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

Day & Date: Wednesday, 11-12-2019
Time: 03:00 PM To 05:30 PM

Max. Marks: 70

Instructions:1) All questions are compulsory
2) Figures to the right indicate full marks.

Q.1 Choose the correct alternatives from the options and rewrite the sentence. 14

- 1) _____ is called as 'Father of Scientific Management'.
a) Elton Mayo
b) William Auchy
c) Fedric Winslow Taylor
d) None of the above
- 2) _____ is a determining future course of action in advance.
a) Planning
b) Controlling
c) Staffing
d) Training
- 3) _____ is a group of people working together to achieve set goals.
a) Controlling
b) Management
c) Organisation
d) Plans
- 4) _____ is a process of stimulating employees to get desired results.
a) Motivation
b) Communication
c) Controlling
d) Planning
- 5) _____ needs emerge only when the basic physiological needs are satisfied.
a) Basic physiological needs
b) Belonging and Social
c) Safety and security
d) Esteem and status
- 6) In _____ leadership, complete freedom is given to employees.
a) Democratic
b) Autocratic
c) Free -rein
d) None
- 7) A statement that defines the reason or purpose of organization for its existence is referred as _____.
a) Mission
b) Values
c) Goal
d) Programme
- 8) _____ is the right to give orders and power to exact obedience.
a) Power
b) Responsibility
c) Planning
d) Authority
- 9) Departmentation leads to grouping of _____.
a) Activities
b) Personnel
c) Both ' a' &'b'
d) None of these
- 10) Mcgregor's Theory _____ is modern, positive and democratic in nature.
a) X
b) Y
c) W
d) Z
- 11) Establishing standard is the first step in _____ process.
a) Staffing
b) Planning
c) Directing
d) Control

- 12) _____ is the art of getting things done through other people.
- | | |
|---------------|----------------|
| a) Planning | b) Management |
| c) Organizing | d) Controlling |
- 13) Which of the following is not a monetary incentive?
- | | |
|-----------------|--------------------|
| a) Job rotation | b) fringe benefits |
| c) bonus | d) pay revision |
- 14) _____ is the process of searching for prospective employees and stimulating them to apply for the jobs in the organization.
- | | |
|--------------------------|--------------|
| a) performance appraisal | b) training |
| c) recruitment | d) selection |

Q.2 Answer the following. 14

- a) Steps in planning process
- b) Managerial Grid

Q.3 Attempt the following (7 Marks each) 14

- a) Explain various forms of organization structure.
- b) Define controlling and importance of controlling.

Q. Attempt any one of the followings: 14

- a) Define management and explain various managerial roles and functions of management.
- b) Explain concept of decision making and steps in decision making & its types. 14

Q.5 Case Study:

Raj Automobiles Ltd. Is engaged in the business of repairing and overhauling automobiles. IT has about 100 employees working in the workshop. Current practices have led to an extreme amount of customer dissatisfaction due to a very lengthy waiting time, discourteous work force, poor quality of workmanship and the high cost of repairing automobiles. As a result, customers have started getting their services elsewhere. The owner is very keen to improve the situation but he finds his people are not motivated by a spirit of service basically because of poor wages and indifferent supervision. This is located in an environmentally alert community and they have also been complaining to the local municipal authority that the nasty way in which operations are handled and wastewater disposed off, is causing a lot of inconvenience in the locality. The owner-manager wants your help in raising the level of productivity of the employees and effectiveness of the operation

- a) Analyse the above case. 05
- b) Identify problem in this case. 02
- c) Suggest alternative solutions. 05
- d) Identify best alternative. 02

that there was a future for a company that made athletic shoes just for women.

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

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

05
02
07

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

Day & Date: Friday, 29-11-2019
Time: 03:00 PM To 05:30 PM

Max. Marks: 70

Instructions: 1) All questions are compulsory.
2) Figures to the right indicate full marks.

Q.1 Fill in the blank by choosing correct alternative give below. 14

- 1) _____ is the firm's decision to invest its current funds most efficiently in the long term assets in anticipation of an expected flow of benefits over a series of years.
 - a) Cash Budget
 - b) Dividend Policy
 - c) Capital Budgeting
 - d) Financing Decision
- 2) _____ ignores Time Value of Money.
 - a) Profit Maximization
 - b) Wealth Maximization
 - c) Both a & b
 - d) None of these
- 3) _____ is the process of calculating present value from future value.
 - a) Discounting
 - b) Compounding
 - c) Both a & b
 - d) None of these
- 4) Quick Ratio = $\frac{\text{Current Assets} - ?}{\text{Current Liability} - \text{Bank OD}}$
 - a) Stock & prepaid Expenses
 - b) Marketable Securities
 - c) Debtors
 - d) Bank Balance
- 5) If Rate of Interest is 9%, Calculate doubling period as per rule 72 _____.
 - a) 10 Years
 - b) 9 Years
 - c) 8 Years
 - d) 7.5 Years
- 6) If Working capital is 5,00,000/- and Current ratio is 3, calculate Current Assets _____.
 - a) 2,50,000
 - b) 7,50,000
 - c) 6,00,000
 - d) 5,00,000
- 7) Generally, venture capitalists provide finance for _____ stage of the company.
 - a) Early
 - b) Growth
 - c) Maturity
 - d) Decline
- 8) _____ refers to that portion of company's net earnings that are paid out to the equity shareholders.
 - a) Called up Capital
 - b) Dividend
 - c) Stock Split
 - d) Paid up Value
- 9) _____ is non discounted technique of capital budgeting.
 - a) Pay Back Period
 - b) Net Present Value
 - c) IRR
 - d) Profitability Index

- 10) _____ debentures are those debentures that are repaid after the specific time period.
- | | |
|---------------|-----------------|
| a) Redeemable | b) Registered |
| c) Mortgaged | d) Irredeemable |
- 11) Opening Stock + Purchases + Direct Expenses - Closing Stock = _____.
- | | |
|-----------------------|---------------|
| a) Gross Profit | b) Net Profit |
| c) Cost of goods sold | d) Sales |
- 12) _____ is the internal source of finance.
- | | |
|----------------------|--------------------|
| a) Retained earnings | b) Dividend |
| c) Debentures | d) Venture capital |
- 13) Cost of Capital is the _____ required rate of return expected by investors.
- | | |
|------------|------------------|
| a) Maximum | b) Average |
| c) Minimum | d) None of these |
- 14) The discount rate at which present value of cash inflows equals to the present value of cash outflows is called as _____.
- | | |
|------------------------|--------|
| a) IRR | b) NPV |
| c) Profitability Index | d) ARR |

Q.2 Answer the following

14

- a) 1) Mr. Harshad Invested Rs. 80,000/- on 1st Jan 2016 and decided to increase his investment by 10% every year for next 4 years at 12% interest p.a. Find the amount he will receive at the end of 5th Year i.e. 31st December 2020.
- 2) Mr. Rohit real estate agency has rented his apartment for 5 years at an annual rent of Rs 6,00,000/- payable in advance every year. The rent will increase by 5% every year. If the agency's required rate of return is 14%. What is the present value of expected annuity rent.
- b) Indian Ltd. issued 11% preference shares face value of Rs. 100/- each to be redeemed after 10 years. Flotation cost is expected to be 5%. Determine the cost of preference shares with Dividend Tax of 5% and also calculate same without dividend tax.

Q.3 Write Short Note on:

14

- a) Forms of dividend
b) Role of finance Manager

Q.4 The following information is given about M/s Platinum Ltd. for the year ending 31st March 2017.

14

Share Capital: Rs. 8,40,0000-
Bank Over draft : Rs. 50,000/-
Working Capital: Rs. 2,52,000/-
Current Ratio: 2.5:1
Quick Ratio: 1.5:1
Gross Profit Ratio: 20% on Sales
Stock Turnover Ratio: 5 times
Sales: Rs. 5,00,000/-
Trade Debtors: Rs. 70,000/-
Opening Creditors: Rs. 40,000/-
Closing Creditors: Rs. 30,000/-
Closing Stock : Rs. 20,000/- higher than opening Stock

Calculate:

- 1) Current Assets and Current Liabilities
2) Cost of Goods Sold, Average Stock and Purchases
3) Creditors Turnover Ratio

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

OR

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

Q.5 Case Study:

14

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

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

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

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

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

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

Day & Date: Saturday, 30-11-2019
 Time: 03:00 PM To 05:30 PM

Max. Marks: 70

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

Q.1 Fill in the blank by choosing correct alternative give below. 14

- 1) _____ refers to the lists of human qualities and qualification necessary to do the job.
 - a) Job Description
 - b) Job Specification
 - c) Job Evaluation
 - d) Performance Appraisal
- 2) _____ is concerned with picking the right candidates from the pool of applicants.
 - a) Selection
 - b) Recruitment
 - c) Searching
 - d) Screening
- 3) _____ is described as imparting specific skills.
 - a) Development
 - b) Training
 - c) Education
 - d) Distinction
- 4) _____ refers to a vertical move in rank and responsibility.
 - a) Demotion
 - b) Transfer
 - c) Promotion
 - d) Separation
- 5) Behavioural Anchored Rating Scales is also called as _____.
 - a) Behavioural Expectation Scales
 - b) BARS
 - c) Field Review Method
 - d) Both 'a' and 'b'
- 6) Paid holidays, car and furnished house are the benefits relate to _____.
 - a) Perquisites
 - b) Bonus
 - c) Salaries
 - d) Fringe Benefits
- 7) Which of the following is Wage and Salary Administration?
 - a) Ability to pay
 - b) Cost of living
 - c) Supply and demand of labour
 - d) All the above
- 8) Paired comparison is a method of _____.
 - a) Performance Appraisal
 - b) Development
 - c) Security
 - d) Convenience Handling
- 9) Industrial Dispute Act was enacted in _____.
 - a) 1942
 - b) 1947
 - c) 1946
 - d) 1948
- 10) Suspending an employee is a _____.
 - a) Punishment
 - b) An action
 - c) Judgement
 - d) An unwanted

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**M.B.A. (Semester - II) (CBCS) Examination Nov/Dec-2019
PRODUCTION MANAGEMENT AND OPERATIONAL RESEARCH**

Day & Date: Monday, 02-12-2019
Time: 03:00 PM To 05:30 PM

Max. Marks: 70

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

Q.1 Fill in the blank by choosing correct alternative give below. 14

- 1) Preventive maintenance is undertaken _____ machine fails.
 - a) Before
 - b) After
 - c) When
 - d) As
- 2) _____ includes raw materials, work in progress, finished goods and spares.
 - a) Store
 - b) Inventory
 - c) Supply
 - d) Research
- 3) ABC analysis aims for _____.
 - a) All Better control
 - b) Always Better Control
 - c) Always best Cost
 - d) Always Bad Cost
- 4) _____ is a set of international standards on quality management and quality assurance.
 - a) TQM
 - b) ISO 20000
 - c) ISO 14000
 - d) ISO 9000
- 5) PERT refers to _____.
 - a) Program Evaluation Review Technique
 - b) Program Examination Review Technique
 - c) Programming Easy Report Test
 - d) Program Evaluation Review Test
- 6) _____ is one of the secondary functions in maintenance management.
 - a) Assembly
 - b) Manufacturing
 - c) Waste Disposal
 - d) Training
- 7) _____ layout groups machines into cells which function somewhat like product layout.
 - a) Cellular Manufacturing
 - b) Product
 - c) Process
 - d) Straight
- 8) _____ function of PPC relates to checking the quality of production and evaluating efficiency.
 - a) Routing
 - b) Inspection
 - c) Scheduling
 - d) Testing
- 9) Greater _____ is the benefit of process layout.
 - a) Effort
 - b) Product
 - c) Process
 - d) Efficiency
- 10) This innovative science of Operations Research was discovered during _____.
 - a) Civil War
 - b) World War I
 - c) World War II
 - d) Industrial Revolution

- 11) _____ are used in Markov Chains.
 a) Transition Probabilities b) Simulation
 c) Waiting time d) Constraints
- 12) _____ strategy in game theory means decision of player to always select same strategy.
 a) Play b) Pure
 c) Maximin d) Minimax
- 13) A feasible solution is called a basic feasible solution if the number of non-negative allocations is equal to _____.
 a) $m-n+1$ b) $m-n-1$
 c) $m+n-1$ d) None of the above
- 14) Plant location is the function of determining location of a plant for _____.
 a) Investment b) Economy and Effectiveness
 c) Materials d) Machinery

Q.2 Answer following questions.

14

- a) Solve following assignment problem to find minimum cost.

	I	II	III	IV
A	5	3	1	8
B	7	9	2	6
C	6	4	5	7
D	5	7	7	6

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

Q.3 Answer following questions.

14

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

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

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

- b) What is Operations Research? Discuss its applications.

Q.4 Attempt any one of the following.

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

Markets \ Plants	P	Q	R	S	Demand
A	2	2	2	4	1000
B	4	6	4	3	700
C	3	2	1	0	900
Supply	900	800	500	400	

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

Q.5 Answer the following:

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

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

Day & Date: Tuesday, 03-12-2019
Time: 03:00 PM To 05:30 PM

Max. Marks: 70

Instructions: 1) All questions are compulsory.
2) Figures to the right indicate full marks.

Q.1 Choose the correct alternatives from the options and rewrite the sentence. 14

- 1) _____ index of globalization measures economic, social, political and overall globalization.

a) ESPO index	b) OFK index
c) KOF index	d) Economic index
- 2) _____ globalization is expressed as the spread of ideas, information, images and people.

a) Economic	b) Social
c) Political	d) Technological
- 3) _____ is not the driving force for globalization.

a) Decline in investment barriers	b) Decline in trade barriers
c) World war	d) Increased FDI
- 4) FDI stands for _____.

a) Foreign direct investment	b) Foreign deferred investment
c) Foreign deliberate investment	d) Foreign dumped investment
- 5) International business is evolved from international trade and international _____.

a) Economics	b) Marketing
c) Statistics	d) Finance
- 6) GATT is _____.

a) General Agreement on Tariff and Trade	b) General Agreement on Trade and Tariff
c) Global Agreement on Tariff and Trade	d) Global Agreement on Trade and Tariff
- 7) _____ company is geocentric in its orientation.

a) Transnational	b) Global
c) Domestic	d) Multinational
- 8) _____ is not the advantage of IB.

a) Higher standard of living	b) Wider market
c) Optimum utilization of resources	d) Fulfillment of entry requirements
- 9) The new economic policy was framed in the year _____.

a) 1991	b) 1992
c) 1993	d) 1994
- 10) _____ covers entry and exit of multinational corporations in India.

a) FEMA	b) FERA
c) IMF	d) IBRD

- 11) _____ is an enduring statement of purpose that distinguishes one organization from the other similar organization.
- | | |
|------------|-------------|
| a) Mission | b) Vision |
| c) Policy | d) Strategy |
- 12) _____ is the first stage of internationalization.
- | | |
|--------------------------|--------------------------|
| a) Domestic | b) International company |
| c) Multinational company | d) Global company |
- 13) IBRD is also known as _____.
- | | |
|-----------------------------|---------------|
| a) World trade centre | b) World Bank |
| c) World trade organization | d) World unit |
- 14) MNC is _____.
- | | |
|--------------------------|------------------------------|
| a) Multinational company | b) Multinational corporation |
| c) Multinational carrier | d) Multinational call centre |

Q.2 Write short notes. **14**

- a) Advantages and disadvantages of MNC
- b) International Trade Relations

Q.3 Write short notes. **14**

- a) European Unions (EU)
- b) Product Life Cycle Theory

Q.4 Answer any one of the following questions. **14**
 Define international business. Explain various stages of internationalization.

