 Answer the following.	8°, '
a) Define Sales Forecasting, Explain var	ious Salas 6
So Them	salespeople and equipping them with the role.  b) Performance Appraisal d) All of these  mentatornal coordinates and various functions of  16  16  OR  the importance and various functions of
what is Distribution Channel? Explain	the importance and will
marketing Channels in detail	various functions of
Z <sup>1</sup> Z <sup>3</sup>	0 <sup>3</sup> .
<sup>7</sup> 0,	22
.0"	- N26
Ora Ora	
Out of the	
300	and a second sec
in the same of the	Es.
del con	Na -
Co. N. N.	<u> </u>
Q.4 Answer the following.  a) Define Sales Forecasting. Explain var  b) What is Distribution Channel? Explain marketing Channels in detail.  Cooperation of the following of the following cooperation of the following channels in detail.	OR the importance and various functions of

Case Study. Q.5

Case Study.

Karadi Tales is one of the leading children's entertainment and knowledge products selling company in India. It sells compact discs, books, and educational materials, including computer games, in the Indian market. The company plans to open a chain of retail stores specializing in creative toys and innovative learning materials for children. The company plans to target the upper middle class and upper class Indians living in metro cities and focus on customer service for competitive advantage. It plans to conduct workshops and seminars for parents and children on such topics as learning with computers, indoor gardening, creating one's own world through computer programs by parents for children, and conducting craft classes ranging from papier mache to pottery for the kids. The company places to cover 10 Indian cities, namely Mumbai, Bangalore, Chennai, New Dethi, Kolkata, Hyderabad, Cochin, Indore, Lucknow, and Chandigarh in the coming year. The company is planning to recruit around 300 people and wishes to hire and retain the best people. The goal is to design a hiring process that will accomplish the

ache to pott

inely Mumbai, Ban

in, Cochin, Indore, Luckrit

inpany is planning to recruit arou

best people. The goal is to design a

ambitious goals of the organization.

The children's market in

service personnel who are very

and computers. They are

The top priority for

service. Ohe

invest The children's market in which Karadi Tales plans to operate demands service personnel who are very patient and knowledgeaple about children, toys, and computers. They are expected to be very sociable, engaging, and enthusiastic. The top priority for the company is to create a network of excellent oustomer service. Obtaining the desired result from the new recruits means a major investment in training. The attrition rate in the industry is very high and it is seen that almost every worker recruited by a company selling toys and books leaves the company in a year's time. This means that the company may get adequate return on the investments it makes on the employee training, if the worker does not leave the organization within a year of joining. One of the important factors for the high turnovecrate is the demanding nature of the job in this industry. They are planning to set up sales teams than taking individual salesperson as the writ of performance for the new chain stores. The sales deams will contribute towards improving the quality of the service, identifying and solving any problems in service delivery, and also brainstorming new opportunities in the market. This approach of team selling is Quite new to the industry and the company expects that this will deliver the desired

aradi Tales a le company's re should Karadi Tales g laracteristics should be us row should Karadi Tales add does not affect the company? How can Karadi Tales attract best minds for jobs in the new chain stores? On what groups the company's recruitment efforts should focus? How should recruiting be

How should Karadi Tales go for selecting the best candidates? What measures and 06 characteristics should be used and why? 04

How should Karagi Tales address the retention problem in the industry so that it

Page 3 of 3

06

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	A .	TA A STATE .	3
Seat	2301222222222 C. S.	S. Fry Ag	SLR-CD-33
No.	25.	60	Set
M.B.A. (Semester ເດັບ ເ	- III) (New) (CB	CS) Examination:	Oct/Nov-2023
COLL	FOL WIND DIM	VERSILI CAMPUS	3
Finan	Financial Ma	anagement malysis (20407308	, S <sup>5</sup>
Day & Date: Saturday, 30-12-2	023	(1) diysis (2040/308	ار کان
Instructions: 3) All questions a 2) Figures to the	re compulsory. right indicate full n	narks.	
and Capital fund.  a) Comparative St  b) Trend Analysis	ich items of assets moof capital and lia atement Analysis	is converted into percabilities is expressed to	entage to Total Total Liabilities
c) Common-siže S d) All of the above 2) Increase in sundry C a) Increase c) Decrease	tatement Analysis reditors over last y	No effect	working capital.
3) If Percentage change Percentage Change 3) 2.5	e in EBIT = 25%, F in EPS = 15% Cal b		ales =10%, ating Leverage.
If Percentage change Change in Sales = 10 a) 2.5 c) 2	in FRS = 20% P	ercentage change in El ree of Financial Levera	BIT =15%, Percentage
5) If Percentage change in Percentage Change in a) 2.5 c) 1.875	b)	rcentage change in Sa llate Degree of Combir रो.33 े 1.5	iles =10%, o l'annual de l'est en l'annual de l'est en l'
can be defined statement manner for a) Ratio Analysis c) Financial Stateme	as any statement arriving at some m	containing financial da teaningful conclusion	ta drafted in a
7) Financial Statements in Income and expension Balance Sheet	ncludes	Break Even Chart None of these	

Funds Flow Statement All of the above of

is a form of corporate restructuring in which the entity's business operations are segregated into one or more components.

Merger

b) Strategic Alliance

Joint Venture

d) Demerger

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	O)	Is/are features of capital Struc	turo,	S.	6
		n) Solvency	b)	Conservatism	right
		c) Floxibility	d)	All of these	1
	10)	analysis holps the manageme	nt to	take an effective decision on whether	
	,	it would be better to finance a project	t with	debt and equity.	
		n) Brook Even		Marginal Cost	
		c) EBIT-EPS	d)	Profitability	
	11)	is:an acquisition of shares car	rying	voting rights in a company with a	
		view to gaining control over the asse	ts ar	id management of the company.	
		a) Koverse Merger	b)	Strategic Alliance	
	40\	c) Joint Venture	d)	Takeover	
	12)	Decrease in Working Capital is show		der in funds flow statement.	
	M's	a) Sources of Funds c) Application of Funds	b)	Funds from Operation	ري ا
	421	257	d)	Balance sheet	SV.
	13)	The movement of cash in cash flows			-
, es	,	<ul><li>a) Operating activities</li><li>c) Investing activities</li></ul>	p)	Financial Activities	
S. A.	14)		d)	All of the above	
13,	14)	particular situation of the business.	g of a	company's capital structure to sujtto	
25		a) Venture Capital	ы	St. 2-14-1	
₹ <sub>2</sub>		c) Restructuring	b) d)	Share capital Share capital	
•	15)	is/are types of Takeover.	-,	y y	
	, ,	a) Friendly Takeover	b)	Hostile Takeover	
		, -3-F	(d)	All of these	
	16)	The portion of company's net earning		_	
	7	termed as	90	State is	
	0	a) Dividend	b)	Retained Earnings	
	dio.	c) Interest	d)	Tax	~ 3
0.2	Anev	wer the following.	14	, S	2,
	a)	From the following information calcul	late (	Operating Leverage Financial	16
New York	100	Leverage and Combined Leverage:	iate (	-17.	
201		Sales (1,00,000 Units) Rs.2,00,0			
's'y		Variable Cost Per Unit Rs.0.70/-			
02		Fixed Cost Rs.65,000 Interest Charges Rs.15,000	0/		
?	b)	Explain different forms of servers	U/∵	Icturing	
	٠,	AS CORPORATE	i. Gour	octaining.	
		6°		ALCO STATE OF THE PARTY OF THE	
				Ţ,	1
		Q <sup>a</sup>		( ) ( ) ( ) ( ) ( ) ( ) ( ) ( ) ( ) ( )	
		Explain different forms of corporate r		acturing.	
		5° (4)		right.	
	20			₹\$.	
	0				

Attempt the following. Q.3

a) From the following Balance Sheet, Prepare a Common Size Statement:

Particulars	2019	2020
Assets 8	- 25	
Cash	27,000	31,500
Debtots	2,20,000	2,11,000
Stock	1,00,000	1,26,000
Prepaid Expenses	11,000	21,000
Bills receivable	10,000	10,500
Fixed assets	6,35,000	6,50,000
Total Assets Liabilities & Capital 3	10,03,000	10,50,000
. 4		
Liabilities & Capital		~ <sup>3</sup>
Share Capital	6,58,000	7,00,000
Long Term Debt औ	2,25,000	2,00,000
Sundry Creditors	42,000	50,000
Other Current Liabilities	78,000	1,00,000
Total Liabilities	10,03,000	10,50,000
ine Capital Structure. Explain different	factors affecting	Capital Structur
Dividend Policy Explain in detail deterr	ninänts of divider	nd nolicy in děfa

Define Dividend Policy. Explain in detail determinants of dividend policy in detail.