OR

What is meant by Foreign Direct Investment? Explain the factors influencing and reasons for FDI.

Q.5 Case Study. **14**

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

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

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

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

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

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

Analyse the case

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

Day & Date: Wednesday, 04-12-2019
Time: 03:00 PM To 05:30 PM

Max. Marks: 70

Instructions: 1) All questions are compulsory.
2) Figures to the right indicate full marks.

Q.1 Fill in the blanks by choosing correct alternatives given below. 14

- 1) To _____ effectively, is the basic objective of any presentation.
 - a) To Inform
 - b) To Communicate
 - c) To Deliver
 - d) To Display
- 2) Use of _____ during oral presentations helps to hold audience attention towards the speaker.
 - a) Style of delivery
 - b) Good dress
 - c) Reading tools
 - d) Visual aids
- 3) A type of interview where a interviewer asks off beat questions and expects answers very fast is known as _____.
 - a) Stress Interview
 - b) Panel Interview
 - c) Personal interview
 - d) Group Interview
- 4) Often people fail in interviews due to Non Verbal aspects such as _____.
 - a) Eye contact
 - b) Posture
 - c) Facial Expression
 - d) All the Above
- 5) Use of _____ voice over _____ voice gives your writing more clarity and life.
 - a) Clear and soft
 - b) None of these
 - c) Active over passive
 - d) Passive over active
- 6) Choosing the right words and _____ is the first important step in writing.
 - a) Sentences
 - b) Phrase
 - c) Letters
 - d) Alphabet
- 7) In a business letter use of words "Your Excellency" OR "Respected Sir/Madam that greets the reader are called as _____.
 - a) Salutations
 - b) Attention Line
 - c) Heading
 - d) Body of letter
- 8) _____ is the 7th C of effective business writing.
 - a) Concise
 - b) Courteous
 - c) Complete
 - d) Correct
- 9) The _____ of a business letter contains the return address with the date on the last line.
 - a) Body
 - b) Heading
 - c) Conclusion
 - d) Summary
- 10) The art of writing depends a good deal on putting the strongest _____ in the most important places.
 - a) Abbreviations
 - b) Sentences
 - c) Phrases
 - d) Words

11) Personal attributes that enable someone to interact effectively and _____ with other people is called as soft skills.

- a) Perfectly
- b) Slowly
- c) Harmoniously
- d) Rudely

12) A _____ is a short official note that is sent by one person to another within the same company or organization.

- a) Memo
- b) Notice
- c) Memorandum
- d) Agenda

13) _____ is a very important business etiquette.

- a) Proper dressing
- b) Greeting
- c) Arriving on time
- d) Loud communication

14) _____ offer online, a broad range of jobs in a vast number of fields.

- a) Job Portals
- b) Employment exchange
- c) Consultancy firms
- d) Websites

Q.2 Answer the following. 14

- a) Job interview process
- b) Characteristics of effective memos

Q.3 Attempt the following. 14

- a) Advantages and disadvantages of oral presentation
- b) Different parts of Resume

Q.4 Attempt any one of the followings. 14

a) Explain the process of business presentation in detail.

OR

b) You are proprietor of Arihant Printing Press. Draft a quotation to be submitted to Balaji Management Institute – Hyderabad, for printing 500 college magazines at the price of Rs 600/- per magazine.

Q.5 Case Study 14

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

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

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

Seat No.	
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M.B.A. (Semester – II) (CBCS) Examination Nov/Dec-2019
Research Methodology

Day & Date: Thursday, 05-12-2019
Time: 03:00 PM To 05:30 PM

Max. Marks: 70

Instructions: 1) All questions are compulsory.
2) Figures to the right indicate full marks.

Q.1 Fill in the blanks by choosing the correct alternatives given below: 14

- 1) _____ can be defined as systematic & scientific search for pertinent information on a specific topic.
 - a) Research
 - b) Research method
 - c) Research techniques
 - d) Research methodology
- 2) _____ is the first and the most critical step of the research process.
 - a) Data analysis
 - b) Define the research problem
 - c) Data collection
 - d) Review the literature
- 3) _____ is the data originally collected for an organization.
 - a) Secondary data
 - b) Primary data
 - c) Both a & b
 - d) None of these
- 4) The role of _____ is to guide the researcher by delimiting the area of research and to keep him on the right track.
 - a) Hypothesis
 - b) Research
 - c) Variables
 - d) none of these
- 5) _____ is a process that uses a small number of items or a small portion of population to draw conclusion regarding whole population.
 - a) Sampling
 - b) Scaling
 - c) Measurement
 - d) Data analysis
- 6) _____ is the most commonly used method especially in studies relating to behavioural sciences.
 - a) Mail Surveys
 - b) The Interview Method
 - c) The observation method
 - d) Questionnaire
- 7) Decision regarding what, where, when, how much, by what means concerning an inquiry or a research study constitute _____.
 - a) Research
 - b) Research method
 - c) Research design
 - d) Research methodology
- 8) _____ is one of the most common forms of non-probability sampling.
 - a) Convenience Sampling
 - b) Quota Sampling
 - c) Judgment Sampling
 - d) Snowball Sampling
- 9) The process of assigning numbers or labels to different objects under study to represent them quantitatively or qualitatively is called _____.
 - a) sampling
 - b) scaling
 - c) data analysis
 - d) measurement

- 10) _____ is the extent to which a measuring instrument provides adequate coverage of the topic under study.
- a) Criterion-related validity b) Content validity
c) Construct validity d) None of these
- 11) _____ also known as numerical scale & it presents a series of statements from which a respondent selects one as best reflecting his evaluation.
- a) Graphic rating scale b) The itemized rating scale
c) Summated scales d) Semantic differential scale
- 12) _____ is a statistical measure used in the context of sampling analysis for comparing a variance to a theoretical variance.
- a) U- test b) F- Test
c) t-test d) chi-square test
- 13) _____ is the process of reducing large mass of data into homogeneous for meaningful analysis.
- a) Editing b) Coding
c) Classification d) Tabulation
- 14) _____ is sometimes called interval sampling.
- a) Simple random sampling b) Stratified random sampling
c) Multi -stage sampling d) Systematic sampling

Q.2 Write short notes on: **14**

- a) Objectives and motivation of research
b) Characteristics of a good sample

Q.3 Write short notes on: **14**

- a) Explain interview as a method of data collection
b) Explain structure of report

Q.4 Define scaling and explain Nominal scale, Ordinal scale, Interval scale, Ratio scale with examples. **14**

OR

Explain the term research design and explain various types of research design in detail.

Q.5 Case Study:- **14**

You are the brand manager of shampoo brand in a market. You wish to conduct a research to find out what is the current perception of consumers about your brands vis - a vis other brands (Competitors). You also want to know what are the most important factors buyers consider while buying a brand of shampoo. The decisions you will take based on the above research (its findings) are:

- 1) Whether to reposition your brand.
- 2) Whether to launch line extensions of the current shampoo brand (a variant with same brand name)
- 3) Whether to launch a new brand of shampoo.

In view of this you are require to prepare

- a) Title for the research **02**
b) Prepare objectives for the research. **02**
c) Suggest suitable research design with justification. **02**
d) Suggest data collection method and sampling method **02**
e) Prepare questionnaire for collecting survey on customer perception about your brand. **06**

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Set **P**

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

Day & Date: Friday, 06-12-2019
Time: 03:00 PM To 05:30 PM

Max. Marks: 70

Instructions: 1) All questions are compulsory
2) Figures to the right indicate full marks.

Q.1 Choose the correct alternatives from the options and rewrite the sentence. 14

- 1) Events offer _____ experience as the events entail a unique experience.
 - a) Interactive
 - b) Once in life
 - c) Experiential
 - d) Past
- 2) Every client has _____ oriented idea to be achieved through an event.
 - a) Objective
 - b) Budget
 - c) Media
 - d) Visitors
- 3) _____ refers to the activity of providing food, refreshments for events.
 - a) Hotel
 - b) Hospitality
 - c) Catering Service
 - d) Cooking
- 4) There is growing need of _____ to look into the need of events and host it successfully.
 - a) Employees
 - b) Customers
 - c) Clients
 - d) Professionals
- 5) _____ is the most significant skill that an event manager should possess.
 - a) Communication
 - b) Fund raising
 - c) Computer
 - d) Budgeting
- 6) Computer aide event management supports to organize events in most _____ way.
 - a) Economic
 - b) Efficient
 - c) Better
 - d) Detailed
- 7) _____ helps for building goodwill among the target market.
 - a) Public Relations
 - b) Advertising
 - c) Communicating
 - d) Budgeting
- 8) _____ is a document that will be written and submitted by a person providing professional event management services.
 - a) Budget
 - b) Event Proposal
 - c) Application
 - d) Schedule
- 9) Kumbh Mela is an example of _____ event.
 - a) Crowded
 - b) Large scale
 - c) Social
 - d) Religious
- 10) _____ is necessary for obtaining sponsorships, fund raising, and advertising.
 - a) Canvassing
 - b) Customization
 - c) Costing
 - d) Concept
- 11) _____ record keeping system is less expensive.
 - a) Event
 - b) Manual
 - c) Complete
 - d) Monitoring

- 12) _____ can help event manager to delegate work and boost efficiency.
- a) Stock taking
 - b) Training
 - c) Assigning Responsibilities
 - d) Administration
- 13) _____ events are conducted for their clients and employees.
- a) Corporate
 - b) Networking
 - c) Entertainment
 - d) Social
- 14) Primary role of _____ service is to provide first aid medical care at event place.
- a) Medicine
 - b) Ambulance
 - c) Fire Brigade
 - d) Police

Q.2 Write short notes. 14

- a) Responsibilities of Event Manager
- b) Developing record keeping system

Q.3 Write short notes. 14

- a) Need for event proposal
- b) Catering Service in various events

Q.4 What are different permissions required to conduct an event and what utilities are to be arranged? 14

OR

Discuss role of media in success of event. What different types of media are used by Event Management Company?

Q.5 Prepare event plan for wedding ceremony which includes various activities for two days. Decide suitable venue in Solapur. Prepare budget for the event. Make necessary assumptions and mention those. 14

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Set **P**

M.B.A. (Semester – II) (CBCS) Examination Nov/Dec-2019
BANKING AND INSURANCE

Day & Date: Friday, 06-12-2019
Time: 03:00 PM To 05:30 PM

Max. Marks: 70

Instructions: 1) All Questions are compulsory and carry equal marks.
2) Figure to the right indicates full marks.

Q.1 Choose the correct alternatives from the options and rewrite the sentence. 14

- 1) The Key/Core function(s) of a Bank is (are) _____.
 - a) Safe Custody through Lockers
 - b) Accepting Deposits and Lending money
 - c) Maintaining Accounts of Customers
 - d) Collecting and Clearing Cheques
- 2) The difference between a Bank and a NBFC in respect of negotiable instruments is that NBFC _____ the instruments of negotiation of its own.
 - a) cannot issue
 - b) , with special permission from RBI, can issue
 - c) can issue
 - d) , by passing resolution in Board, can issue
- 3) The Payment responsibility of a person towards a third party or employees in accordance to provisions of law are covered by insurance contracts under _____.
 - a) Personal Insurance
 - b) Property Insurance
 - c) Liability Insurance
 - d) Guarantee Insurance
- 4) The principle of _____ assigns the duty to the insured to take all possible steps to minimize the loss to the subject matter of insurance.
 - a) Subrogation
 - b) Contribution
 - c) Mitigation of Loss
 - d) Causa Proxima
- 5) To be recognized as a scheduled bank, the bank should have a paid up capital of not less than Rs. _____.
 - a) Two Lakhs
 - b) Five Lakhs
 - c) Ten Lakhs
 - d) None of the above
- 6) The type(s) of Bank Advances accounts is (are) _____.
 - a) Cash Credit A/c
 - b) Over Draft A/c
 - c) None of the Above
 - d) Both of the Above
- 7) _____ sector for lending refers to the sectors of economy that are socially desirable but neglected by commercial banks.
 - a) Priority
 - b) Upcoming
 - c) Agriculture
 - d) Poor or Weaker
- 8) A _____ asset is one which has remained NPA for a period exceeding 12 months.
 - a) Standard
 - b) Sub-standard
 - c) Doubtful
 - d) Loss

- 9) NEFT and RTGS are forms of _____ transactions with unique features providing interbank fund transfer facility electronically between the customers of banks.
- a) ECS
b) EFT
c) IMPS
d) None of the above
- 10) _____ is the rate at which one bank borrows money from another bank for short term requirements.
- a) Bank Rate
b) Call Rate
c) Repo Rate
d) Base Rate
- 11) _____ is a contract whereby in consideration of premium paid in lumpsum or installments, the insurer undertakes to pay an amount on death of insured or on expiry of period.
- a) Term Insurance
b) General Insurance
c) Life Insurance
d) Non-Life Insurance
- 12) The State Government has _____ of stake in a Regional Rural Bank.
- a) 50%
b) 25%
c) 15%
d) 35%
- 13) _____ is a type of Life Insurance plan where amount of insurance becomes payable to the insured, if alive, on the date of maturity or to the beneficiary in case of demise if the insured.
- a) Money-Bank Policy
b) Term insurance policy
c) Endowment Policy
d) Whole Life Policy
- 14) _____ refers to the cash that banks have to maintain with the RBI as a total percentage of their total demand and time liabilities.
- a) CRR
b) SLR
c) NPA
d) Security Deposit

Q.2 Answer the Following. **14**

- a) Discuss in brief Life Insurance and its types.
b) Explain difference between bank and NBFC.