OR

Perfect company Supplied the following information to you and request to compute to cost of capital based on book Value as well as Market Value.

Source of Finance	Book Value (Rs.)	Market Value (Rs.)	After Tax Cost (%)
Equity Capital	10,00,000	15,00,000	12
Long Term Debt	8,00,000	7,50,000	7
Short Term Debt	2,00,000	2,00,000	4
(V).	20,00,000	24,50,000	

Case Study:

Best Limited presents you the following Balance Sheet for the year 2018 and 2019

respectively:

Liabilities	2018 (Rs)	2019 (Rs)	Assets	2018 (Rs)	2019 (Rs)
Share Capital	.× <sup>1</sup> 1,00,000	1,50,000	Fixed Assets	1,00,000	30,000
Profit & Loss A/c	60,000	80,000.	Investment	4,000	<b>8,000</b>
Creditors &	30,000	25,000	Stock	80,000	1,09,000
Provision for Tax	20,000	25,000	Debtors	30,000	40,000
Proposed Dividend	10,000	15,000	Cash	15,000	20,000
Depreciation Fund	9,000	12,000		1.	
0.3	2,29,000	3,07,000	2	2,29,000	3,07,000

Additional Information:

- Tax and Dividend were paid Rs. 22,000/- and Rs. 12,000/- respectively during year
- b) Fixed Asset Costing Rs. 8,000/- accumulated depreciation charged on same was Rs. 6,000/- was sold for Rs. 4,000/-

You are required to prepare

- Statement showing changes in Working Capital
- Funds Flow Statement.

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SLR-CD-37 COLLEGE AND UNIVERSITY CAMPUS
Human Resource Management M.B.A (Semester - III) (New) (CBCS) Examination: Oct/Nov-2023 Human Resource Initiatives (20407314) Day & Date: Monday, 01-01-2024 Max. Marks: 80 Instructions: 1) All questions are computed by. 2) Figures to the right indicate full marks. Multiple choice questions An organization where employees are excited to come to work are called Employee of the chance b) a) Employer of the choice Employee of the choice d) Employer of the chance is a database of candidates who have submitted their resumes for future b) STalent Pool a) Employer Pool d) None of the above The concept of knowledge management is closely associated with %b) Working Capital Intellectual capital Responsibility d) c) Accountability Knowledge management involves Transforming knowledge resources Identifying relevant information and then Disseminating it All of the above knowledge exists in people's minds. Explicit b) None of the above The APO stands for a) Asian Probability Organization. b) Asian Productivity Organization Asian Pacific Organization Asian Profit Organization a) Structured & Unorganized Raw & Unorganized b) Row and Organized c) Structured & Organized d) is to communicate an organization's values, philosophy, and culture Procedure Talent?

> Strvey Procedure

7)

Seat No.

Time: 11:00 AM To 02:00 PM

open position.

**Tacit** 

Both

Information is

The purpose of

**Policies** 

Knowledge

Observation

"Steps involved to get vacation approval" is an example of

a)

c)

3)

4)

6)

Trainee Pool

Page 1 of 3

SLR-CD-37

		0		55.	c
	40	) Inferred from the behavior of manage	risa	type of HR Policy.	3
	10		b)	Explicit	5
		a) Implied	d)	Unusual	•
		c) Normal	u)	type of HR Policy. Explicit Unusual problems	
	11	) HR policies Help company adhere to	1,5	(S)	
	• •		0	· <i>x</i> ,	
			0	V &.	
		b) Regulation of employees.		$\hat{\mathcal{N}}$	
		c) Addressing employee grievances	ana	problems	
		d) None of the above		03	
	40	A person whose current abilities refle	ct a c	trong probability that they can	
	12		u a s	strong probability triat they can	
		develop into a successful leader.			
		,⊗a) Manager 🔑	b)	A high-potential employee	
	,	C) Working Employee	d)	Motivator 🔊	
		31 AL Lilla		t and and station to rise to and	.5
	13	is someone with the ability, ent		ment, and aspiration to rise to and	3
	5	succeed in more senior, critical position	ons.		0,
· S	3	a) A high-potential employee	b)	A super human	
SO		c) Management trainee	d)	Supervisor	
"		o) management aumos	•	~ ~	
Willy,	14	approach is characterized by p	romo	oting;òr identifying employees that	
100		have been with the company the long	est.	₹,	
1		a) Buddy Approach		Tenure Approach	
62		a) Buddy Approach		Mentor Approach	
The state of the s		c) Condition Approach	0,	· · · · · · · · · · · · · · · · · · ·	
	15	employees are emotionally disc	conne	ected from their work and workplace	
	5.	a) Engaged	b)	Not Engaged	
		c) Talented	d)	knowledgeable	
			,	- 0	
	16	Medium to high satisfaction but low co	ntrib	ution is termed as	
	-	ຼົດa) Crash & Burners	b)	Almost Engaged	
		S c) Honeymooners & Hamsters	d)	Not Engaged	
	00	C) Honoymoonore a vizing	-,		6
	SON	-was the following chart answers		.0	46
Q.2 <sub>_</sub>	An	swer the following short answers.	wan i	ts concept, objective and	7
0//	a)	Define the talent management. Write do	744111	is concept, objective and	,
.0		development and retention of talent.		S and the same of	
	b)	Define knowledge management. Outline	e the	process of knowledge management	
100			(	2 <sub>2,2</sub>	
& Q.3	An	swer the following √	1	S. Marie	16
Q1.	a)	Write down the definition and concept o	f emi	oloyee engagement & degree of	
- KIT	a,	employee engagement.	1	CO.	
Q	1.1	Describe the difference between HR po	licies	and procedure. Writesthe	
	b)	Describe the difference between the po	110100	and procedure. Tringare	
		characteristics of HR policy.		Q	
		, co		1/4	40
Q.4	Att	empt any one		52.	16
Sup.	a)	Define the 'High potential employees. E	nlist	the types of potential employee	
	۳,	approaches.		<u>o</u> , v	
		approaches. OR		20	
		Write down the meaning and advantage	ac of	competency manning Describe	
	p) <sup>∨</sup>	Write down the meaning, and advantage		ment of competency based HRM'	
	05,1	the 'Identification of competency and re-	quire	ment of competency based rinkin.	
	0.			0,	
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000000		N.	0	?	
2		્જ	12		
<b>S</b>			1.		

Page 2 of 3

Analyze the following case study. 0.8

Another vital retirement issue is one with the loss of experience and information. With the retirement the employees leave the workplace, taking years of expertise and ability all along with them. But American Express found a way to retain these experience and knowledge through their pilot program. AMEX created a team of workers transformation group that would allow retiring members to step by step provide up some of their day to day responsibilities. In return, the person would spend some of this time mentoring and educating classes to successors. This resulted in a phased retirement, permitting personnel to leave steadily and revel in extra time whilst nevertheless taking part in a component of their preceding salary, and regular benefits. This additionally meant that some personnel stayed a year or more previous traditional retirement age. AMEX believes this software is a success, allowing senior personnel to experience their final years of work in a decreased capacity, as properly as educating the current group of workers for future auccess.

Analyze the employee engagement strategy at AMEX.

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	• •		<i>_</i>	J	Z

	Sea No.	τ	31			and a second	Set P
•	Sugar T	М.	B.A. (Semester	r - III) (CBC	S) Exar	nination: Oct/Nov	
• 1: .	Day &	& Date: F	тіday 29-12-2023 М То 02:00 РМ	neursnip L	evelop.	ment (4063-13)	Max. Marks: 80
			1) All questions a	re compulson		'- ' ' , , , , , , , , , , , , , , , , , ,	V
	Q.1	Multiple	choice question	is.	L		16
		ris v a)	ks in the hope of p Entrepreneur	profit,	business b)	or businesses, taking	on financial . ກິ
	(SQ)	c) 2) To	Leader	oppiete to	d)	Manager 5	Notice .
11	100	a r a)	number of Financial adviso			neurs the government	has set up
1500		c) 3) Ke	Industrial estate	S	b) d)	Financial intermediar Financial institutions	ies salaus
TO TO THE PARTY OF		a) c)	y features of a we Financial plan An analysis of th		ness plar b) (d)	i would include Production plan All of these	10 July 19 Jul
		4) Dis	strict Industries Ce din each district only in selected		( b)	in each state	
		5) (Th	e financial assista	nce to small b	d) Susiness (	only in selected state provided by the Small	s Business
	S. S	a) b) c) d)	direct loans	ting lenders	·	and the second	Sold
100	Ji'	6) The	function of entre To imagine, a but	preneur is/are	3	A STATE OF S	
S. Killer		b) c) d)	To study project To setup enterpr All the above	feasibility	, A 197		Same
	•	7) Imp a)	ortance of Entrep Economic & dyna	reneurship in	cludes _		
		b)	Innovation & Pro Risk bearing All of these	fit potential			
	8	3) ŞŠÎD ( a)	BI was set up in t 1990	he year	 b)	1988	
	ري. د	< <sup>∞</sup> c)	1989	E.	d)	1991	
Solver Control of Cont	13.60×	a) a) c)	es are conducted Entrepreneurs Business commu	The s	b) d)	Specialised institution Government	s
. 60					A. E. S.	) 	
. Ego			S. C.		" S		Page 1 of 3

		A Training Inchit	A Grant Garage	
	10) Which of entrepren	he following'is a remedy eurs? ା ୍ଦି	to solve the problems of w	SLR-FC-132
	c) Stiff C	l attitude competition aude is one of the importa	b) Finance cells d) Supervision	W. Span
	c) Wome	in	b) Business d) Adoptive	etrepreneur <sub>t</sub> 2
	c) manag	jer	b) intrapreneur	neurial capabilities
	c) lack of	managerial experience	b) inadequate finance d) All of these	a Correction of the Correction
STAN STAN STAN STAN STAN STAN STAN STAN	and have r a) Social c) Leader 15) DIC stands	eurebieuent	a) All of these siness venture is primarily to ng personal profits is called b) Rural entrepreneur d) Manager	as 6-7
SE	a) Disass c) District 16) Sustainabili	embled Industries Centre Industries Centre	b) District Industries C d) Developing Industries opment depends on factors (	္တ <sup>ြိ</sup> ollaboration es Centre
Q.2	C) Organi	zational sustainability	d) All of these	
Q.3 <sub>,</sub>	Answer the follo	wing.	epreneur.	08 A A A A A A A A A A A A A A A A A A A
6. (A) Q.4 (A) Q.4 (A) Q.	b) Explain conce	ept of rural entrepreneur. ept of Innovation and crea		
ering.	<ul><li>a) Explain need</li><li>b) Explain in det</li><li>entrepreneuria</li></ul>	of entrepreneurship deve	elopment for economy.  OR:  Then institutions and agenci	16 es for
<b>Q.</b> 5	Solve the Case Som. Sanjay Tiwari lexporting business	tudy Degan his career managi	ing a tea machinery manufa	16 cturing and
6	almost start afresh In order to do so, making cold -calls early 1980s, hardly had just begun in the	and to search for bioteche decided to travel exand encouraged only by any biotech products we field in fact the ladio	h and pharma opportunities tensively in Europe, USA a y his belief in himself. Afte ere in the market and in fac	angalore to worldwide. and Japan, r all, in the t, research
S. Marion S. Mar	managed to win c services providers alliances were man	ontracts to be an India	n affiliate of some leading panies in research. Even the	ijay Tiwari tools and
. E	177		ζ.	Page 2 of 3

SLR-FC-132

In spite of such hurdles, Mr. Sanjay Tiwari was able to persevere and continue to support the biotech research in India. Once Mr. Sanjay Tiwari managed to convince the then Chairman of Millipore to invest in Millipore India, and finally Millipore India was created as a 60-40% venture between Mr. Sanjay Tiwari and Millipore Corp, USA, respectively. Millipore India's operations have been growing at a healthy rate of 25-30% over the last few years as the biotech and pharma market in India has been growing substantially. For even further growth, Sanjay has constantly pushed Millipore Corp. to consider India for outsourcing manufacturing of its high-tech products. Along with following his passion for biotechnology, Mr. Tiwari also bought over Kamya Pvt. Ltd., a Bangalorebased pharmaceutical company, in 1985. At that time, the company's operations included manufacturing and marketing finished pharmaceutical products and an API production plant. The company was also making a substantial loss each year. Mr. Sanjay realized that the only way to turn the company around was to take some bold decisions and he closed down the pharmaceutical marketing business completely, changing track to become a 100% contract manufacturing company. Mr. Sanjay realized early that though the large pharmaceutical companies had captive manufacturing facilities then, their high cost structures would soon drive Tiwari tried to continuously improve Kamya's systems and facilities, most Indian manufacturing companies failed to achieve the second state of the manufacturing companies failed to achieve true international standards and were thus unable to win over any new companies to outsource from India. After twenty years of operating in the domestic market, Mr. Sanjay decided it was time for Kamya to go global. Studying the trends of outsourcing in various industries, Sanjay realized that the pharmaceutical industry worldwide would also have to start outsourcing to increase profitability. It was Sanjay's vision to construct India's largest contract manufacturing facility for exporting tablets with a capacity of 5 billion tablets.

## Questions:

1) Analyse the case and suggest title for the case

2) How Mr. Sanjay became entrepreneur?

Discuss entrepreneurial skills you find in Mr. Subhash?

1		SIN 2020 ON SON	S	
- F		S. S	OK.	i
			and a	SLR-CD-41
	Seat No.		So or who was the state of the	Set
	M.B.A. (Semeste	- IV) (New) (CBCS	) Examination: Oct/ RSITY CAMPUS	Nov-2023
	ČOL Tot:	LEGE AND UNIVE	RSITY CAMPUS	Qu'
	Day & Date: Friday; 15-12-2	al Quality Managem	ient (2040/402)	May Mades 00
	Time: 03:00 PM To 06:00 PM	M		്Max. Marks: 80
	Instructions (1) All question (2) Figures to t	s are compulsory. he right indicate full mai	rks.	S.
	Q.1 Choose the correct a	Iternatives from the or	otions.	quality nent nce  Language  Attached  The control of the control o
	1) Juran's Quality to control and	ilogy emphasizes the ro	oles of quality planning,	quality
SON WASH	a) Quality Defin		b) Quality enhancem	nent 🔊
	c) Quality impr	·0.	d) Quality maintenar	ice
o ci	2) Kaizen is a Japa a) Continuous	nese term meaning mprovement	b) Qust-in-time (JIT)	SiaQ <sup>3</sup>
-21×	c) A fishbone d	iagram	d) Setting standards	
, SO.	3) DMAIC is $\sqrt[5]{}$ a) Develop, mu	High one by	,	.Q. A.
· · č ii	b) Define, multi	ltiply, analyze, improve∫ ply, analyze, improve∫c	ontrol	2
	c) ॄØefine, mea	sure, analyze, improve, o ufacture, analyze, impro	control	
	^~	. 1	otal Quality Manageme	nt.
		atisfaction ್ರ		
	b) Reducing ma		, SINI	Sofz
	d) Continuous (	Operational Improvemen	nt (S)	namely 15000000
	5) Juran's quality m	anagement philosophy is	s based on three pillars	namely
. 6	planning, control a) Implementati		b) Improvement	1210
So	c) Monitor ္ကြ		d? Design	120
FILM	6) A chartical a) Pareto 公		most frequently occurri	ng defect.
5,	a) Pareto ல் c) Histogram		<ul><li>b) Ishikawa</li><li>d) Scatter</li></ul>	S
	7)isູ່ໂabout su	~	what they want when th	ev want it
	TQL (s	10 m	b) HET	oy want it.
	a) JUJT c) JAT 8) <u>o </u> is an award	d established by the LLS	d) JIT	
	8) is an award awareness of qua a) Demings Awa b) European qua	lity management.	6. Congress in 1987 to ra	aise
	ু (`a) Demings Awa	ard &	100°	
	c) Malcolm Baid	กุสูge national quality av	vard	
	d) Juran's award	12.	~	