Q.3 Write Short Notes on the following: **14**

- a) Life and Non-Life Insurance.
b) Deposits and advances

Q.4 Answer any One of the following: **14**

Discuss in detail the structure of Indian Banking System.

OR

Explain in detail about GIC and its subsidiaries.

Q.5 Analyse the following case study and answer the question(s) gives below.

A legal suit was filed by Mrs. G. M. Channabasamma for realization of a sum of Rs. 77800/- due from four insurance policies held by her deceased husband Mr. T. R. Gurupadaiah. LIC denied the claim as the deceased was guilty of fraudulent misrepresentation and suppression of material facts with regard to his health while filling up the proposal forms for the policies. **14**

The four policies were taken between 30th July 1959 to 23rd August 1961. The insured died on 14th Oct. 1961 in a hospital for tubercular ailments. According to LIC, the deceased was suffering from acute diabetes and disease of lungs which he was fully aware of at the time of taking the policies and had fraudulently denied the facts in proposal forms.

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

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

Question:

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

- 9) _____ is a process by which organisations monitor their relevant environment to identify opportunities and threats affecting their business for the purpose of taking strategic decisions.
 - a) Environmental Scanning
 - b) Organisational Appraisal
 - c) Strategic Evaluation
 - d) None of the above
- 10) According to BCG Matrix, the business units with low growth rate still high market share refers to _____.
 - a) Stars
 - b) Cash Cows
 - c) Question Mark
 - d) Dogs
- 11) The structure that involves dividing the total work according to different product lines, customers or geographical area is called as _____.
 - a) Hybrid Structure
 - b) Divisional Structure
 - c) Matrix Structure
 - d) Entrepreneurial Structure
- 12) The resource allocation where resources are distributed through a process of segregation down to the operating levels is known as _____.
 - a) Top-down approach
 - b) General approach
 - c) Down-Top approach
 - d) Strategic approach
- 13) The objective of _____ is to ensure, as far as possible, the interests of the stakeholders-enable individuals, corporations and society.
 - a) Corporate Governance
 - b) Employees
 - c) Customers
 - d) Society
- 14) _____ denote what an organisation hopes to accomplish in a future period of time.
 - a) Objectives
 - b) Purpose
 - c) Mission
 - d) Goals

Q.2 Write Short Notes. **14**
 a) Levels at which Strategy Operates
 b) Porter's 5 force Model

Q.3 Write Short Notes. **14**
 a) Strategic Control
 b) Corporate Social Responsibility

Q.4 Explain in detail an with the help of Concentration strategy and Diversification Strategy. **14**

OR

Define Ethical Decision Making. What are the factors influencing ethical decision making **14**

Q.5 Case Study. **14**
 Textile industries in India-Several business houses have their origin in this industry. In the mid-1980s, the powerloom sector in the unorganised sector started hurting badly the interests of the composite textile mills of the organised sector. Their cost structure, with lower overheads and no duties, was less than half of that of the mills for equivalent production. The post liberalisation period has seen a large number of foreign brands enter India. It is in this scenario that the Mayur brand of Rajasthan Spinning and Weaving Mills (RSWM) has to carve out a place for itself.

RSWM is the flagship company of the LNJ Bhilwara group. It has been the largest producer and trader of yarn in the country and caters to the large demands for blended yarns and grey cloth fabric used for the children's school uniform.

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

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

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

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

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

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

OR

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

On application	Rs.30
On allotment	Rs.40 (including premium)
On first and final call	Rs.40

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

Journalize all the above mentioned transactions.

Q.5 From the following trial balance of Mr. Vicky Prepare Trading and Profit and Loss A/c for year ended 31st March 2019 and the balance sheet as on that date taking into account the adjustments given. **14**

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

Additional information:

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

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

Day & Date: Thursday, 12-12-2019
 Time: 11:30 AM To 02:00 PM

Max. Marks: 70

Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

Q.1 Choose the correct alternatives from the options and rewrite the sentence. 14

- 1) _____ contains the picture of total plans during the budget period and it comprises information relating to sales, profit, cost, production etc.
 - a) Master budget
 - b) Zero based budget
 - c) Capital budget
 - d) Sales Budget
- 2) The primary goal of Management Accounting is to _____.
 - a) Interpret financial data
 - b) Record all business transactions
 - c) Ascertain cost
 - d) Provide information for planning, decision making, etc
- 3) When sales are Rs. 2,00,000/- fixed cost Rs. 30,000 P/V Ratio 40% the amount of profit will be _____.
 - a) 50000
 - b) 80000
 - c) 60000
 - d) 70000
- 4) When fixed cost is Rs. 5,00,000/- P/V ratio is 40% then break even point is Rs. _____.
 - a) 15,00,000
 - b) 17,25,000
 - c) 12,50,000
 - d) 10,00,000
- 5) Managers utilizes marginal costing and CVP analysis for _____.
 - a) Make or buy decision
 - b) Selection of suitable Sales Mix
 - c) Acceptance of foreign order
 - d) all of the above
- 6) _____ audit is an attempt made to evaluate the performance of various management process and function.
 - a) Financial
 - b) Internal
 - c) Management
 - d) Cost
- 7) _____ Variance occurs due to change in number of budgeted days and actual days worked.
 - a) Capacity Variance
 - b) Calendar Variance
 - c) Price Variance
 - d) Mix Variance
- 8) What will be the impact on B.E.P if fixed cost is increased?
 - a) Decrease
 - b) No change
 - c) Increase
 - d) None of the above
- 9) _____ budget is prepared considering different level of activity.
 - a) Fixed budget
 - b) Flexible budget
 - c) Both a and b
 - d) None of the above

b) From the Following Calculate:

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

Standard Data:

Material A 50 kg @ Rs. 4 per Kg.

Material B 100 Kg @ Rs. 6 per kg.

Standard Output - 120 Kg.

Actual Data:

Material A 2500 kg @ Rs. 5 per Kg

Material B 2500 Kg @ Rs. 5 per kg.

Actual Output - 3720 Kg.

Q.4 Estimate the working capital required from the data given below. **14**
Project annual Sales- 75,000 units at Rs.100/-

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

Assume:

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

OR

What is audit? Explain different types of Audit. **14**

Q.5 Case Study: **14**

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

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

Additional Information:

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

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

Day & Date: Friday, 13-12-2019
Time: 11:30 AM To 02:00 PM

Max. Marks: 70

Instructions: 1) All questions are compulsory and carry equal marks.
2) Figures to the right indicates full marks.

Q.1 Choose the correct alternatives from the options and rewrite the sentence. 14

- 1) Pareto 80:20 principle was basically proposed for _____ which is applicable to nearly every managerial aspect in modern era.
 - a) Money Management
 - b) Economic imbalance
 - c) Time management
 - d) None of the Above
- 2) Mechanism of material and information flow to provide highest degree of customer satisfaction at lowest possible cost is known as _____.
 - a) KPO
 - b) BPO
 - c) SCM
 - d) IT Help Desk
- 3) In what type of proposal should indirect approach be used while doing a proposal?
 - a) Internal Proposals
 - b) External proposals
 - b) Solicited proposals
 - d) Unsolicited proposals
- 4) Proposals can be classified as _____.
 - a) Internal & External Proposals
 - b) Solicited and unsolicited proposals
 - c) Both of the above
 - d) None of the above
- 5) The quadrant of high importance and high urgency tasks is known as quadrant of _____.
 - a) necessity
 - b) quality and personal leadership
 - c) deception
 - d) waste
- 6) ITES stands for _____.
 - a) Income Tax Exemption Scheme
 - b) Information Technology Enabled Services
 - c) Information Technology Exchange Services
 - d) Income Tax Evaluation Services
- 7) _____ is a process between two parties to reach an agreement through discussion in a subject of interest for both the parties involved.
 - a) Goal Setting
 - b) Negotiation
 - c) Business Proposal
 - d) Conference
- 8) A response to Request for Proposal (RFP) is a type of _____.
 - a) Internal Proposals
 - b) External proposals
 - c) Solicited proposals
 - d) Unsolicited proposals

- 9) _____ centres are centres that operate for servicing their own clients and not third party clients.
 - a) Onshore BPO
 - b) Offshore BPO
 - c) Captive BPO
 - d) Near-shore BPO
- 10) Functions such as AND(), OR(), IF() are known as _____.
 - a) Comparison
 - b) Logical
 - c) Statistical
 - d) Arithmetic
- 11) The order of phases in negotiation process is _____.
 - a) Preparation phase, negotiation phase implementation phase
 - b) Negotiation phase, preparation phase, implementation phase
 - c) Preparation phase, implementation phase, negotiation phase
 - d) No Specific order
- 12) Inefficient Delegation, Socialising on job, doing urgent rather than important things are examples of _____.
 - a) Inefficiency
 - b) Time wasters
 - c) Improper goals
 - d) All of the above
- 13) The _____ function allows looking for values from worksheet ranges where decision table is arranged in a horizontal manner and the operation of looking of value is performed on the first row of the decision table from left to right.
 - a) Lookup
 - b) HLookup
 - c) VLookup
 - d) DGET
- 14) Wishes, _____ and goals usually clump together.
 - a) hopes
 - b) beliefs
 - c) dreams
 - d) targets

Q.2 Answer the following questions. 14

- a) Discuss the meaning and benefits of SWOT Analysis.
- b) Discuss benefits of practicing etiquette.

Q.3 Write short notes. 14

- a) Explain the steps involved in successful time management.
- b) Write short note on SUBTOTAL feature of MS Excel.

Q.4 Answer any one of the following questions. 14

- a) Discuss in detail the concept of SMART Goal setting with different types, areas of goals.
- b) What is business proposal? Discuss the steps in writing effective business proposal.

Q.5 Analyze the following case and answer the questions below: 14

At UP Institute of Technology & Science (UPITS) a number of professors in the engineering and science departments and a chief librarian from the Massachusetts Institute of Technology in the United States worked as visiting faculty under the MIT-Ford Foundation-UP ITS collaboration for two years. The Indian faculty and their families were happy to have the guests on campus. There were frequent parties and family get-togethers, which resulted in many friendships among the hosts and the visitors.

One day, professor and head of the mechanical engineering department, Dr Mathur, went to the central library to discuss the possibility of procuring certain international books and journals for UPITS with the visiting German library chief, James Wandel. Dr Mathur reached about a half hour later than the pre-arranged time.

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

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

"No", said Dr Mathur.

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

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

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

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

Analyse the above case and answer the following:

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

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

Day & Date: Saturday, 14-12-2019
 Time: 11:30 AM To 02:00 PM

Max. Marks: 70

Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

Q.1 Fill in the blanks by choosing correct alternatives given below. 14

- 1) Which of the following statement is true?
 - a) Branding helps to organize inventory
 - b) Branding helps in getting a competitive advantage
 - c) Brand signals a certain level of quality
 - d) All of the above
- 2) When the same brand name holds several products in different markets, it is known as the _____.
 - a) Umbrella brand
 - b) Source brand
 - c) Multi-brand
 - d) Range brand
- 3) Marketers can apply a branding on _____.
 - a) Physical good
 - b) A service
 - b) A store and organization
 - d) All of the above
- 4) _____ is a short three-to - five word expression of the most important aspect of the brand.
 - a) Mental map
 - b) Brand Mantra
 - c) Brand equity
 - d) Brand audit
- 5) The process which helps to trace value creation process and helps to understand financial impact of brand marketing is called _____.
 - a) Brand value chain
 - b) Brand mantra
 - c) Brand Revitalization
 - d) Brand Rejuvenation
- 6) _____ is a strategy of using a successful brand name to launch a new or modified product in a new category.
 - a) Duo branding
 - b) Line extension
 - c) Brand extension
 - d) Multi branding
- 7) Which of these are the benefits of accepting guest bloggers on blog?
 - a) Increasing brand interest and promotion
 - b) Boosting sales through affiliate links
 - c) Email marketing campaigns
 - d) Diversifying blog content
- 8) Social media marketing uses social networks in order to _____.
 - a) Create a website
 - b) Promote a company and reach more users
 - c) Monitor online performance
 - d) Share content via newsletters

- 9) Twitter is a type of _____ platform.
 - a) Blogging
 - b) Interactive
 - c) Analytics
 - d) Microblogging
- 10) What is a hashtag?
 - a) Hashtag is a word used to tag a message in order to identify it with a certain topic
 - b) Hashtag is the first word in the message
 - c) Hashtag is the link you add to the message posted on social media
 - d) Hashtag is the title of an image or video you post on social media
- 11) Tweets contain up to _____ characters.
 - a) 100
 - b) 140
 - c) 60
 - d) 250
- 12) Which of these is not a type of social media?
 - a) Blogs and microblogs
 - b) Social networking websites
 - c) Google Ads
 - d) Collaborative projects
- 13) _____ analysis is survey based multivariate technique that enables marketers to profile the consumer's decision making process with respect to brands.
 - a) Conjoint
 - b) Qualitative
 - c) Quantitative
 - d) Stastical
- 14) A comprehensive examination of a brand to assess its health, uncover sources of equity, and suggest ways to improve and leverage that equity is called _____.
 - a) Mental map
 - b) Brand Mantra
 - c) Brand equity
 - d) Brand audit

Q.2 Write short notes. **14**
 a) Brand Product Matrix
 b) Green Marketing

Q.3 Write short notes. **14**
 a) Comparative methods for Brand Equity Measurement
 b) Choosing Brand Elements

Q.4 Attempt any one **14**
 a) What are four steps of Brand Building? Discuss in detail with the help of CBBE.
 b) What is Social Marketing, its Evolution and Need? Discuss comparison between Commercial and Social Marketing.

Q.5 Case Study

Dr. S. Chakraborty was domiciled in Los Angeles, U.S.A. for the last eight years. After getting his Masters degree in Food Technology from the University of California he obtained a Ph. D.

specializing in 'high protein products'. After completing his education, he joined a company. Hypro Inc. as a Director of R& D. The company developed different types of high protein products which were marketed through a large number of departmental stores throughout U.S.A. The company enjoyed a good reputation.

Dr. Chakraborty was seriously thinking of returning to India and settling down in his hometown of Bangalore. He was also toying with the idea for the last two or three years to set up a plant to produce high protein products in India. During his earlier visits, after talking to different people, he had noticed the availability of Soyabeans in abundance. He had carried out several experiments in his laboratory and had developed what he called "Soyabean Milk." He felt that for a

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

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

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

You as an expert help him by answering following questions -

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

Seat
No.Set **P**

M.B.A. (Semester – III) (New) (CBCS) Examination Nov/Dec-2019
Financial Management (Paper – I)
INDIAN FINANCIAL SYSTEM

Day & Date: Monday, 16-12-2019
 Time: 11:30 AM To 02:00 PM

Max. Marks: 70

Instructions: 1) All questions are compulsory
 2) Figures to the right indicate full marks.