		~	20°	
		92020138X	Astrin Cops.	
		2729	78,	SLR-CD-41 🤞
	9) is the system management system	latic examination of an c	organization's quality	of paging!
	a) Quality control	b)	Cuality Audit	Son
	c) Quality check		Quality assurance	O. William
	a) ISO 9000	dard for Environmental ا (ک)	Management Systems ISO 14001	· A
	c) ISQ2000	( a)	ISO 2005	~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~
	those of organization	of measuring products, s	services, and processo	ayanısı
	operations.	ns known to be leaders i	n one or more aspect	s or moir
	a) Quality Control Standardization	18 d)	Benchmarking	6
	12) European Quality aw	-	Marking by the European I	Foundation
	for Quality Managem	ieub	by the European i	-oundation
So What had had been a second	క్ a) 1992 S c) 2002	b)	1982 © 2012	6120
160	13) is an inventor	COntrol system used in	. Offi	ufacturinh to
ONIA	track production and a) JIT	order new shipments of	parts and materials.	unacturing to
Sy.	c) Poke yoke	p) '	∾Kanban Six sigma	S
80	14) The "Zero Defect" ph	rase was given by		uracturing to
	C) M& Clolond	2(2p)	Juran	<b>&gt;</b>
	15) in 55 concept "Seiri" s	tands for	55	
	a) Sort	b)	Set in Order	
	a) Sort Sc) Shine  16) All of the following cost except a) customer dissatis c) maintenance cost	d)	Standardize	18
	except	sts are likely to decrease	as a result of better q	uality 2 <sup>N</sup>
	a) customer dissatis	faction costs b)	Inspection costs	0/20
72,	o) maintenance cos	d)	watranty and service	costs
, QQ.2	Write short notes on.	1		1221 16
Q.2	b) 5-s concept	15/4		120
26 Q.3	Write short notes on	de		g <sup>n</sup>
	a) Malcolm Baldridge natio	nal quality award	્ર્જ	16
	b) Quality Circles	08	Ornita	
Q.4	Answer the following	1/2/1	24	16
	a) Define benchmarking. E	xplain its objectives and	types of benchmarking	g.
	b) Define quality and types	of quality. Explain the co	omponents of total qua	ality
	management.	50,	2/201	
0.7	O. Centr.		Bir	
220	er tr	્રં	5	
'ey'.	a) Sort Sc) Shine  16) All of the following cosexcept  a) customer dissatisc) maintenance cose  Write short notes on. a) Six sigma b) 5-s concept  Write short notes on. a) Malcolm Baldridge nation b) Quality Circles  Answer the following a) Define benchmarking. Experiments  b) Define quality and types management.	CO/80°		
and .	201	, <sub>k</sub> r		
cola.	a) Six sigma b) 5-s concept  Write short notes on. a) Malcolm Baldridge natio b) Quality Circles  Answer the following a) Define benchmarking. Experiments of the control o	78ez		
-	V	17 1		Page 2 of 3

Analyse the following case Q.5

By the late 1970 xerox was losing significant market share to its Japanese competitors. Not only where the Japanese product excellent but to xerox dismay they were sold chapper than xerox could manufacture them. Xerox found that it had nine times as many suppliers as the Japanese companies and made seven times as many manufacturing defects. Lead-time for the new products where twice as long, and production setup times where five times as long the competitors.

and out of its indust any xerox is a world class corner of technology, price, service and cust remains a primary feature of the corporation.

Analyse the case and answer the following questions a) Why was benchmarking inevitable for xerox?

b) What type of benchmarking the company problem?

c) What benefits the company practices? The company introduce benchmarking in 1980, its process and practices were benchmark against the best in and out of its industry. As a result of these efforts, xerox save itself. Today xerox is a world class competitor capable of holding its own in terms of technology, price service and customer satisfaction against any company. Benchmarking at xerox has reached into every facet of the company and

What type of benchmarking the company under took to overcome its

What benefits the company could obtain by implementing benchmarking

			150		SL SL	R-CD-43
	Seat No.		S. C.		SL	Set
			.A. (Semester - IV) (New) (CBC COLLEGE AND UNIV FINANCIAL MA	ERS NAG	ITY CAMPUS EMENT	a a a a a a a a a a a a a a a a a a a
	_		Financial System of India, Mai	rkets	& Service (20407406	5)
	Day 8	& Date : 03:0	e: Ştinday, 17-12-2023 0 BM To 06:00 PM			ax. Marks: 80
	Instru	ction	3: 1) All questions are compulsory. 2) Figures to the right indicate full in	marks	. <u>.</u> .	0,0
	Q.1	Multi	ple Choice Questions,		and a	1,65
	50/200	(H)	A stock broker is a member of     a) SEBI     C) Recognised stock exchange	b) d)	Any stock exchange None of above	THOU
S A VENT	ST.	2)	is also called zero coupon bora) Trade bills c) Treasury bills	b)	Gall money Commercial papers	S. S
A 8/			Futures contracts are regularly traded a) Chicago Board of Trade. b) New York Stock Exchange. c) American Stock Exchange. d) Chicago Board of Options Excha	350	ne v	1622 A.
		4)	is an example of money and a contract of a c	b) d)	Time deposits Saving account deposits	88
WWW. CO.	21/2/	<b>(5)</b>	he first introduction of Mutual Funds i following years? a) 1963 c) 1956	b) d)	1986 1943	1.22023
THE SON		6)	When was the first organised commo a) 1874 c) 1875	dity fu	utures market started in Ind 1867 1888	dia?
Š.		7)	is correct about Bombay stock a) It is the oldest exchange of India b) It is also known as Dalal Street c) Its share index is called as SENS d) All of above	Èxch EX	ange.	
Sologian	65	8)	When was the first organised common a) 1874 c) 1875  is correct about Bombay stock a) It is the oldest exchange of India b) It is also known as Dalal Street c) Its share index is called as SENS d) All of above An investor can acquire equity shares a) Secondary market only b) Through the primary market or secondary market only Commercial bank c) Co-operative bank	s thro	ugh	
T.	Trazar	9)	Organised banking sector comprises  a) Commercial bank  c) Co-operative bank	of b) d) <	Foreign bank All of above	
Solad			. 2202	6/2.		Page 1 of 2

					- 8 <sup>3</sup>		30
			0000000		The second		10 1100
			20073		Ton	SLR-CD-	43 8
	10)	Commercial bills (a) Organised moc) Stock Market	market is a part of oney market	b) d)	Unorganised mor Capital Market	The state of the s	S. C.
	11)	common finaticial	goals.	o sgniv	anumber of Inves  Mutual Funds  Derivatives	tors who share	
	12)	c) Government	securilles nstruments of mo	nev mar		07.70	
	12,	a) Call money c) Trade bills	200	b) d)	Certificate of dep All of the above	osits	a
	13)	Primary market is (a) Capital Market (c) Future market	s also known as _ et et	b) d)	Money market New issue marke	et	530.53 0.70
0/00	14)	OCTEI was starte a) BSE c) NASDAQ	ed on the lines of	b) d)	NSE NYSEN		TINE
Colonia Colonia	15)	contract? \( \shcap \)	rate	b)	an interest rate for Default risk	, SO	
		c) Lack of liquid	dity Instrument of mone	( C)	SFinding a counter	rparty	
	16)	a) Call money c) Bills of excha	ange	1/2 q)	Commercial pape Securities of com	2130	
Q.2	Writ a) b) ∴	te short notes on. Constituents of Se Options & Swap	condary Market		,22023	) ·	16 N
Q.3	Write .	t short notes on	Ashin.		77		1.6
JI.	(Va) b)	Functions of SEBI Components of for	mal financial syst	em	Solom	a co	320
08Q.4	<b>Ans</b> Wha	t short notes on. Functions of SEBI Components of for wer the following at is the meaning of	PPO? Explain the	e steps i	Ppublic issue		16
3	Wha	at is commodity ma	rket? Explain the	types ar	nd participants in o	commogdity marke	et.
Q.5	Ana	Options & Swap  I short notes on. Functions of SEBI Components of for  Swer the following at is the meaning of at is commodity man at it is commodity man at i	ງ case study: rvative investor ກໍ່	e likes to	invest only in fixe	ed deposits, Post	16
	offic	e and (PPF and a ket and mutual fu d refurns and the	lso, he has less nds. But he∕heai v are also-consid	knowled rd from dered as	lge regarding inve his friend that Mi s one of the bette	estment in snare itual Funds offer er options before	f
	11195	dai idildə ilivosti	nare market. So, nent and he is	Mr. Sha consulti	nm wants to know ng you as Finar	all things about ncial Planner or	•
		estment advisor.  I as Investment adv  Concept of Mutua		r. Sham:	AL ALANDE		
TINE	b)	Mutual fund Strug Types of Mutual	Sture and Constitution Funds Schemes	ient	( Solos)		
S. S.	d)	Concept of SIP a	nd One time Inve	stment			