Q.1 Choose the correct alternatives from the options and rewrite the sentence. 14

- 1) _____ is regarded as a queen of Indian financial system.
 - a) SEBI
 - b) RBI
 - c) Finance Ministry
 - d) BSE
- 2) Money market deals with _____ instruments.
 - a) long term
 - b) short term
 - c) medium term
 - d) all of these
- 3) _____ are an important instrument of short term borrowing by the Govt.
 - a) National saving certificates
 - b) Bonds
 - c) Treasury bills
 - d) Any of the above
- 4) Prospectus is not issued in _____.
 - a) public issue
 - b) private placement
 - c) right issue
 - d) none the above
- 5) In India, the company which actually deals with the corpus of the mutual fund is called as _____.
 - a) sponsor company
 - b) trustee company
 - c) asset management company
 - d) Mutual fund Company
- 6) NIFTY is the index of _____.
 - a) BSE
 - b) NSE
 - c) OTCEI
 - d) CSE
- 7) _____ fund invests in highly liquid securities like commercial paper.
 - a) Open ended fund
 - b) Close ended fund
 - c) Balanced fund
 - d) MMMF
- 8) _____ is a guarantee for marketability of shares.
 - a) Listing
 - b) Underwriting
 - c) Registration
 - d) Issue by prospectus
- 9) _____ is a method of cancellation of shares.
 - a) Book building
 - b) Bonus issue
 - c) Buy back
 - d) Reissue
- 10) Members of the OTCEI are _____ only.
 - a) Individuals
 - b) Corporates
 - c) Financial institution
 - d) Banks

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

Day & Date: Monday, 16-12-2019
Time: 11:30 AM To 02:00 PM

Max. Marks: 70

Instructions: 1) All questions are compulsory.
2) Figures to the right indicate full marks.

Q.1 Choose the correct alternatives from the options.

14

- 1) Which of the following is not an inventory?
 - a) Machines
 - b) Raw material
 - c) Finished products
 - d) Consumable tools
- 2) EOQ in inventory management stands for _____.
 - a) Equal order quantity
 - b) Environmental order quantity
 - c) Equity order quantity
 - d) Economic order quantity
- 3) _____ refers to a process of predicting future demand for firm's goods and services.
 - a) Demand forecasting
 - b) Demand estimation
 - c) Demand predicting
 - d) Demand analysis
- 4) A place where all items and material is stored at a central place is called _____.
 - a) Decentralized store
 - b) Virtual store
 - c) Centralized store
 - d) Enterprise store
- 5) When companies eliminate the potential loss due to increase the price to the input, that is, _____?
 - a) Options
 - b) Diversifying
 - c) Hedging
 - d) None of the above
- 6) _____ is management of goods, supplies and inventory needed for the organization and related aspect of purchase.
 - a) Inventory management
 - b) Purchase management
 - c) Employee management
 - d) Operations management
- 7) The first step in purchase cycle is _____.
 - a) Analyzing order
 - b) Receiving material requirement
 - c) Processing purchase order
 - d) Receiving purchase requisition
- 8) Which of the following are cost reduction techniques?
 - a) Budgetary Control
 - b) Standard costing
 - c) Cost benefit analysis
 - d) All of the above
- 9) _____ is an effective tool for cost reduction and improve value effectiveness of work.
 - a) Cost analysis
 - b) Value analysis
 - c) Demand analysis
 - d) Risk analysis
- 10) What are the elements of logistics system?
 - a) Transportation
 - b) Warehousing
 - c) Inventory management
 - d) All of the Above

- 11) A supply chain starts with the delivery of raw material from a _____ to a manufacture.
- a) Supplier
 - b) Manufacture
 - c) Organization
 - d) None of the above
- 12) Just-in-time aimed at _____.
- a) Zero inventories
 - b) Reduced manpower
 - c) Over Production
 - d) All of the above
- 13) MRP II in organization stands for _____.
- a) Money requirement planning
 - b) Material requirement planning
 - c) Manufacturing resource planning
 - d) Money resource planning
- 14) Intermediaries play an important role in matching _____.
- a) Dealer with customer
 - b) Manufacturer to product
 - c) Information and promotion
 - d) Supply and demand

Q.2 Short Notes. 14

- a) Hedging
- b) Outsourcing

Q.3 Short Notes. 14

- a) Stores layout
- b) Material requirement planning

Q.4 Define demand forecasting. Explain its objectives and various methods of demand forecasting. 14

OR

What is Inventory Management? Explain the role of inventory management in supply chain management in terms demand and supply of goods and service. 14

Q.5 Analyze the case. 14

A firm trying to improve demand forecasting in its supply chain is giving its customers free software tools and a social networking service to help predict orders.

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

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

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

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

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

Electro components, which owns brands RS, (it is website rs.component.com- the world's largest distributor of electronics and maintenance products.)

Radispares, Radionics (website) and Allied Electronics (website) is also offering social networking software to help understand which products it should buy. "We have got a dialogue on the web to find out what people need" Bruggink said.

Questions:

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

Seat No.	
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M.B.A (Semester-III) (New) (CBCS) Examination Nov/Dec-2019
Human Resource Management (Paper – I)
STRATEGIC HUMAN RESOURCE MANAGEMENT

Day & Date: Tuesday, 17-12-2019
 Time: 11:30 AM To 02:00 PM

Max. Marks: 70

Instructions: 1) All questions are compulsory.
 2) Figures to the right indicates full marks.

Q.1 Choose the correct alternatives from the options. 14

- 1) _____ allows employees to choose their working hours, but within some specified limits.
 - a) Flexi-work
 - b) Telecommuting
 - c) Condensed work
 - d) Flexi-time
- 2) ESOP stands for _____.
 - a) Employee Stock Option Programme
 - b) Employment Stock Option Programme
 - c) Employee Stock Option Plan
 - d) Employment Stock Option Plan
- 3) _____ is a process of structuring work and designating the specific activities at individual or group levels.
 - a) Job Analysis
 - b) Job Design
 - c) Job Specification
 - d) Job Description
- 4) In a/an _____ interview, a number of experts from different areas/members of the interview are generally given complete freedom on what they can ask and how much time to consume for an interview.
 - a) Structured
 - b) Semi Structured
 - c) Unstructured
 - d) All of these
- 5) Which of the following areas get affected by downsizing?
 - a) Quality
 - b) Society
 - c) Profitability
 - d) All of these
- 6) Which of the following is a limitation of Internal Market segmentation in Recruitment?
 - a) Cultural adaptability
 - b) Reliable data
 - c) Politicization
 - d) Low cost of training
- 7) _____ system is used by the organisation for compensating individual employees.
 - a) Profit sharing
 - b) Gain sharing
 - c) Commission
 - d) All of these
- 8) An organisation attempts _____ strategy when it realizes that it is unable to compete in the global market.
 - a) Retrenchment
 - b) Growth
 - c) Stability
 - d) Combination
- 9) Which of the following is internal factor affecting HRP?
 - a) Strategies of company
 - b) Business Environment
 - c) Level of Technology
 - d) International Factor

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

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

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

Agriculture and Co-operative Management (Paper - I)

FUNDAMENTALS OF AGRICULTURE & CO-OPERATIVE MANAGEMENT

Day & Date: Tuesday, 17-12-2019

Max. Marks: 70

Time: 11:30 AM To 02:00 PM

Instructions: 1) All questions are compulsory.
2) Figures to the right indicate full marks.

Q.1 Choose the correct alternatives from the options.

14

- 1) Crop pattern. Means the proportion of area under _____ at a particular period of time.
 - a) different crops
 - b) different Soil Erosion
 - c) different Land resources
 - d) None of these
- 2) Which of the following are not aspects of irrigation?
 - a) Engineering Aspects
 - b) Agricultural Aspects
 - c) Socio-economic aspects
 - d) Cultural aspects
- 3) Which of the following includes control of pests by introducing their natural enemies like parasites and predators?
 - a) Chemical Control
 - b) Mechanical Control
 - c) Physical Control
 - d) Biological control
- 4) Chemical Control consists in spraying and dusting the plant by _____.
 - a) Chemicals and poisons or mixing these into soil to kill pests and diseases which inhabit the soil
 - b) control of pests by introducing their natural enemies like parasites and predators
 - c) both a & b
 - d) none of these
- 5) Which of the following concept deals with one "who is basically unskilled and unorganized and has little for its livelihood other than personal labour?
 - a) Agricultural labour
 - b) agricultural market
 - c) agricultural price
 - d) none of these
- 6) The long form of NREP is _____.
 - a) National Rojgar Education Programme
 - b) National Rural education Programme
 - c) National Rural Employment Programme
 - d) None of these
- 7) _____ serve as a link between the RBI and the PACs.
 - a) SCB
 - b) CLDB
 - c) PLDB
 - d) NHB
- 8) The DCCBs stands for _____.
 - a) District Central Commercial Bank
 - b) District Commercial central Banks
 - c) District Central Co-operative Bank
 - d) None of these
- 9) The natural resources of a country are of primary importance for the _____.
 - a) Urbanization
 - b) Irrigation
 - c) Economic Development
 - d) None of these

- 10) The Features of Agricultural Laborers are _____.
 a) Agricultural Laborers are Scattered
 b) Unskilled and Lack Training
 c) Low Social Status
 d) All of the above
- 11) _____ is defined as an art, science and business of producing crops and livestock for economic purposes.
 a) Agriculture
 b) Land
 c) Cooperation
 d) None of these
- 12) _____ is defined as the artificial application of water to the soil for the purpose of crop production in supplement to rainfall and ground water contribution.
 a) Agriculture
 b) Land
 c) Irrigation
 d) None of these
- 13) _____ involving mutual assistance in working towards a common goal.
 a) Cooperatives
 b) Coordination
 c) Protection
 d) Erosion
- 14) _____ have a fourfold character.
 a) Self-help group
 b) NABARD
 c) Housing co-operatives
 d) Consumer Cooperatives

Q.2 Short Notes. 14

- a) Introduction of co-operative management
 b) Growth of co-operative movement in India

Q.3 Short Notes. 07

- a) Describe the need and role of irrigation in the development of land to yield more crops.
 b) Explain Problems and types of soil Erosion. 07

Q.4 Attempt any one of the following question. 14

What is meant by agricultural Labour? Explain in detail Characteristics and Special Programs for agriculture labor.

OR

Explain in detail co-operative banks at different levels in Maharashtra.

Q.5 Case Study. 14

A bumper pomegranate crop, to the tune of around 12-13 lakh tonne, is expected this January season on the back of increased acreage that has come under pomegranate cultivation in Maharashtra and other states. Despite this, export market for the fruit has not picked up because of lack of demand and issues with regard to fruit size and quality, says Dipak Patil Chairman, Maharashtra Pomegranate Growers Research Association (MPGRA). Normally, pomegranate production in the country comes up to 8 lakh tonne. Around 50,000 additional hectares has come under cultivation in Maharashtra that usually has 85,000 hectares for the same.

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

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

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

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

Day & Date: Tuesday, 17-12-2019

Max. Marks: 70

Time: 11:30 AM To 02:00 PM

Instructions: 1) All questions are compulsory.
2) Figures to the right indicate full marks.

Q.1 Choose the correct alternatives from the options.**14**

- 1) Firm that operates internationally is able to _____.
 - a) Earn a greater return from their skills and core competencies
 - b) Realize location economies where they can be performed most efficiently
 - c) Realize greater experience curve economies, which reduces the cost of production
 - d) All the above
- 2) UNIDO stands for _____.
 - a) The United Nations Industrial Development Organization
 - b) The United Nations Industrial Development Operation
 - c) The United Nations Industrial Development Organ
 - d) The United Nations Industrial Development Origin
- 3) Identify a factor that doesn't play an important role in attracting FDI _____.
 - a) Laws, rules and regulations
 - b) Administrative procedures and efficiency
 - c) Cost of resources
 - d) Language
- 4) Which is the right sequence of stages of Internationalization?
 - a) Domestic, Transnational, Global, International, Multinational
 - b) Domestic, International, Multinational, Global, Transnational
 - c) Domestic, Multinational, International, Transnational, Global
 - d) Domestic, International, Transnational, Multinational, Global
- 5) IBRD (International Bank for Reconstruction and Development) also known as _____.

a) EXIM Bank	b) World Bank
c) IMF	d) International Financial Bank
- 6) Typically the last step in the internationalization process is _____.

a) Licensing	b) Exporting
c) Wholly owned subsidiaries	d) Foreign Direct Investment
- 7) WTO stands for _____.

a) Wide Trade Organization	b) World Training Organization
c) World Trade Organization	d) World Trade Origin
- 8) Which of these is/are the characteristic of a licensing agreement?
 - a) The licensor might provide access to some of its patents or trademarks
 - b) The licensor might provide access to technology
 - c) It might be used to avoid the risks of foreign involvement
 - d) All of the above

- 9) _____ is application of knowledge which redefines the boundaries of global business
- a) Cultural Value
 - b) Society
 - c) Technology
 - d) Economy
- 10) Factors that affect global human resource management are _____.
- a) economic Factors
 - b) societal factors
 - c) cultural factors
 - d) all of the above
- 11) SAARC stands for _____.
- a) South Asian Association for Reunion Cooperation
 - b) South Asian Association for Regional Cooperation
 - c) South Asian Association for Regional Corporation
 - d) South Asian Asset for Regional Cooperation
- 12) Which of the following is an advantage of turnkey projects?
- a) Can earn a return on knowledge asset
 - b) Will not create a competitor
 - c) Tight control of operations
 - d) All the above
- 13) The balance of payment equals _____.
- a) The difference between household spending and income
 - b) The difference between government spending and income
 - c) A measure of the value of economic transactions between residents of country and the rest of the world
 - d) The difference between inflation and unemployment
- 14) Non – citizen employees of a county in which they are working is classified as _____.
- a) expatriates
 - b) Subordinates
 - c) coordinates
 - d) none of above

Q.2 Write notes. **14**

- a) Advantages and disadvantages of globalization
- b) World Bank

Q.3 Write notes. **14**

- a) Advantages and disadvantages of e-commerce
- b) Modes of entry into International Business

Q.4 Attempt any one. **14**

- a) Define International Business Environment. Explain in detail role of economic environment in international business.
- b) Define balance of payments. Describe the nature of balance of payments accounting and mention the components of balance of payment.