		diff.		THE PERSON NAMED IN COLUMN TWO IS NOT THE PERSON NAMED IN COLUMN TWO IS NAM	a Cot
		A STATE OF THE STA	N. A. S.	₽ SLR	R-CD-46
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1	M.B.A. (Semester	· IV) (New) (CBC	S) Examinatio	n: Oct/Nov-2	023
	COLI	EGE AND UNIV uman Resource	ERSITY CAMP	PUS	
	Industrial i	Relations and L	abour Laws (2	0407415) 🔊	
Day & t Time: 0	Date: Tuesday, 19-12- 3:00 PM To 06:00 PM	2023		A Comment	. Marks: 80
Instruc	tions: 1) All questions 2) Figures to the	are compulsory. e right indicate full i	marks.	E Office	
Q.1 C	hoose correct altern Legislations relati a) Factories Act	atives given belowing to factory include	es	Marys	16 Car
2)	The term 'collective  a) A process by of e.g. office f  b) A process by recruitment c) A process by g)  A process by g) A process by	re bargaining' mean which a union nego urniture which a union meet which a union recruits which a union nego atters concerning to the conc	tiates with supplies with another unitions with another unitions are members tiates with an emo	on to dispuss	
35 a) 4)	<ul><li>a) Employee con</li><li>c) Recognition a</li><li>The Trade Union A</li></ul>	rade union include pensalion and participation action action the	b) Working Co d) All of these year	ondition )	120202120m
5)	a) 1926 c) 1936 these is/are a) Inadequate wa c) Inadeguate he	the causes of Griev ge and bonus alth and safety	b) 4925 d) 1935 rance. b) Bad workin d) All of these	g Conditions	ANTION OF TO PARTY
6)	The Payment of Wa a) 1926 c) 1936	1270	, , , , , ,	×	
7)	"Adult" means a per a) 15 c) 20	rson who has comp	b) 18 d) 21	par of age.	
1,72627.8)0°	means a per a) Day c) Week	an of hugani face h	ours beginning at b) Month d) Half-day	midnight,	
	. Wasts	24.00			Page 1 of 3

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			arota arax		Town of the Control o		
			-02		To see the	SLR-CD-4	6 .01
	9	havo	many provisions to s	afe the intere	ests of workers of	organized	on or
	<b>3</b> ,	and unorgan  a) Industria	ized sectors in India	b) 1	abour laws	organized	Dr
		c) Factory	Law	0,	Trade Union Act	a string and a str	
	10	<u> </u>	strong medium to sa	afe the rights ab) I	of the employees. Industry	05/2 F.	
		c) Governn	nent	્ર <sup>ુ</sup> લ) -	Trusts	0	
	11	)ensur	es that workers mus	t get wages/s	salaries on time ar	nd Without	
•		any unauthor a) i Industria	ized deductions.	.2 <sup>00</sup> b) -	The payment of w	ages Act	
		ုင္ပ်ံဳ Factory L	.aw.	-,	Trade Union Act		η
	12	entitle	s maternity leave for	r pregnant wo	omen employees	i.e. tull	SON.
	, S	a) Minimum	oite absence્રીrom w Wages Aદ્દા	b) 1	Factories Act		"Cor
	CUE	c) Payment	of Bonug Act		The Maternity Ber	nefit Act	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
	<sub>(50</sub> % 13)		poor Iຕີ່dustrial relati	h) (	Organizational ca	uses 🔊	v
	14)	<ul><li>a) Economic</li><li>c) Social ca</li></ul>		d) /	All of these	uses	
15	14)		ove Industrial relation	-	<b>S</b> .		
den		a) Stable ூர் b) Workers	nion Participation in Mar	nagement <sup>©</sup>		Q The same of the	
V		c) Mutual Tr	rust	, 30°		OFF	
	4.50	d) All of thes	Se : Duranidant Funds	A 0 1052 a	nnlicable to	<i>)</i>	
	15)	a) the whole	of India	s Act, 1952 a	pplicable to <u>ூர்</u> J and K ு	<b>-</b> •	
	1	ூர்) Maharash	es' Provident Funds of India htra 's Pension Scheme	d)	Delhi n		
	16)	The Employee	e's Pension Soheme	e enacted in	the year.		SQ,
	1202	a) 1960 c) 1995	76,2	d)	1976		32.1
	Q.2 Write a)   b)   Q.3 Atter a) (	<i>c)</i> 1000	of Trade Union Adlinimum wages Act answer. ances es of industrial dispersion, important lop sound industrial dexplain the prov		200	explain the	S 40
	Q:2 Writ	e Short Notes.	of Trade Union Ac	,	2	. 20	, 10
\2	S a) 1	mportance of M	linimum wages Act			6/	
SOL	<b>-</b>		No.	*Z		ST.	16
"IL	Q.3 Atter	mpt the followi	ng short answer.	Q.		Son	
	a) ( b) 7	Jauses of Giver Types and cause	ances es of industrial disp	putes		N. C.	
	<b>-,</b>	ago.		A T		QUI	16
	Q.4 Atter	npt any one of	relation, important	ິບ ce of Indust	rial relation and	explain the	
	a) D	netbods to deve	lop sound industri	al relation.	S.		
		18/2	3	OR	-us as parthe P	avments of	
	-/ -	èfine Bonus an	d explain the prov	isions of Bo	nus as per the r	aymorko o.	
	VO.B	onus Act 1965.	S		,20°		
	CO.		SAL SALES		,O		
	21202202.00 B		or explain the bloo		nus as per the r		
	N	2	02,	<	8		

Attempt the following.
THE LOYAL EMPLOYEE
Raman is the Sales relepartment, are ast 3 vr Attempt the following.
THE LOYAL EMPLOYEE

Raman is the Sales manager of a reputed corporation. He has 25 employees in his department, and all are paid commission for their sales in their territories. For the SLR-CD-46 Q.5 department, and all are paid commission for their sales in their territories. For the past 3 years the market for the company's goods has been steadily growing and the majority of Raman's staff have met this growth with increased sales. However, one employee in particular, Gopal has not kept up with the pace. Gopal's sales have not increased others have and he does not have the determination to acquire a significant increase in sales. Raman wishes to change this situation. He wants to motivate Gopal into increasing this ales to match that of his younger peers. To do this. Gopal must begin to do more than just put time, but Raman is not sure how to go about trying to motivate age of retirement.

Questions:

1) And Gopal has been with this corporation for over 20 yrs and is now 56 years old. He is Gopal dependable and loyal. Through the years, he has been counted as an asset this situation. He wants to motivate Gopal into increasing his ales to match that of eth is will a state of the stat majority of new employees, Gopal is an old man, who within a few years will reach nager, in a special of the second of the sec If you were Raman, the sales manager, what would you do?

				istories,		Control of the contro	*	- WE
			201	Sis		Out Tour	SLF	R-CD-51
	Sent No.	pulse a minute intellige particle in viscous	10		4 .	0		Sot P
		M.B.A.	(Somostor - IV COLLEG Sorvicos	) (New) (CBC E AND UNIV	ERS	xamination: ITY CAMPUS amont	Oct/Nov-2	023
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		10/1 5	All questions are Figures to the rig	nt idaicato inii u		age .	V.	S. S.
	Q.1 3	Solect the	appropriate alte	mative from the	io glv	on altornatives	:	<sub>20</sub> 016
	Eggar.	1) The a) c)	word Rotail is dor Latin English	ived from the	b)	vord. Fronch Gorman		27
TA A	Q.1 Colors	2) Reta a) c)	aller is a person wi Large quantities Both A and B	no sells the goo	(d	social. Semall quantities None of the ab	ovo with	x. Marks: 80
9	· Anders		main objective of Profitability Return on investn	0	र्हाड _ b) d)	Sales growth All of these	NO STATE OF THE ST	
		4) In Te	tailing there is a d Producer Whole seller	iroct intoraction	with b) d)	Customer All of those	2.	The state of the s
	212	5) <sup>C</sup> Reta a) c)	ailing creates Time utility Ownership Utility	18	b) d)	Place Utility All of these		65. 08. 08.
	S. I. S.	6) a) c)	activities perfor Assortment of offe Extending service	erings	D)	Holding stock		The San Assert
Sylves		7) The a) c)	term stakelfolders Stockholders Suppliers	, K	o d)	 Consumers All the above	Solour	
<b>Y</b>		a) c) (	represents how Image Profit	a retailer is per	ceive b) d)	d by consumers Sales None of these	and others.	
		9) TNê (2) (2)	function of manag Buying Organizing	The Carlo	d)	Supervising		
	30	10) "Mai a) c)	nagement is what Henry Fayol Dinkar Pagare Jan resource mans	a manager does	b) d)	F.W. Taylor None of these	•	
	21/2/20.	11) Hum a) c)	Recruitment	.5	his	sists of Selection All of these <		
Solding	<b>,</b>	9) Tipe (a) (c) (mai) (a) (c) 11) Hum (c)	Training	7	AN OF STREET			Page 1 of 3

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				ST			Q. Comment	SLR-C	D-51
	12	1	) . O	300					- 51
	12	the residence in	is the p	oceaa or a	eeking and a	ttrác	ting a pool of pe	ople from which	S. Car
		qu	Billied candi	dates for jo	ob vacancies	4 1			- Dige
		e)	Selection	5		<b>b</b> )	Advertisemen		13
	2.00	,	Compense			- 10	ृRecruitment⊸	27	
	13	)	gives th	e nature a	nd requireme	nts c	of specific jobs.	3	
		a)	Human res	source plan	nning -	(b)	Job descriptio	n 🦟	
		c)	Job: Analy	sis	1	d)	None of these	9	
	14	)	is a kind	of interna	I sources of r	petti	itment	No.	
		a).	Promotion	•	, 100,005,011	b)	Employer reco	mmonelation	
			Transfer	·	6	d)	All of these	"" Nendation	
	15	0		· · · · · · · · · · · · · · · · · · ·	" Ly			De	
	13,	CALL	lateral acting	itial emplo	yees is more		cult in case of		30
	2	(a)	Internal rec		1	b)	External recrui	tment	ph.
	2	C)	Both a and	D Q		d)	None of these		0
	16)		is the ne	xt step after	er recruiting th	ie re	tail personnel.		200
S	3	a)	Supervision	0	3	b)	Compensation		0
600		c)	Training	25		d)	Selection -	2	<b>Y</b>
Q.2 Q.2 Q.3			_	Tr.		-,	73	18	
Q.2	2 An	swert	he following	g. (Short a	answers)		Report	- Q	16
and .	a)	Expla	ain the reaso	ons for grov	wth of the ser	vice (	economy.	COL	
200	b)	Diffe	rentiate betw	veen goods	and services	3 .	,	200	
8			-Dx			30		The same of the sa	
P Q.3		swer (	he followin	g. (Short a	answers) 🦽	1		43	16
	aj	Expla	it Marketin	g strategies	for Insurance	e ser	vices.	O. C.	
	b)	Exple	in Marketing	j strategies	for Educatio	nal s	ervices.	30	
Q.4	ΙΛn	"			- 1				
<b>Q.</b> 4	2)	Swera	iny one of t	ne followi	ng. (Lòng an	swei	rs)		16
	۵/ ۲	the	nerchandiser	rcnandisin	g. Explain in o	detail	ls the roles and	responsibilities of	13.
	20	aic ii	ierchandiser		4		17.		O. Committee
	(db)	Expla	in with exan	nnle what	OR organized to		List down the fu		95
	S.	retaile	er.	ipio wiger.	organized re	ildii.	rist down the tu	nctions of	
Q.5			er. dy in handling er electronic	Qe.			Ser.	Hyderabad sells ar battery sells for nic store sold a paid cash for them	
₹Q.5	Cas	se Stu	dy	. 100			8	200	
100	Pro	blems	in handling	complaints		12	2	1/2	16
So		Pione	er electronic	s store, one	of the leadin	a ele	ectronic stores in	Hydorahad salla	
The	batt	eries,	all shapes a	nd sizes, a	Il voltages an	d prid	ces one particul	ar battery sells for	
Ser	₹30	0 for a	package of	three, mot	nit a salespers	on a	t pioneer electro	nic store sold a	
3	pac	kage o	of these batte	eries to a c	ustomer on M	onda	av this week he	paid cash for them	
	and	left th	e store head	led for hom	e, the next da	av on	Tuesday morni	patu casii idi iligiii	
	retu	rned to	o∄hè store h	aving batte	ry packet in h	and	and told sahan 6	ig the customer	
	Sale	spers	on as monit	was on lea	ve that he had	d Dur	chased those ha	ttoring the day	
	Deit	ne and	illey are no	it working.	Konan tested	the	batteries and for	ind the batteries	
	anu	IQUIIO	the batterie	s really dea	aa.		2		
		uston	er started s	houting you	wasted my t	ime y	you're fraud and	so on it put rohan	
	uru	ouble i	ne was dand	ing betwee	en horns of dil	emm	a in the last 5 ve	are at Dionage	
	2101	e ne n	ever neard c	ii such com	iblaint but he	was	quite because th	a hatteries looked	
•	Silve	new, n	ow do we re	soive such	customer co	mpla	int? to begin with	there is no way	
S	, 10 0	etermii	ne that the b	attery's cu	stomer has in	hand	d is indeed the ba	attery he bought	
2	1851	day, 5	ince most be	alteries sho	w no externa	sion	of wear for all p	ractical purposes	
2/2	uney	may a	ııı nave beer	i the older	set the set tha	at the	new one replac	ed second, the	
5	natu	ire of t	atteries in s	uch that the	e customer m	ay be	e accidentally dra	ined them himself	
- 5	and	now w	ants.to beco	me smart	and page the	rasno	onsibility to the st	ore	

In either case the salesman rohan standing in front of the customer who claims he hatteries and now wants the situation resolved as soon as SLR-CD-51 was sold defective batteries and now wants the situation resolved as soon as Suppose you face the same complaint while working as same sort of sales store. And the same complaint while working as same sort of sales how would you examine the case from store's point of view and customer point of view?

Suggest a solution that has been win-win solution for both the parties of concerned. How would you examine the case from store's point of view and customers win-wind of the state of the st a) point of view? The second of th

			a de la companya de l		an Cedito	r	alex.
			A TOTAL		C. S. C. S. S.	SLR-CD-52	A COLO
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		ons? 1) All quest	ions are compuls o the right indicat			air	O O
	Q.1 Ch	oose the correct investment is	0		Sologia	16	S.C.
	9001	<ul><li>a) Net additi</li></ul>	on made to the na ommitment to buy	ation's capita	al stocks	with	
S. W. W.	Q.1 Chi	c) employme	ent of funds on as	sets to earn		ed for	
1	2)	Which of the f	ollowing is used in mestic Product	n economic (ရုံ)	analysis? Surveys	32 Sty	
	3)	c) Labor cos		(p <sub>d</sub> )	Diffusion Indexe expected return o	× .	
	3)	a) it is a weight	phted average only be positive	y for stock p			N.
	o'	ာင်) it can neve	er be above the hi bove are true.	ghest indivi	dual return		To the second
	(4)°	Interest rate ris	127	- 5-4	ην 		P
	27/2	<ul><li>a) systemation</li><li>c) internal ris</li></ul>	k 🔯	4)	unsystèmatic ris magkèt risk	sk so	
SON SON	4) 5)	Technically, in a) only finance		·	unsystematic ris market risk ble or non- marke	etable and solven and	
So.		b) only market c) financial a	าิd real assets tha		ble or non- marke	etable 3	
	6)	d) only financ	ial and real asset	s that is ma	rketable	Sola	
	-	<ul> <li>a) implies that</li> </ul>	t the expected ret		security is zero	Quill's	
		c) jinvolves pr	ice and volumed ble with technical	formation	QN		
	7)	25	equal to	i i je dan	2000		
	. C.	c) Capital gai	n + price change n – loss	<b>∠</b> b) d)	Tield Tiprice cha	ange	
	(8)	The is a	he risk-free inves count	tment. b)	certificate of dep	posit	
3	Sylv -	c) treasury bil	2	d)	treasury bond		
N. V	(S)	. Ash		NEW	certificate of dep		
		. Most		-24°		Page 1 of	3

b) Mrs. Sharma is currently holding five securities is her portfolio. The details of her portfolio are given below.

Socurition of	🖺 Return (%)	Probability
1 3	26	13
2	30	25
3	35	Ð, 6
15	40	£ .4
5	45	S .3

You are required to-

1) Check the performance of present portfolio on the basis of expected return and standard deviation.

(2) Give the analysis of your answer.

Q.5 Mr. Ajit is an executive officer in a reputed multinational company. He is recently got married with Veena, who is a fashion designer by profession. Mr. Ajit is 30 years of age, who is very ambitious and wants to live the lavish life. He is ready to work hard for his dreams. He is having consistently good track record and due to his smart performance, always got promotions in his career. At present his gross salary is Rs. 48,000 per month.

Mrs. Veena is also a smart woman; she knows her responsibilities very well. She earns Rs. 10,000 per month from her profession. During her marriage, she got gift of Rs. 5,00,000 in cash from her father. Mrs. Veena is always providing support to her husband regarding the decisions to be taken in their life. Mr. Ajit has purchased a luxurious flat for Rs. 30 Jakhs, where the loan has been taken from State Bank of India. His EMI for this bank loan is Rs. 20,000

Both Mr. Ajit and his wife are now interested in making the investment with their available amount of funds and monthly savings. They want to secure their future and also to live the life with comfort. You are approached by them to advise regarding their investment strategy to be matching with their expectations.