Q.5 Analyze the case. **14**

Ashwin Kumar is the manager of Auto max, a small unit located in Peenya Industrial Estate, Bangalore. Auto Max specializes in the manufacture of auto parts, The unit executes orders received from the leading auto parts manufacture in India. Ashwin is a contended man. He has a turnover of 5 crore and has a head count 25. He has no worries about orders, no problem of working capital, no fear of a technological obsolescence and no hassle from any source. Ashwin is no flamboyant businessman, no member of any professional body and no lobbyist for any favour. His employees are with him all the time and his customers stand by him through and through.

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

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

Questions:

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

Seat No.	
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M.B.A. (Semester-III) (New) (CBCS) Examination Nov/Dec-2019
System Management (Paper – I)
MANAGEMENT INFORMATION SYSTEM

Day & Date: Tuesday, 17-12-2019
 Time: 11:30 AM To 02:00 PM

Max. Marks: 70

Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

Q.1 Choose the correct alternatives from the options. **14**

- 1) The information system that allows querying the name, department, designation and duration of an individual in the organization is _____.
 - a) Human Resource IS
 - b) Financial Management IS
 - c) Marketing Management IS
 - d) Production Management IS
- 2) One of the key features of GDSS is that _____.
 - a) It supports decision making than just automation
 - b) It helps in strategic and unstructured decision making
 - c) There is anonymous input for decision making
 - d) It applies fuzzy logic for decision making
- 3) _____ employs graphics to present graphs and data from various resources using a Portal, a web interface to integrate and present business content from a variety of sources.
 - a) TPS
 - b) MIS
 - c) DSS
 - d) ESS
- 4) _____ is a branch of computer science concerned with making computers behave like humans.
 - a) Software Engineering
 - b) Prototyping
 - c) Artificial Intelligence
 - d) System Analysis
- 5) Data _____ is the presence of varied data at various levels of the Information system.
 - a) Inconsistency
 - b) redundancy
 - c) dependence
 - d) None of these
- 6) One of the types of Decision Support Systems is _____.
 - a) Expertise Systems
 - b) Status Inquiry Systems
 - c) Interface system
 - d) Time management system
- 7) Among the key reasons of Information system gaining strategic importance in business organization is/are _____.
 - a) Globalization of business operations
 - b) Technology revolution
 - c) Both a & b
 - d) None of a & b
- 8) _____ Principle states that the system should approve significant deviations from performance standards selectively.
 - a) Selection
 - b) Acceptability
 - c) Exception
 - d) Deviation
- 9) Senior managers use ESS to address _____.
 - a) Routine Issues
 - b) Daily Issues
 - c) non-routine issues
 - d) strategic issues

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

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

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

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

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

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

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

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

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

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

Analyze the above case and discuss the Questions below:

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

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

Day & Date: Wednesday, 18-12-2019
 Time: 11:30 AM To 02:00 PM

Max. Marks: 70

Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

Q.1 Choose the correct alternatives from the options.

14

- 1) _____ is also known as the grass root method of forecasting.
 - a) Field Sales Force
 - b) Sales force composite method
 - c) Both a & b
 - d) None of these
- 2) A _____ is a set of interdependent organizations involved in the process of making a product or service available for use of consumption by the consumer or business user.
 - a) retailer
 - b) wholesaler
 - c) distribution channel
 - d) middleman
- 3) Which is not a strategic role of sales management?
 - a) Tracking
 - b) Reporting
 - c) Delivery
 - d) Optimizes distribution
- 4) What is the full form of CIS?
 - a) Channel information system
 - b) Channel induced system
 - c) None of these
 - d) Channel incorporated system
- 5) VMS stands for _____.
 - a) Velocity moving system
 - b) Vertical marketing system
 - c) Vertical moving system
 - d) Very moveable system
- 6) Sales goals set for company division or product lines are referred as _____.
 - a) Sales quota
 - b) Production quota
 - c) demand potential
 - d) marketing expenses quota
- 7) Sales performance evaluations are necessary to _____.
 - a) ensure management meets its goals
 - b) supplement and enhance training
 - c) provide feedback to salespeople
 - d) keep salespeople on their toe
- 8) Sales force structure in which a sales representative works to sell specific items of product line is classified as _____.
 - a) indirect sales force structure
 - b) territorial sales force structure
 - c) customer sales force structure
 - d) product sales force structure

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

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

Discussion questions:

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

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

Day & Date: Friday, 13-12-2019
Time: 03:00 PM To 05:30 PM

Max. Marks: 70

Instructions: 1) All questions are compulsory
2) Figures to the right indicate full marks.

Q.1 Choose the correct alternatives from the options and rewrite the sentence. 14

- 1) Economics word derived from _____ language.
 - a) Japan
 - b) Greek
 - c) Rashiya
 - d) Portuguese
- 2) _____ deals with the economic behavior of households and firm.
 - a) Micro Economics
 - b) Entity Economics
 - c) Macro Economics
 - d) Major Economics
- 3) For which of the following products has highly elastic demand?
 - a) Salt
 - b) Water
 - c) Jewelry
 - d) Imported Sofa Set
- 4) Which of the following represents a long-term increase in the variable?
 - a) Trends
 - b) Seasonal variations
 - c) Cyclical variation
 - d) Random fluctuations
- 5) _____ shows all combination of inputs that can be used to produce a given level of output.
 - a) Expansion path
 - b) Isoet
 - c) Isoquant
 - d) Isobar
- 6) Headquarter of WHO at _____.
 - a) America
 - b) Switzerland
 - c) Japan
 - d) South Kuriya
- 7) Economies explain economic phenomena according to their causes and effects _____.
 - a) Positive
 - b) Normative
 - c) Empirical
 - d) Applied
- 8) The First Indian Governor was _____.
 - a) Sir Chintaman D.Deshmukh
 - b) Azim Premji
 - c) Kumar Mangalam Birla
 - d) Sir Osborne A. Smith
- 9) LPG started in year _____.
 - a) 1989
 - b) 1991
 - c) 1992
 - d) 1995
- 10) Usually Isoquants are _____.
 - a) Concave to the origin
 - b) Convex to the origin
 - c) Parallel to the origin
 - d) Perpendicular to the origin
- 11) If the demand for petrol remains the same even after the increase in petrol prices, it means petrol is a _____.
 - a) Necessity
 - b) Normal good
 - c) Luxury good
 - d) Inferior good

- 12) RBI was set up by _____.
 a) Rangrajan Committee-I
 b) Hilton Young Commission
 c) Narsimham Committee-I
 d) Narsimham Committee-II
- 13) RBI was initially located at _____.
 a) Mumbai
 b) Delhi
 c) Hyderabad
 d) Kolkata
- 14) Industrial Sickness means _____.
 a) Industry Suffering from Loss
 b) Industry Suffering from profit
 c) Industry Suffering from Loss and Profit
 d) None of above

Q.2 Answer the following. 14

- a) Define Managerial Economics
 b) Public economies

Q.3 Answer the following. 14

- a) Choice of Utility Theory.
 b) Determinants of Demand.

Q.4 Attempt any one of the following. 14

- a) Explain different market structure & explain characteristics of Monopoly Market.
 b) Define Inflation & Deflation its types & Causes of it.

Q.5 Case study: 14

Calculate following Terms with Formula

- a) Total Cost
 b) Average Fixed Cost
 c) Average Variable Cost
 d) Average Total Cost
 e) Marginal Cost

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

Seat No.	
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M.B.A (Semester - III) (New) (CBCS) Examination Nov/Dec-2019
Financial Management (Paper – II)
FINANCIAL DECISION ANALYSIS

Day & Date: Thursday, 19-12-2019
 Time: 11:30 AM To 02:00 PM

Max. Marks: 70

Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

Q.1 Choose the correct alternatives from the options. 14

- 1) The analysis and interpretations of the financial statement will reveal _____.
 - a) The financial position
 - b) The profitability
 - c) None
 - d) Both
- 2) The term "capital structure" refers to _____.
 - a) Long-term debt, preferred stock, and common stock equity
 - b) Current assets and current liabilities
 - c) Total assets minus liabilities
 - d) Shareholders' equity
- 3) Funds Flow Statement is also known as _____.
 - a) Statement of Funds Flow
 - b) Statement of Sources and Application of Funds
 - c) Statement of Sources and Uses of Funds
 - d) All of the above
- 4) The term financial analysis include both _____ and interpretation.
 - a) Comparison
 - b) Analysis
 - c) Conclusion
 - d) Constructions
- 5) A firm with high operating leverage has _____.
 - a) Low fixed costs in its production process
 - b) High variable costs in its production process
 - c) High fixed costs in its production process
 - d) High price per unit
- 6) Excess of current assets over current liabilities is called _____.
 - a) Net working capital
 - b) Net current assets
 - c) Free current assets
 - d) All of the above
- 7) _____ is also called as risk capital.
 - a) Share capital
 - b) Preference Share capital
 - c) Venture Capital
 - d) Capital
- 8) The payments over the lease term the lessee can or must make is called _____.
 - a) Principal
 - b) Interest
 - c) Present value payments
 - d) Minimum lease payments
- 9) Ownership transferred after the payment of last installment in _____.
 - a) Lease
 - b) Hire Purchase
 - c) Both a and b
 - d) None of these

- 10) Vertical mergers are those in which the participants are _____.
 a) In the same industry
 b) In different industries
 c) In different phases of the value chain
 d) None of the above
- 11) Justifications for M & As do not include _____.
 a) To achieve synergy
 b) To increase risk
 c) To enter new markets
 d) To gain economies of scale
- 12) In trend percentage the base year is _____.
 a) The first year
 b) Last year
 c) Any year
 d) Second year
- 13) An EBIT-EPS indifference analysis chart is used for _____.
 a) Evaluating the effects of business risk on EPS
 b) Examining EPS results for alternative financing plans at varying EBIT levels
 c) Determining the impact of a change in sales on EBIT
 d) Showing the changes in EPS quality overtime
- 14) _____ is not an example of current asset.
 a) Share Capital
 b) Cash
 c) Debtors
 d) Bills Payable

Q.2 Answer the following.

14

- a) Types of Leverages.
 b) Venture Capital Financing.

Q.3 Attempt the following.

14

- a) Texas Ltd. has a capital structure (all equity) comprising of Rs.5,00,000 each share of Rs. 10. The firm wants to raise an additional Rs.2,50,000 for expansion programme. The firm has four alternative financial plans A, B, C and D. If the firm is able to earn operating profit at Rs.80,000 after additional investment and 50% tax rate, calculate EPS for all four alternatives and select the preferable financial plan.
 Plan A: Raise the entire amount by issue of new equity capital.
 Plan B: Raise 50 percent as equity capital and 50 percent as 10% debt capital.
 Plan C: Raise the entire amount as 12% debentures.
 Plan D: Raise 50 percent equity capital and 50 percent as preference share capital at 10%.
- b) Lease financing v/s Hire purchase financing

Q.4 Attempt any one of the following

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

OR

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

Income Statement

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

Balance Sheets

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

Q.5 Case Study

From the following Balance Sheets of Swaraj Ltd. prepare:

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

Balance Sheets

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

Additional Information

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

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**M.B.A (Semester - III) (New) (CBCS) Examination Nov/Dec-2019
Production & Materials Management (Paper – II)
LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

Day & Date: Thursday, 19-12-2019
Time: 11:30 AM to 02:00 PM

Max. Marks: 70

Instructions: 1) All questions are compulsory.
2) Figures to the indicate full marks.

Q.1 Choose the correct alternatives from the options.

14

- 1) The purpose of supply chain management is _____.
 - a) Provide customer satisfaction
 - b) Improve quality of a product
 - c) Integrating supply and demand management
 - d) Increase production
- 2) Supply chain management is storage of raw material, work in process and finished goods from the point of origin to the point of _____.
 - a) Storage
 - b) Transportation
 - c) Production
 - d) Consumption
- 3) _____ is the storing of finished goods until they are sold.
 - a) Outsourcing
 - b) Transportation
 - c) Storage
 - d) Warehousing
- 4) _____ is the first function of logistics management.
 - a) Packaging
 - b) Transportation
 - c) Material handling
 - d) Order processing
- 5) VMI stands for _____.
 - a) Vendor material inventory
 - b) Vendor managed inventory
 - c) Variable material inventory
 - d) Valuable material inventory
- 6) The major decision areas in supply chain management are _____.
 - a) Production, Planning, distribution, inventory
 - b) Location, production, scheduling, inventory
 - c) Location, production, inventory, distribution
 - d) Location, production, distribution, marketing
- 7) DRP stands for _____.
 - a) Distribution requirement planning
 - b) Dividend requirement planning
 - c) Distribution reverse planning
 - d) None of the above
- 8) Reverse logistics is required because _____.
 - a) Goods are defective
 - b) Goods are unsold
 - c) The customer simply change their minds
 - d) All of the above
- 9) Three PL stands for _____.
 - a) Three points logistics
 - b) Third party logistics
 - c) Three points location
 - d) None of the above

- 10) What are the elements of logistics system?
 a) Transportation
 b) Warehousing
 c) Inventory management
 d) All of the Above
- 11) A supply chain starts with the delivery of raw material from a _____ to a manufacturer.
 a) Supplier
 b) Manufacture
 c) Organisation
 d) None of the above
- 12) Lean supply chain management is about _____.
 a) Removing waste or unwanted components from a process
 b) Increasing the flow of raw material
 c) Both 'a' and 'b'
 d) None of these above
- 13) Which of the following is not a component of 4 PL?
 a) Control room
 b) Resource providers
 c) Information
 d) Recycling
- 14) Which of the following is not a part of supply chain management system?
 a) Supplier
 b) Manufacturer
 c) Customer
 d) Competitor

Q.2 Short Notes **14**

- a) Need for outsourcing logistic
 b) Role of information in supply chain

Q.3 Short Notes **14**

- a) Packaging and its importance in warehousing
 b) Inventory Management in global supply chain management

Q.4 Define logistic and supply chain management. Explain in detail their role in business. **14**

OR

What is Lean Supply Chain Management? Explain its characteristics and MRP as tool to control dependent demand inventory.

Q.5 Analyze the case. **10**

The KFC with no chicken story has been great fun for media and great for social media gossip - all those calls for a nationalisation of chicken distribution to ensure we're never deprived of our fix of the nation's favourite meat.

We enjoy a high-profile failure, and enjoy picking over the bones of who's to blame.

But media discussion has tended to point a finger at the logistics provider DHL, and in the reliance on a single distribution centre. And on both counts that's wrong.