Your advice is expected to consider the following points:

- a) Investment avenues avallable
- b) Objectives of investment
- Constraints of investment

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Page 3 of 3

SLR-CD-55 Seat No. COLLEGE AND UNIVERSITY CAMPUS
Human Resource Management M.B.A (Semester - IV) (New) (CBCS) Examination: Oct/Nov-2023 Competence Based HRM (20407416) Day & Date: Friday, 05-01-2024 Max. Marks: 80 Time: 03:00 PM To 06:00 PM Instructions: 1) All questions are compulsory. 2) Figures to the right indicate full marks. Choose the correct alternatives given below Human resource management emphasis Development of people Punishment of people Adoption of people None of these d) Human resource management is amalgam of Job analysis, recruitment and selection Social behaviour and business ethics Organizational behaviour, personal management and industrial relation Employer and employees 3) Planting, organizing and controlling of procurement, development, compensation, integration of human resources to the end those objectives of iṇđividual, organisation and society are achieved given by 👟 Storey **Flippo** Vetter d) F.W. Taylor Operative functions of HRM includes Procurement, development, compensation & motivation Maintenance Integration and emerging trends All of these 5) Basic managerial functions of HRM are Planning, organising, staffing Planning organising and co-ordinating planning, organising, directing and controlling None of these 6) Training process is Short term b) Medium term c) Long term None of these d) **QJT** stands for On the job training On the job technique b) On the job technology d) Off the job training On the job training includes Coaching b) Conference Understudy All of these

			<i>∞</i>		1141	1
	9)	In	training, a training c	entre is set-up	and actual job conditions are	e de
		duplicate	ed or simulated in it.		6	The state of the s
			ssroom	b)	Apprenticeship	163
			rnship &	d)	Vestibule	12.
		•			Si di a di	QC
	10)	is	s the process of impa	arting or increa	ising knowledge or skill of an	4
		employe	ee,to do a particular	job. 🔗	Q <sup>**</sup>	Ĭ
			ining	B)	Development	
			ivation	5 d)	Leadership	
	4.45	05		Q ,		
	11)	Methods	s of training and dev	elopment are _		
		a) < Off t		b)	On the job	
		്യം)് Both	h (a) and (b)	(b	None of these	
	12),	is is	s a device or cituatio	on that raplicate	es job demands at on the job s	site.
	2	2) Brai	instarmina	h mai replicate	Simulation	, t
10	3	a) biai	instorming	b)		602
		c) Artii	ficial intelligence	d)	Transactional analysis	11/1
Š	13)	Manage	ement development_		N.C	10
Jak	•		short term(in nature		" New York of the Park of the	G,
(5)			cuses on employees'		Q.	\$
12			in informal activity	current job	-37	, Q
OEN.		d) Aim	on of orderell develop	ment of a man	22	, p
TON WHO YNO IN.		u) Airii	ns at ဝုVerall develop	ment of a mana	ayei	Sign of the state
042	14)	is	s a pèrformance app	raisal techniqu	to be achieved in a given period	
		betweer	n èmployee and mar	nager on goals	to be achieved in a given peri	od.
Ş		a) Rat	ting scales	_b).	BARS	
		c) BO	S	(bo	MBO	
	45)	2		57		
	15)	Simulati	ion technique of off t	he job method		
		a) Rol	e playing	(N b)	In-basket exerçise	
	(	්ර) Cas	se study	b)	All of these 🄗	
	160	The con	nhination of noor au	porior cubordi	note and coffrovious appraisal	is o
	10,7	The con			nate and self-review appraisal	15
	000	known a			5	.0
	/,	a) 360	)° appraisal 🔑		Oliver	0
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6/2		b) Hur		nung system		200
OSIL		b) Hur c) All i	round review	nung system		1500
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		9,000	LLEGE AND	) (CBC3) EX	TY CAMPIIS	11100-2025
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	Instruction	1) All questic	ons are compri	Conv	ns.	S`
	2/2	2) Figures to	the right indic	ate full marks.	0	
	Q.1 Choo		Q		S. S	25
	W. 1 Choc	ose the correct	alternatives f	rom the optio	ns.	167
	Sals II	a) Social factors	arrecting the int	ternational mai	rketing are- Economic factors	
,	(S)	c) Political fact		b) d)	All of these	
TO A TOWN	2)		2		ich of the following	1600 Parting Colored C
1/3,	•	a) Target mar	ket size	bending on wit	က် ကိ	ં છું
Sky		b) Competitio	n	9	, v	No.
, v°		c) Available d	listribution inter	rmediaries 🔑 🖰		75 <sub>6.0</sub>
		-62				02
	3)	studying of mar	marketing opp	ortunities in fo	reign markets assi	gimes
		establishment of	of potential opp	ortunities of fir	e marketing envird m.	nment and
	f i .	<sub>(</sub> a) True		(b)	False 💍	
	Or	čc) Can't Say	*	g d)	None of the above	e 🦂
	(4)),	Sales promotio	n is very impor	tant for any pro	oduct, especially fo	or newly 🎺
	01/10	a) Affects the	esigned produ	ct as it	Affo do the annual	02.
	8	c) Affects the	image of produ	uct d)	Affects the price of	iy or product
Cologo Whom	5)	Price is not a m	aioî marketing	factors in crea	ating the revenue for	ty of product of product or the firm of th
Solo	- 1	a) True	-ທີ່? -ທີ່?	b) Q	False	or the little
2/2		c) Can't Say	S.	(d) <sub>f</sub>	None of the above	e all
Skills	6)	A manufacture	provide sales p	promotion to a	wholesaler is	
· · ·		a) Cooperative	e advertising	9, p)	Sales promotion	
		Q		-0°	Trado promotion	2
	7)	Cultural barriers	s are one of the		enges in global ma	rketing
		a) True c) can't say	S	(o, q)	False Q <sup>2</sup>	
	8)	AS.	toxt the mos	•	ne environments th	-1 - 551
	0)	marketing and a	appear to be no	ow shaping ou	r world is the envir	at affect
	ಹಿ	a) Natural	. S	b)	Demographic	Similarit.
	02	c) Economic	Alta	d)	Technological	
. 6	°O <sub>5,</sub> ∂)	of the follo	wing would yo	u consider to b	oe a socio-cultural	influence on
	01/2	international ma			•	
8	3)	a) Language		b) 50	Religion	
3		c) Social ofga	nization	-M(1)	All of the above	
928	(S. S. S	C) Social organ		10,		D
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	rine: 03;	00 PM To 06:00 PM	.00	2	Max. Marks: 80
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	96	2) Figures to the rig	tht indicate full mar	ks.	Sir
	Q.1 Cho	oose the correct altern	atives from the op	ks.  ptions. marketing are- p) Economic factors  I) All of these	1602 of 2 speed
	(2017)	a) Social factors	g the international i	marketing are-	ajo <sup>N</sup>
	Q.1 (Cho	c) Political factors		Economic factors     All of these	9
0	2)	Distribution cháuneis	vary depending on t	which of the following?	a a a a a a a a a a a a a a a a a a a
Set.		<ul><li>a) Target market siz</li><li>b) Competition</li></ul>	е	(%)	, Co
100		c) Available distribut	ion intermediaries	O	Ostille.
		d) All of the above	<i>'</i> ₺.	12	42°
	3)	studying of market cor	ting opportunities in	foreign markets assur	nes
		establishment of poter	itial opportunities of	firm.	nent and
	2	(a) True (c) Can't Say	(و d)	41.	182
	4) 6) 5)	Sales promotion is ver	,	7,62 220,0	newly of product
	2/22	launched and designed	a product as it		Sir
	03/2	<ul><li>a) Affects the quality</li><li>c) Affects the image</li></ul>	ðf product b) of product d)	Affects the quantity  Affects the price of p	of product
,	5) 5)	Price is not a major ma	rketing factors in cr	eating the revenue for	
(5°)°		a) True	b).	q`False	0
KIK	6)	A manufacture provide	sales promotion to	None of the above	Lague Contraction of the Contrac
3,	,	a) Cooperative advert	ising (b)	Sales promotion	E ON
		c) Dealer promotion	(b)	Trade promotion	`
	7)	Cultural barriers are one	e of the biggest cha b)	llenges in global mårke False	ting
		c) Can't say	g) d)	None of these	
	8)	According to the text, the	e most dramatic of	the environments that a	iffect
	∑% <sup>×</sup>	marketing and appear to a) Natural	Spe now snaping of	ur world is the environm Demographic	nent.
	000	c) Economic	d)	Technological	
	1600 A)	of the following wo		be a socio-cultural influ	ience on
ć	3/0	international marketing. a) Language	b) 5	Religion	
OUT		c) Social organization	(d)	All of the above	
Solar	60 <sup>2</sup> 9)	and the second of the second	12.		Page 1 of 3
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		Size	GO'S'	
		Or	12/2	
•	200		70/2	SLR-CD-60
	Psychographic segmenta based upon different pers	tion calls for the	alle dad to the second	
	based upon different pers lifestyles of consumers.	onality traits, val	lues, attitudes, Interest	s, and
	a) True	2.0	o⊱False	s, and
	c) Can't Say	d)	None of the above	N. Carlot
1	1) Formarketing com	panies should n	narkal through a	13,
	and Linkedin p	latforms to its cu	istomer.	OK, Q
	a) media c) Social media	راد (ما (ماري) ماري	- I I I I I I I I I I I I I I I I I I I	200
1.1	a U	<sup>∞</sup> <sup>∞</sup> <sub>∞</sub> q)	None of the above	180°
	, and following are acti	ial modes of ma	rket-entry except	
	(C) Franchising	76 q)	Standardization Exporting	
1;	The short-term motivation		Exporting &	
_ d	known as-	sonemes prepar	eu for purchase promo	tion are
	a) Personal Sale C	b)	Sales promotion	202
, E <sup>3</sup> 14	c) Publicity	d)	Advertisement	SO.
"K"	promotion process.	of the following	is a more effective tool	for the
184	a) Advertisement	· jag	Paramet C.	300
OKD,	c) Publicity	b)	ூசrsonal Sale ுSales promotion	્રંજુ
TANKA	of the following is p	rice determinatio	n method	for the
,		C'B)	Cost plus transfer	ζ'
16	y Service bused off		All of these Q	
16	is an especially impo	rtant strategy for	goods and services the	at have a
i Mil	്പ് retailing	, ga	0.5	
	© c) international marketing	(S) (p)	marketing O	
Q.2 An	swer the following.	2	on these	્વે
(a)	Explain global segmentation.		JET THE STATE OF T	16%
(S) A	Explain Social Media Marketin	ıg.	. 020	S. C.
Q.3 An	Swer the following.	ndnat		-1 <sup>0</sup> 16
رم b)	Explain sales promotion in det	strategies.	al markating	Sylo
Q.4 An	swer the following long quest	ion sal	iai marketing.	36
2 <sup>th</sup> a)	is an especially impound inversal demand.  (a) retailing (b) c) international marketing iswer the following.  Explain global segmentation.  Explain Social Media Marketing swer the following.  Explain in detail global pricing Explain sales promotion in detail swer the following long quest explain in detail global marketing.	ng environment	and its impact on mark	Q 16
, b)	Explain global segmentation. Explain Social Media Marketing Explain Social Media Marketing Explain in detail global pricing Explain sales promotion in detail global marketing Explain in detail global marketing Explain in detail global marketing Explain the concept of new promotion the concept of new promotion in detail global marketing	QŘ	The impact of mag	eting.
D)	Explain title concept of new pro	ductsidevelopm	ent in global marketing	•
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S. C.	Explain the concept of new pro		Oliv	
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Case study.

The Mysore Incenses is a tiny unit located in Mysore; manufacturing and selling anarbathies. It is award and managed by Mr. Chardrachekhar, who has had only agarbathies. It is owned and managed by Mr. Chnadrashekhar, who has had only high school education. Through lot of experiments Chnadrashekhar had developed a blend of incense that has been widely liked. During the last four years of existence of the Mysore Incenses, the two brands of agarbathi, Bhagya and Sowbhagya have earned a very good reputation. Initially it introduced just one brand, Bhagya. Bhagya clicked well in the market. Though the product was regarded as very good, the price of 'Bhagya' was a bit lower than that of the popular branch of established manufactures. By selling at lower price, Chnadrashekhar hoped to generate more sales. Use of cheaper packaging and lower overheads enabled him to sell at lower but sufficiently remunerative price. Labelling was done in Kannada and English. The Mysore Incenses have not had any aggressive marketing programme. At the beginning free samples were supplied to some house-holds in residential localities. Slides were also exhibited ूin certain cinema theatres रापिट dealers were offered attractive terms. Initially, the product was sold only in and around Mysore city. Encouraged by its success in Mysore, sale of Bhagya was extended to all over Karnataka and the consumer response was favourable. On the advice of Mr. Stram, a close friend of Mr. Chnadrashekhar, the Mysore Incenses introduced a premium brand, Soubhagya. The ingredients and quality of the new brand were not significantly different from that of Bhagya. Instead of the rectangular package of Bhagya, a tubular package was used for Soubhagya. The new brand also' got good market acceptance. Chnadrashekhar was thinking of expanding his market to outside Karnataka also. There was no problem to get additional workers to roll agarbathies; no was there any problem of input availability. The problem was organizational. The Mysore Incenses was managed all alone by Mr. Chnadrashekhar. The distribution to dealers was done by agents who worked on commission basis As a birthday presentation Chnadrashekhar sent hundred packets each of Bhagya and Soubhagya to his good friend Aayub working in Saudi Arabia. Two நிonths later, Chnadrashekhar received a letter from Aayub. The letter contained The following information of particular importance to Chriadrashekhar's business. Aayub distributed most of the agarbathies among his friends. His friends liked the products very well. Some of them ranked Bhagya and Soubhagya as good as the best brands available. Some even considered themas better than leading brands.

Some of the foreigners found it difficult to pronounce and remember the words Bhagya and Soubhagya. Aayub suggested that Chnadrashekhar could think of entering the foreign markets.

Chnadrashekhar, knew that a few agarbathi finanufacturers who had started in a small way grew well in the domestic and foreign markets. Chnadrashekhar became enthusiastic about selling his products in the foreign markets. He was wondering how he could carry out this idea. He decided to consult Mr. Sham .From Chnadrashekhar's discussion with him, Sham conceived that Chnadrashekhar would like to have his advice on the International marketing channel suitable for the Mysore Incenses and Product modifications, including

brand, packaging and labelling for the overseas markets. 1) Analyze the case study

Identify the problem. Generate possible atternatives for international marketing

Choose the best alternative.

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 $s_{\text{eat}}$ No. M.B.A. (Semester - IV) (New) (CBCS) Examination: Oct/Nov-202 COLLEGE AND UNIVERSITY CAMPUS
Financial Management International Finance (20407408) Max. Marks: 80 Day & Date: Thursday, 11-01-2024 Time: 03:00 PM To 06:00 PM Instructions: 1) All questions are compulsory. 2) Figures to the right indicate full marks. Choose the correct alternative and rewrite the sentences again. (1) The currency used to buy imported goods is the seller's home currency. b) a) the buyer's home currency. special drawing rights. d) the currency of a third country. A country records its international finance accounts in its import/export log accounts b) balance of payments accounts net exports payments account trade payments accounts 3) The balance of payments accounts includes the by export bank accoun non-performing account Exim bank account c) current account The account used to record changes in the official reserve is the b) current account, capital account official settlements account official reserves account d) If a country during its entire history has invested more in the rest of the world than the rest of the world has invested in it, the country is a b) net borrower net lender debto@nation creditor nation If a country has a capital account surplus, that country's stock of international indebtedness is b) decreasing increasing 0 constant zero The main source of fluctuations in the current account balance is b) net exports net interest income net transfers d) net taxes The private sector surplus or deficit equals a) thet taxes minus government purchases b) investment minus saving government purchases minus net taxes saving minus investment Net exports equals government saving plus private saving. imports of goods and services minus exports of goods and services. exports of goods and services minus imports of goods and services. Both answers A and C are correct. Page 1 of 3

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18 oppur 201 212 of		nestic and international HRM. What is the difference between the dif	Page 2 of 3

Attempt the following case.

Rajmudra textiles the leading market leader established in 2001 at Solapur. The main production of this organization was Cotton Varn with excellent quality. After realmudra textiles the leading market leader established in 2001 at Solapur. The main production of this organization was Cotton Yarn with excellent quality. After yarns which would be export in other countries. With the dream with the globalization of cotton in the spinning of the spi n 3011 **Q.5** with the globalization of cotton industries Rajmudra textiles had started to acquire The state of the s 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 nternati
nte directors came together at Solapur headquarter for discussion and all were confused about international human resource policies. anc preign. Analyse the above case and help Mr. Vikram to form international human