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

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

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

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

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

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

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

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

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

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

Questions:

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

Seat No.	
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M.B.A. (Semester - III) (New) (CBCS) Examination Nov/Dec-2019
Human Resource Management (Paper – II)
HUMAN RESOURCE INITIATIVES

Day & Date: Friday, 20-12-2019
 Time: 11:30 AM To 02:00 PM

Max. Marks: 70

Instructions: 1) All questions are compulsory.
 2) All questions carry equal marks.

Q.1 Choose the correct alternative from the options. **14**

- 1) Process of attracting, selecting, training and promoting employees through a particular firm is called _____.
 - a) phased retirement
 - b) preretirement counseling
 - c) talent management
 - d) modifying selection procedure
- 2) System which is designed to provide useful information while making decisions regarding human resource of an organization is classified as _____.
 - a) benefit analysis system
 - b) human resource information system
 - c) decisional information system
 - d) integration HR
- 3) Characteristics that must be taken into consideration while making career choices are _____.
 - a) Interests
 - b) self-image and personality
 - c) social backgrounds
 - d) all of the above
- 4) In an organization, research efforts that are made to evaluate current structure of human resource management are classified as _____.
 - a) human resource assessment
 - b) human staff rating
 - c) human resource audit
 - d) human resource research
- 5) Procedure which is based on analysis of present and past data to determine system effectiveness is classified as _____.
 - a) human resource assessment
 - b) human staff rating
 - c) human resource audit
 - d) human resource research
- 6) _____ is also known as network organization or digital organization.
 - a) Virtual organization
 - b) Flat organization
 - c) Vertical organization
 - d) Project organization
- 7) _____ is the process of identifying and measuring data about human resources and communicating this information of interested parties.
 - a) Human Resource Accounting
 - b) HRIS
 - c) HR research
 - d) none of these
- 8) Need for HR audit includes _____.
 - a) Motivation of employees
 - b) Formulating policy
 - c) Growth of organization
 - d) All of the above
- 9) _____ is the ability to perceive emotions, to assess and generate emotions so as to assist thought.
 - a) Emotional Intelligence
 - b) Managerial effectiveness
 - c) Team effectiveness
 - d) Six sigma

- 10) HR research can be _____.
 - a) Qualitative
 - b) Quantitative
 - c) both a & b
 - d) none of these
- 11) Which of the following is the knowledge that people carry in their minds and is, therefore, difficult to access?
 - a) Explicit knowledge
 - b) Tacit knowledge
 - c) Procedural knowledge
 - d) Declarative knowledge
- 12) All of the following includes four dimensions of knowledge management EXCEPT: _____.
 - a) Processes
 - b) Products
 - c) People
 - d) Price
- 13) _____ is a mechanism to identify the potential for growth.
 - a) Assessment center
 - b) Critical Incidents Technique
 - c) Interview Techniques Competency Mapping
 - d) none of these
- 14) _____ means a list of personnel and their background
 - a) Personnel inventory
 - b) HRIS
 - c) HR Record
 - d) none of the these

Q.2 Answer the following **14**

- a) HR Audit
- b) Concept of Talent Management

Q.3 Attempt the following **14**

- a) Explain the difference between Information management and Knowledge management.
- b) Write short notes on virtual organization.

Q.4 Attempt any one of the followings.
 Define Human Resource Information System (HRIS) and explain need and its advantages. **14**

OR

Explain the meaning of competency mapping and illustrate its objectives and advantages in detail. **14**

Q.5 Analyze the following:- **14**

Delhi Computers Ltd Lid (DCL) is a computer manufacturer specializing in Nostop I aystems Founded in 1991, DCL makes failsafe computer systems The system promises neither to go down nor garble data when a component fails. To fulfill this promise, the system employs two computers so that when one computer fails another takes its place Under normal conditions, however, the two computers share the workload Banks Airlines Insurance and manufacturing firms buy DCL products to safeguard their operations from computer breakdowns.

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

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

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

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

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

Seat No.	
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M.B.A. (Semester - III) (New) (CBCS) Examination Nov/Dec-2019
Agriculture and Co-operative Management (Paper – II)
AGRICULTURAL MARKETING

Day & Date: Friday, 20-12-2019
 Time: 11:30 AM To 02:00 PM

Max. Marks: 70

Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

Q.1 Choose the correct alternatives from the options. 14

- 1) _____ is the formal organization of the functional activity of a marketing institution.

a) Market structure	b) Market Function
c) Market channel	d) Marketing agencies
- 2) _____ markets are located in big towns near the centers of production of agricultural commodities.

a) Village Markets	b) Primary wholesale Markets
c) Secondary wholesale Markets	d) Terminal Markets
- 3) _____ markets in India usually exist for food grains.

a) Regional	b) National
c) Local	d) World
- 4) _____ is one in which commodities are bought and sold in large lots or in bulk.

a) wholesale Markets	b) retail markets
c) national markets	d) regional markets
- 5) _____ is a market situation in which there is only one seller of a commodity.

a) Monopoly	b) Duopoly
c) Oligopoly	d) Monopolistic competition
- 6) The primary function of marketing includes _____.

a) Assembling	b) Processing
c) Dispersion	d) All of the above
- 7) Packaging is the _____ function performed in the marketing of agricultural commodities.

a) first	b) second
c) third	d) last
- 8) _____ means the determination of the standards to be established for different commodities.

a) Standardization	b) Grading
c) Transportation	d) Packaging
- 9) Risk in storage of agricultural commodities includes _____.

a) Quantity loss	b) Quality Deterioration
c) Price Risk	d) All of the above

- 10) The Agricultural Produce (Grading & Marking) Act, 1937 empowers the Central Government to fix quality standards, known as _____.
 - a) AGRMARK
 - b) AGMARK
 - c) DMI
 - d) APMC
- 11) Warehousing activities of CWC include _____.
 - a) Food grain warehouses
 - b) Industrial warehousing
 - c) Custom bonded warehouses
 - d) All of the above
- 12) _____ are routes through which agricultural products move from producers to consumers.
 - a) Market structure
 - b) Market Function
 - c) Market channel
 - d) Marketing agencies
- 13) _____ includes international agreements entered into by governments or government agencies for the sale or purchase of commodities.
 - a) State trading
 - b) Agricultural Marketing
 - c) Inspection
 - d) Traditional Agricultural Marketing System
- 14) Classification of rural markets includes _____.
 - a) consumer market
 - b) industrial market
 - c) services market
 - d) all of the above

Q.2 Write Short notes **14**

- a) Packaging
- b) Marketing of Farm Inputs

Q.3 Attempt the following. **14**

- a) Define rural marketing and explain various characteristics of it.
- b) Explain meaning and components of market structure.

Q.4 Explain the concept of agricultural marketing and describe the need and scope of agricultural marketing. **14**

OR

Define marketing channel and Explain available marketing channel for cereals, oilseeds and pulses in India.

Q.5 Case Study **14**

In early 2010 Drink Fresh (cold drink) launched a new advertisement campaign featuring one of the leading Bollywood actors. The advertisement was targeted at rural and semi-urban consumers. According to company sources, the idea was to position Drink Fresh as a generic brand for cold drinks. The campaign was launched to support Drink Fresh’s rural marketing initiatives. The intention of Drink Fresh was to focus on the rural market in the early 2005s in order to increase volume. This decision was not surprising; the size of the untapped rural market in India is very huge. With flat sales in the urban areas, it was clear that Drink Fresh would have to shift its focus to the rural market. Ms. Mehata, spokeswoman - Drink Fresh, said, “The real market in India is in the rural areas. If you can crack it, there is tremendous potential.” It has observed that, the poor rural infrastructure and consumption habits that are very different from those of urban people. These two were the major obstacles to cracking the rural market for Drink Fresh. Because of the inconsistent power supply most grocers in rural areas do not stock cold drinks. Also, people in rural areas had a preference for traditional cold beverages such as ‘lassi’ and ‘lemon juice’. Further, the price of the beverage is also a major factor for the rural consumer.

SLR-BT-33

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

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Set P

M.B.A. (Semester - III) (New) (CBCS) Examination Nov/Dec-2019
International Business (Paper-II)
EXPORT POLICY, PROCEDURES AND DOCUMENTS

Day & Date: Friday, 20-12-2019
 Time: 11:30 AM To 02:00 PM

Max. Marks: 70

Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

Q.1 Choose the correct alternatives from the options. 14

- 1) _____ is the first stage in Export Procedure.
 - a) Pre-shipment Procedure
 - b) Acceptance of bill of exchange
 - c) Processing of G.R. Form
 - d) Post shipment procedure
- 2) The procedure through which the captain of ship issues goods are loaded on board of ship is called _____.
 - a) Letter of credit
 - b) Custom clearance
 - c) Bill of lading
 - d) Mates Receipt
- 3) The document which the exporter signs and gives to bank for assurance of payment in time is called _____.
 - a) Letter of Indemnity
 - b) Letter of credit
 - c) Letter of lading
 - d) Letter of assurance
- 4) IEC code number is issued by _____.
 - a) DGFT
 - b) EPC
 - c) RBI
 - d) World Bank
- 5) Commercial invoice is the document related to _____.
 - a) Transportation
 - b) Payment
 - c) Importer
 - d) Both b and c
- 6) _____ an instrument to establish evidences an origin of products imported in any country.
 - a) Certificate of origin
 - b) Export license
 - c) Import license
 - d) IEC code
- 7) The charge paid by exporter for transportation of goods by land, air or sea is called as _____.
 - a) Cargo
 - b) Freight
 - c) Custom duty
 - d) Excise duty
- 8) Shipment of Cargo of heavy goods through _____ is the cheapest means for exports.
 - a) Air
 - b) Roadways
 - c) Sea ways
 - d) Courier
- 9) Exchange rate is a procedure of conversion of _____ in exchange of another.
 - a) Credit
 - b) Documents
 - c) Account
 - d) Currency
- 10) Exportable goods are completely exempted from _____ charges.
 - a) Pre-shipment charges
 - b) Central Excise
 - c) Customs duty
 - d) Value added tax

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

Seat No.	
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Set	P
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M.B.A. (Semester – III) (New) (CBCS) Examination Nov/Dec-2019
System Management (Paper - II)
ERP AND SPD

Day & Date: Friday, 20-12-2019
 Time: 11:30 AM To 02:00 PM

Max. Marks: 70

Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate in full marks.

Q.1 Choose the correct alternative from the option. **14**

- 1) _____ is the concept of integrated management of businesses from viewpoint of effective use of management resources to improve the efficiency of the enterprise.

a) BPR	b) MIS
c) ERP	d) SAP
- 2) ERP utilizes the true potential of _____ computing to deliver an enterprise product and affects the nature of jobs in all functional areas of the enterprise.

a) Network	b) Client Server
c) Cloud	d) Database
- 3) The process of separating operational data from non-operational data still making it effectively accessible for Business analysis is known as _____.

a) Database Management System	b) Data Warehousing
c) Data Mining	d) Online Analytical Processing
- 4) The _____ adapt any new technologies and changes in IT very quickly that makes changes in future business environments possible.

a) Management	b) Employees
c) ERP Vendors	d) Government
- 5) _____ is the technology of sensing, coding, transmitting, translating and transforming.

a) ERP	b) EIS
c) IT	d) MRP
- 6) _____ is a mechanism to ensure and monitor flow of Material & Services to end customer.

a) Customer Relationship Management
b) Supply Chain Management
c) Data Flow Diagram
d) Entity Relationship diagram
- 7) Employee turnover during the _____ phase will not affect the ERP implementation.

a) Transition	b) Design
c) Initial	d) Final
- 8) _____ tools automate many of the repetitive, monotonous and tedious procedures.

a) MIS	b) ERP
c) Computing	d) Reporting

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

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

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

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

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

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

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

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

Analyze the above case and discuss the Questions below:

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

Seat No.	
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M.B.A. (Semester- I) (CBCS) Examination Nov/Dec-2019
ORGANIZATIONAL BEHAVIOUR

Day & Date: Saturday, 14-12-2019
 Time: 03:00 PM To 05:30 PM

Max. Marks: 70

- Instructions:** 1) All questions are compulsory.
 2) Figures to the right indicate full marks.
 3) Assume suitable data if necessary.

Q.1 Choose the correct alternatives from the options.

14

- 1) Organizational Behaviour is a discipline that deals with study and application about _____ within organization's.
 - a) Only individuals
 - b) Only group
 - c) Individuals and group
 - d) Entire population
- 2) Good understanding of people requires _____ skills.
 - a) Technical skills
 - b) Human skills
 - c) Computer skills
 - d) Conceptual skills
- 3) The concept of _____ refers to degree of success of individuals is controlled by fate.
 - a) Environment
 - b) Situation
 - c) Locus of Control
 - d) Machiavellianism
- 4) _____ is a tendency to feel and behave in a particular way towards objects people or events.
 - a) Attitude
 - b) Learning
 - c) Perception
 - d) All the above
- 5) The extent to which a person is comfortable with other people is referred as _____.
 - a) Introversion
 - b) Extroversion
 - c) Politeness
 - d) Emotional stability
- 6) When people draw general impression about individuals based on single characteristics its called _____.
 - a) Stereotyping
 - b) Attribution
 - c) Figure ground
 - d) Halo effect
- 7) _____ refers to a stimulus which strengthens the probability of a particular response.
 - a) Learning
 - b) Reinforcement
 - c) Punishment
 - d) Performance
- 8) _____ described three step model of organizational change
 - a) Kurt Lewin
 - b) Douglas MC Gregor
 - c) Elton Mayo
 - d) Fred Luthans
- 9) Generally employees with _____ characteristics are prone to high level stress.
 - a) Type C
 - b) Type D
 - c) Type B
 - d) Type A

- 10) The Primary motive of work group is individual goals and that of work teams is _____
- a) Organizational goal b) Personal goals
c) Common goals d) Individual preference
- 11) A small number of people with complementary skills who are committed to a common purpose _____.
- a) Group b) Organization
c) Company d) Team
- 12) Teams that are fully autonomous to take decisions relating to organizational matters are _____ teams.
- a) Self managed teams b) Cross functional teams
c) Dysfunctional teams d) Problem solving teams
- 13) Disagreement between two or more individuals or groups over a issue of mutual interest is called as _____.
- a) Organizational change b) Perpetual difference
c) Conflict d) Personality clashes
- 14) When conflict arises due to maintenance of image and self respect is known as _____
- a) Intrapersonal conflict b) Mixed conflict
c) Interpersonal conflict d) Intergroup conflict

Q.2 Short notes **14**

- a) Big five theory of personality
b) Stages of group development

Q.3 Write Short Notes **14**

- a) Types of Teams
b) Intrapersonal and Interpersonal conflict

Q.4 Attempt any one of the followings. **14**

- a) Define organizational behaviour? Explain environmental and personal factors influencing Organizational behaviour.

OR

- b) What is organizational change? Explain steps in change process and the concept of resistance to change.

Q.5 Case Study. **14**

The corporate culture of the Canada-based airline, WestJet Airlines Ltd. (WestJet). When WestJet was incorporated in 1996, the founders were of the view that culture was the one element of an organization that could not be duplicated and that it was a way of differentiating WestJet from the competitors. WestJet encouraged a culture of participation and commitment and gave prime importance to empowered and happy employees, as it believed that these employees would provide customers with a good experience. At WestJet even employee was a shareholder in the company. The highly empowered employees were free to take any decision that would help them provide the best service to customers, the corporate culture of the Canada-based airline, WestJet Airlines Ltd. (WestJet). When WestJet was incorporated in 1996, the founders were of the view that culture was the one element of an organization that could not be duplicated and that it was a way of differentiating WestJet from the competitors. WestJet encouraged a culture of participation and commitment and gave prime importance to empowered and happy employees, as it believed that these employees would provide customers with a good experience. At WestJet every employee was a shareholder in the company.

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

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

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

Seat
No.

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

Day & Date: Monday, 16-12-2019
 Time: 03:00 PM To 05:30 PM

Max. Marks: 70

Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

Q.1 Choose the correct alternatives from the options. **14**

- 1) Which of the following is a measure of central value?
 - a) Median
 - b) Standard deviation
 - c) Mean deviation
 - d) Quartile deviation
- 2) If the first quartile $Q_1=15$ & third quartile $Q_3= 25$, the coefficient of quartile deviation is _____.
 - a) 4
 - b) $1/4$
 - c) $5/3$
 - d) $3/5$
- 3) If an attribute has two classes, it is called _____.
 - a) Trichotomy
 - b) Simple classification
 - c) Manifold classification
 - d) Dichotomy
- 4) If both class limits i.e. upper class limit & lower class limit are included in the class interval, it is called _____.
 - a) Open end classes
 - b) Exclusive classes
 - c) Inclusive classes
 - d) None of the above
- 5) The sales of a departmental store on Dushera & Diwali are associated with the component of time series _____.
 - a) Secular Trend
 - b) Seasonal Variation
 - c) Irregular Variation
 - d) All the above
- 6) The representation of quantitative data suitably through charts & diagrams is known as _____.
 - a) Tabulation
 - b) Graphical representation
 - c) Classification
 - d) All of above
- 7) Analysis based on study of price fluctuation, production of commodities & deposits in banks is classified as _____.
 - a) Sample series analysis
 - b) Time series
 - c) Numerical series
 - d) Experimental analysis
- 8) The average of the seven numbers 7, 9, 12, x, 5, 4, 11, is 9. The missing number x is _____.
 - a) 13
 - b) 14
 - c) 15
 - d) 8
- 9) If X & Y are two variates there can be at most _____.
 - a) One regression lines
 - b) Two regression lines
 - c) Three regression lines
 - d) An infinite number of regression lines

- 10) Formula for coefficient of variation is _____.
 a) $CV = SD/Mean \times 100$ b) $CV = Mean/SD \times 100$
 c) $CV = Mean \times SD/100$ d) $CV = 100/Mean \times SD$
- 11) A process by which we estimate the value of dependant variable on the basis of one or more independent variables is called _____.
 a) Correlation b) Regression
 c) Residual d) Slope
- 12) Most commonly used index number is _____.
 a) Diffusion index number b) Price index number
 c) Value index number d) None of the above
- 13) Index numbers can be used for _____.
 a) Fore casting b) Fixed Prices
 c) Different Prices d) Constant Prices
- 14) To calculate the level of association we can calculate coefficient of association (Q) which always lies between.
 a) -1 and +1 b) 0 and 1
 c) -1 and 0 d) None of the above

Q.2 Answer the following.

14

- a) Find the missing frequency x from the following distribution whose mean is 7.68

x	3	5	7	9	11	13
f	6	8	15	x	8	4

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

	Passed	Failed	Total
Married	90	65	155
Unmarried	260	110	370

Q.3 Answer the following.

14

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

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

- b) Compute their ranks in two subjects & the coefficient of co-relation of ranks
 Calculate the first quartile and third quartile for the following data. Also calculate the quartile deviation for the same.

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

Q.4 Answer any one of the followings.

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

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

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

OR

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

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

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

Q.5 The following table gives heights of boys & girls studying in a college find.

14

- a) Students deviation of heights of boys & girls taken together.
 b) Whose heights are more variable?

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

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

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

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

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

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

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

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

Questions.

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

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

Day & Date: Friday, 29-11-2019
Time: 11:30 AM To 02:00 PM

Max. Marks: 70

Instructions: 1) All questions are compulsory.
2) Figures to the right indicate full marks.

Q.1 Choose the correct alternatives from the options and rewrite the sentence. 14

- 1) _____ series have been given to Environment Management Standards (EMS).

a) ISO 8402	b) ISO 9000
c) ISO 1011	d) ISO 14000

- 2) Malcolm Baldrige was established by the US Congress in 1987 to promote better quality management practices and improved quality results by the _____ Industries.

a) European	b) Indian
c) American	d) Australian

- 3) _____ is the cost which an organization incurs in meeting the requirements of its customers.

a) Cost of Conformance	b) Cost of Non-conformance
c) Basic Operational cost	d) Prevention, Appraisal and Failure cost

- 4) _____ is a condition where high standard of good housekeeping is maintained so that there is no dust and rust anywhere.

a) Seiri	b) Seiton
c) Seiso	d) Seiketsu

- 5) Among the key players for the implementation of Six Sigma, _____ are the one who have multiple responsibilities and work full-time on the selected projects.

a) Green Belts	b) Champions
c) Master Black Belts	d) Black Belts

- 6) _____ is a small group of people who voluntarily perform quality improvement activities within the workshop or work area to which they belong.

a) Total Quality Group	b) Quality Circle
c) Quality Management	d) Quality team

- 7) The ability of a product or service to meet customer needs is known as _____.

a) Marketing	b) Quality
c) Competence	d) Perfection

- 8) The quality that the customer does not notice or appreciate is called as _____.

a) Indifferent quality	b) Expected quality
c) One-Dimensional quality	d) Exciting Quality

- 9) _____ enumerated absolutes for quality management, 14 steps for quality improvement and also promoted the concept of “Zero defect” & authored the book “Quality is free”
 a) Dr. W. Edwards Deming b) Dr. Joseph Juran
 c) Philip Crosby d) Vilfredo Pareto
- 10) JIT uses a simple parts withdrawal system to pull parts from one work centre to the next. In Japanese term it is named as _____.
 a) Andon b) Kaizen
 c) Kanban d) Pokayoke
- 11) _____ benchmarking is usually performed by direct comparisons or “reverse engineering” in which competitor’s product are taken apart and analyzed.
 a) Process b) Strategic
 c) Performance d) Internal
- 12) The sum of the costs of everything that would not have been necessary if everything else was done right the first time is called _____.
 a) Scrap b) Rework
 c) Cost of quality d) Cost of manufacturing
- 13) The Assessment criteria in Australian Quality Awards include _____.
 a) Leadership
 b) Customer Focus
 c) Leadership as well as Customer Focus
 d) Neither Leadership nor Customer Focus
- 14) _____ is an independent review conducted to compare some aspects of quality performance with a standard for that performance.
 a) Quality Research b) Quality Management
 c) Quality system d) Quality Audit

Q.2 Write short notes. 14

- a) Statistical Quality Control
 b) Fundamental of Total Quality Management

Q.3 Write short notes. 14

- a) European Quality Award
 b) Quality Audit

Q.4 Attempt any one of the following questions. 14

- a) What is Six Sigma? How to implement and Analyze Six Sigma concept in the organization?

OR

- b) Define Benchmarking. What are the objectives? Explain in brief the process of Benchmarking.

Q.5 Case study.

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

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

Analyse the above case.

Identify Problems, give alternative solutions & state best alternative.

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

Day & Date: Saturday, 30-11-2019
 Time: 11:30 AM To 02:00 PM

Max. Marks: 70

Instructions: 1) All questions are compulsory.
 2) All question carry equal marks.

Q.1 Fill in the blanks by choosing correct alternatives given below. 14

- 1) The basic tools used to accomplish an organization's communication objectives is referred as _____.
 - a) Product mix
 - b) Price mix
 - c) Place mix
 - d) Promotional mix
- 2) Advertising is defined as any _____ form of non-personal communication about an organization product, service or idea by an identified sponsor.
 - a) Paid
 - b) Postpaid
 - c) Prepaid
 - d) Unpaid
- 3) One of the major tools of direct marketing is _____.
 - a) Indirect response advertising
 - b) Direct non-response advertising
 - c) Direct response advertising
 - d) Indirect non-response advertising
- 4) Message development is often referred to as _____.
 - a) Creative strategy
 - b) Non-creative strategy
 - c) Over creative strategy
 - d) Less creative strategy
- 5) It is a form of person to person communication in which a seller attempts to assist and persuade prospective buyers to purchase the company's product or service _____.
 - a) Personal selling
 - b) Public relations
 - c) Sales promotion
 - d) Advertising
- 6) It measures the number of different audience members exposed at least once to a media vehicle in a given period of time.
 - a) Media vehicle
 - b) Reach
 - c) Media strategies
 - d) Media objectives
- 7) Many global marketers use particular advertising strategy called _____.
 - a) Forward advertising
 - b) Pattern advertising
 - c) Backward advertising
 - d) Basic advertising
- 8) Marketers standardizing their products and basic marketing strategy but localizing their advertising message is popularly called as _____.
 - a) Think locally and act locally
 - b) Think locally and act globally
 - c) Think globally and act locally
 - d) All of the above
- 9) It refers to those advertising which is issued by the manufacturers to the buyers of industrial products is _____.
 - a) Consumer advertising
 - b) Industrial advertising
 - c) Trade advertising
 - d) Professional advertising

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

Questions-

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

- 11) _____ is the symptom of industrial sickness.
- a) Persisting shortage of cash b) Government policies
c) Machinery Brake down d) Shortage of raw material
- 12) _____ analysis is to facilitate the most optimal formulation of the project in terms of technology, size, and location.
- a) Market b) Technical
c) Demand d) Environment
- 13) _____ is a registered or unregistered group of micro entrepreneurs coming together to save small amount regularly and meet their emergency needs on mutual help basis.
- a) Non Government Organization b) Cooperative Society
c) Self Help Group d) Micro Finance
- 14) _____ rationing occurs when the company faces problem in raising funds in external equity market.
- a) Hard Rationing b) Soft Rationing
c) Capital Rationing d) None of these

Q.2 Write short note on: **14**

- a) Features of Financial Services
b) Self Help Group

Q.3 Write short note on: **14**

- a) Technical Analysis of the project
b) Sensitivity Analysis

Q.4 a) Define industrial sickness. Explain the causes and revival of sick units. **14**

OR

- b) A company with 10% cost of fund having investment funds of Rs. 16,00,000/- is evaluating the desirability of different investment proposals. The detail information is given below:

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

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

Q.5 Case Study **14**

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

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

CFAT	Probability
24000	0.3
32000	0.3
44000	0.4

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

CFAT	Probability
40000	0.2
25000	0.6
30000	0.2

With discounting factor is 8% calculate:

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

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

Day & Date: Monday, 02-12-2019
Time: 11:30 AM To 02:00 PM

Max. Marks: 70

Instructions: 1) All questions are compulsory.
2) Figures to the right indicate full marks.

Q.1 Fill in the blanks by choosing correct alternatives given below. 14

- 1) Equipment failure is _____.
 - a) Availability loss
 - b) Performance loss
 - c) Quality loss
 - d) None of the above
- 2) Elements in T Q M includes _____.
 - a) Continuous improvement
 - b) Customer satisfaction
 - c) Leadership
 - d) All the above
- 3) Quality control is aimed at _____.
 - a) Maintaining the desired quality
 - b) Excluding desired quality
 - c) Continuously improving the quality
 - d) Following quality standards
- 4) _____ is when firms buy product and services from internal markets.
 - a) External buying
 - b) Ordering
 - c) Outsourcing
 - d) Procuring
- 5) Examples of administrative controls in computer ergonomics include _____.
 - a) Rest Breaks
 - b) Rotation of workers
 - c) Adjustable height keyboard tray
 - d) Effective tool maintenance programme
- 6) Engineering controls in ergonomics involve _____.
 - a) Work place policy & procedures
 - b) Change in physical features of work place
 - c) Application of protective equipment
 - d) Over all health management
- 7) Work study consists of _____.
 - a) Effective case of plant of equipments
 - b) Effective case of the man effort
 - c) Evaluation of time & motion study
 - d) All the above
- 8) Work study examiner _____.
 - a) Method
 - b) Duration of work
 - c) Both a & b
 - d) None of the above
- 9) In process charts, the symbol used for storage is _____.
 - a) Circle
 - b) Square
 - c) Arrow
 - d) Triangle
- 10) A milk powder tin is being weighed as it is filled is an example of _____.
 - a) Operation cum transportation
 - b) Operation cum inspection
 - c) Transportation cum inspection
 - d) None of the above

- 11) A diagram showing the path followed by men and material while performing a task is known as _____.
 - a) String diagram
 - b) Slow diagram
 - c) Travel diagram
 - d) None of the above
- 12) The aim of value engineering is _____.
 - a) Determine selling price of product
 - b) Minimize the cost without change in product quality
 - c) Find depreciation value of a machine
 - d) None of the above
- 13) In time study the rating factor is applied to determine _____.
 - a) Fixation of incentives
 - b) Merit rating of worker
 - c) Standard time of job
 - d) All the above
- 14) In value engineering the term value refers to _____.
 - a) Manufacturing cost of product
 - b) Selling price of product
 - c) Total cost of product
 - d) Quality of product

Q.2 Write Short Notes. **14**

- a) Concept & process of Business Process Re-engineering
- b) Method study and producer for method study

Q.3 Write Short Notes. **14**

- a) Man-machine chart
- b) Ergonomics and its nature

Q.4 a) Define the concept of productivity? Explain various production systems? **14**
And factors affecting productivity.

OR

- b) Define the concept of work study? Explain its objectives and basic procedure of work study? **14**

Q.5 Case study. **14**

In today's competitive world, planning productivity is one of the main components of successful industrial organizations. Increase in productivity can reduce the cost of work on the production unit or an increase in output. Productivity depends on various factors like labour, machinery, capital, temperature, raw materials, quality etc. so each and every factor has its own contribution. The focus of this study, productivity of yarn has a great influence in textile industry. Optimizing the output is a big challenge; to achieve this goal the role of every worker regarding the production department has a great importance. In this environment, company managers have to tackle various problems regarding men and machines. In present scenario the operating costs are increasing and the sales are decreasing, while customers have turned out to be more selective and demanding. Spinning industry managers must thus consider how to maintain profitability in a declining market, while providing high quality products to increasingly sophisticated customers. Firms can concentrate on different methods to improve the productivity and operational efficiency of the system. DMAIC is an abbreviation of the five improvement steps comprising of Define, Measure, Analyze, Improve and Control. This method is often described as an approach to problem solving. DMAIC is applicable to empirical problems ranging from well structured to semi-structured, but not to ill-structured problems or pluralistic messes of subjective problems. The advantage of such methods is that they are very versatile [7]. DMAIC is a data-driven improvement cycle used for improving, optimizing and stabilizing business processes and designs. The DMAIC improvement cycle is the core tool used to drive Six Sigma projects.

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

Question:

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

Seat No.	
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M.B.A. (Semester - IV) (New) (CBCS) Examination Nov/Dec-2019
Human Resource Management (Paper - III)
INDUSTRIAL RELATIONS AND LABOUR LAWS

Day & Date: Tuesday, 03-12-2019
 Time: 11:30 AM To 02:00 PM

Max. Marks: 70

Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

Q.1 Fill in the blank by choosing correct alternative give below. 14

- 1) _____ means the efforts to make life worth living for workmen.
 - a) Employees Welfare
 - b) Employees Legislation
 - c) Performance Management
 - d) Human Resource Development
- 2) The Minimum wages act came into force in the year 1956.
 - a) True
 - b) False
- 3) _____ is Protection given by society to its programme members against contingencies of modern life.
 - a) Health & Safety
 - b) Social Security
 - c) Pension
 - d) Labour Welfare
- 4) Three major participants of _____ are workers, Employees and government.
 - a) Industrial Relations
 - b) Collective Bargaining
 - c) Wage Legislation
 - d) Labour Welfare
- 5) _____ is an occurrence which interrupts or interferes with the orderly progress of work in an industrial establishment.
 - a) Industrial Accidents
 - b) Industrial Sickness
 - c) Industrial Injury
 - d) Industrial Employment
- 6) Trade unions act was established in _____.
 - a) 1948
 - b) 1930
 - c) 1986
 - d) 1926
- 7) _____ act is enacted to provide social security to the industrial workers.
 - a) Employee Pension Scheme
 - b) Provident Fund Act 1952
 - c) a and b both
 - d) None of these
- 8) The phrase collective bargaining is clubbed by _____ and Beatrice webb.
 - a) Greek
 - b) France
 - c) Sydney
 - d) Latin
- 9) The _____ was introduced in the year 1995.
 - a) Employee Pension scheme
 - b) Employee Deposit Linked Insurance Scheme
 - c) Provident Fund Act
 - d) Payment of Gratuity Act

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

Question:

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

- 10) _____ is an applied field of economics concerned with the application of economic theory in optimizing the production and distribution of food and fiber.
- a) Agricultural Economics b) Agricultural Finance
c) Agricultural Business d) Agricultural Farming
- 11) _____ means, type of business organization where one person or a family owns the firm.
- a) Peasants b) Proprietorship
c) Co-operative farming d) Management function
- 12) _____ is the practice of large-scale Agriculture on farms owned or greatly influenced by large companies.
- a) Corporate farming b) Capital farming
c) Co-operative farming d) none of these
- 13) _____ refer to the costs incurred by a business from manufacturing a providing a service.
- a) Variable cost b) Fixed cost
c) Cost of production d) Both a & b
- 14) The goal _____ of is to use water in the most profitable way at sustainable production levels.
- a) irrigation management b) soil testing
c) farm management d) none of these

Q.2 Write short notes. 14

- a) Farm Production Systems
b) Measurement of farm efficiency

Q.3 Write short notes. 14

- a) Law of diminishing returns
b) Production planning

Q.4 a) What is the scope of modern agriculture? Explain special features of agricultural and industrial production. 14

OR

b) Explain in detail types of production management decisions. 14

Q.5 Case study 14

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

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

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

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

Seat
No.

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

Day & Date: Tuesday, 17-12-2019
Time: 03:00 PM To 05:30 PM

Max. Marks: 70

Instructions: 1) All questions are compulsory
2) Figures to the right indicate full marks.

Q.1 Choose the correct alternatives from the options.**14**

- 1) There are _____ Cs of effective communication.
 - a) 5
 - b) 7
 - c) 9
 - d) 3
- 2) _____ is the first stage of listening process.
 - a) Sensing/Hearing
 - b) Memorizing
 - c) Prototyping
 - d) Responding
- 3) Lack of storage and evidence is major drawback of _____ communication.
 - a) Written communication
 - b) oral communication
 - c) Presentation
 - d) electronic communication
- 4) _____ is a type of speech that is presented to conclude any program or function.
 - a) Farewell
 - b) Send off
 - c) Vote of Thanks
 - d) Inaugural Speech
- 5) _____ is type of non - verbal communication.
 - a) Group Discussion
 - b) Diagonal communication
 - c) Back channel communication
 - d) Body language
- 6) Communication is a process wherein the message sent by the _____ is understood by the _____ in the intended format.
 - a) Receiver and Sender
 - b) Sender and Receiver
 - c) Receiver and transmitter
 - d) Receiver and decoder
- 7) _____ is a important language barrier in verbal communication.
 - a) Informational Gap
 - b) Filtering
 - c) Poor messages
 - d) Semantics
- 8) The study of communication and messages sent by our body is called as _____.
 - a) Kinesics
 - b) Paralanguage
 - c) Gestures
 - d) Sign Language
- 9) _____ is an important gesture of body language.
 - a) Posture
 - b) Appearance
 - c) Facial Expression
 - d) Nodding
- 10) _____ is a type of report that is prepared according to norms laid down by law.
 - a) Formal report
 - b) Statutory Report
 - c) Non - Statutory report
 - d) Informal Report

Seat No.	
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M.B.A. (Semester - IV) (New) (CBCS) Examination Nov/Dec-2019
System Management (Paper - III)
RELATIONAL DATABASE MANAGEMENT SYSTEM

Day & Date: Tuesday, 03-12-2019
 Time: 11:30 AM To 02:00 PM

Max. Marks: 70

Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

Q.1 Fill in the blank by choosing correct alternative give below. 14

- 1) DCL stands for _____.
 a) Data Control Language b) Data Communication Language
 c) Data Control Label d) Data Communication Label
- 2) The _____ clause of SELECT statement arranges a table into specified order.
 a) Group By b) Order by
 c) Where d) Having
- 3) Data about data is normally termed as _____.
 a) Data bank b) Metadata
 c) Directory d) None of these
- 4) SQL Stands for _____.
 a) Suitable Query Language b) Structured Query Language
 c) Spanish Query Language d) Sequential Query Language
- 5) One of the objectives of _____ is to remove the repeating groups of a table and ensure that all entities have at most a single value.
 a) delete statement b) data manipulation language
 c) primary key d) normalization
- 6) Alter table command is of _____ type.
 a) DML b) DCL
 c) DDL d) None of these
- 7) The _____ is a named group of procedural and SQL statements that return a value.
 a) Trigger b) Stored Procedure
 c) Function d) Cartesian Product
- 8) A table is in the _____ Normal Form if all its non key fields are fully functionally dependent on the whole key.
 a) First b) Second
 c) Third d) Forth
- 9) The _____ clause allows you to form groups based on the specified condition.
 a) Order by b) Group by
 c) Having d) CEIL
- 10) ERD stands for _____.
 a) Error Rectification Diagram b) Entity Relationship Diagram
 c) Entity Rational Diagram d) Entity Ratio Diagram

- 11) _____ the forces which contribute growth of international business.
 - a) Driving
 - b) Restraining
 - c) External
 - d) Internal
- 12) Saturation of sales in the stage of _____ in international product life cycle.
 - a) Decline
 - b) Maturity
 - c) Growth
 - d) Introduction
- 13) Declining the sale in the stage of _____ in international product life cycle.
 - a) Introduction
 - b) Growth
 - c) Maturity
 - d) Decline
- 14) The product is introduced with high initial price to skim the cream of market is _____.
 - a) Market skimming
 - b) Market Share
 - c) Disposal of surplus
 - d) Profit Maximization

Q.2 Write Short Notes. **14**

- a) Global market segmentation and targeting
- b) International packaging and branding

Q.3 Write a short answer on following **14**

- a) Social media success strategies in international marketing
- b) International pricing

Q.4 a) What is international marketing communication? Describe in brief international promotion mix. **14**

OR

b) What is international marketing? Describe in brief global marketing environment. **14**

Q.5 Case Study- Analysis, problem identification, Alternatives, solution. **14**

Reed Hastings often told the story of his inspiration for Netflix: a \$40 late fee from Blockbuster. He said, "It was all my fault. I didn't want to tell my wife about it. And I said to myself, 'I'm going to compromise the integrity of my marriage over a late fee?'" Still chagrined over the late fee, Hastings, a dot-com multimillionaire, formed Netflix, a company that would rent DVDs through the mail for a monthly subscription price, with no postage charges or late fees. Hastings's model for Netflix seemed simple enough. Netflix subscribers would create a wish list of DVDs on the company's website, and Netflix would send a new title from the list when the previous rental was returned. Behind the simple model however, Netflix's success had been built on attending to every detail of its operations and adapting to the company's various constituencies. For subscribers, Netflix designed a recommendations engine that customers liked and that allowed Netflix to shift subscriber interest from new releases. By attending to United States Postal Service (USPS) processes, Netflix had located its 41 warehouses, created processing procedures, and even designed its envelope in such a way as to minimize both operating costs and turnaround times. By working with the film studios, Netflix had reached agreements through which it reduced its risk in holding large numbers of DVDs from new releases. The attention to detail paid off. Nine years after its April 1998 launch in the San Francisco Bay Area, Netflix generated net income of \$49 million on revenues of \$996.7 million. The firm boasted 6.3 million subscribers and carried an inventory of 70,000 titles on 42 million discs. Netflix's website, in 2006, was rated the best website for retail satisfaction for the third year in a row.

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

- 11) Racetrack layout is also called as _____ layout.
 - a) Grid
 - b) Freeform
 - c) Combined
 - d) Loop
- 12) Tables, racks, stands gondolas are the examples of _____.
 - a) Fixtures
 - b) Tools
 - c) Signages
 - d) Design
- 13) Category Management Process starts with _____.
 - a) Traffic
 - b) Transaction
 - c) Category definition
 - d) Strategies
- 14) _____ is a good way of communicating how displays are to be done.
 - a) Planogram
 - b) Assortment
 - c) Merchandising
 - d) Signage

Q.2 Write Short Notes. **14**

- a) Distinction between goods and services
- b) Merchandise Planning

Q.3 Write Short Notes. **14**

- a) Marketing of Hospitality services
- b) Private Labels

Q.4 a) Define organized retailing. What are various store and non-store formats of modern retail. **14**

OR

- b) Explain 7 Ps of service marketing mix.

Q.5 Case Study **14**

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

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

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

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

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

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

Day & Date: Thursday, 05-12-2019
 Time: 11:30 AM To 02:00 PM

Max. Marks: 70

Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

Q.1 Fill in the blanks by choosing the correct alternatives given below: 14

- 1) _____ represents ownership capital.
 - a) Bonds
 - b) Debenture
 - c) Equity shares
 - d) Preference share
- 2) _____ reflects how volatile is the return from an investment relative to market swings.
 - a) Beta
 - b) Standard Deviation
 - c) Variance
 - d) None of these
- 3) An investment is highly marketable or liquid if _____.
 - a) it can be transacted quickly
 - b) the transaction cost is low
 - c) the price change between two successive transactions is negligible
 - d) All of the above
- 4) The maximum permissible deposit in Public provident Fund scheme is Rs _____.
 - a) 1,50,000
 - b) 1,00,000
 - c) 2,00,000
 - d) 2,50,000
- 5) The current return can be _____.
 - a) Zero
 - b) Positive
 - c) Negative
 - d) Both a and b
- 6) These are the market risks that cannot be diversified _____.
 - a) Systematic risk
 - b) Unsystematic risk
 - c) Counter party risk
 - d) None of the above
- 7) Which one of the following is not a money market instrument?
 - a) Treasury Bills
 - b) National saving certificates
 - c) Certificate of deposits
 - d) commercial paper
- 8) The main type of charts used for Technical analysis is _____.
 - a) Line chart
 - b) Bar chart
 - c) Candle stick
 - d) All of the above
- 9) This pools money from investors and invest in different securities _____.
 - a) Debts
 - b) Equities
 - c) Mutual funds
 - d) Virtual office
- 10) The stock above the SML is _____.
 - a) Overpriced
 - b) Underpriced
 - c) Correctly priced
 - d) Of high risk

- 11) _____ uses E-I-C framework and sometimes referred to as “top-down” method of analysis.
- a) Modern Portfolio Theory b) Technical Analysis
c) Fundamental Analysis d) Random walk theory
- 12) _____ approach is usually identified with a buy-and-hold strategy.
- a) Active strategy b) passive strategy
c) Both a and b d) None of these
- 13) _____ also referred to as portfolio management.
- a) Investment Management b) Portfolio Execution
c) Portfolio revision d) Portfolio evaluation
- 14) The value of the bond depends on _____.
- a) The coupon rate b) Years to maturity
c) Expected yield to maturity d) All of the above

Q.2 Write short notes.

14

- a) Types of Risk.
- b) Mr. A. B. Puri is considering several investments. The risk -free rate of return is currently 6.75 percent, and the expected return for the market is 12 percent. What should be the required rates of return for each investment (using the CAPM)?

Security	A	B	C	D
Beta	1.20	1.50	1.00	1.80

Q.3 Write short Answers.

14

- a) Define Personal financial planning and explain rewards of financial planning.
- b) Define credit rating and explain process of rating adapted by these companies.

Q.4 Explain the concept of investment and speculation and explain any four investment avenues with merits and demerits.

14

OR

Explain concept of fundamental and technical analysis. With the help of various diagrams, explain the most commonly used chart in technical analysis.

Q.5 Consider the following information.

14

Event	Probability	Return on Security X%	Return on Security Y%
a	0.20	-10	5
b	0.40	25	30
c	0.30	20	20
d	0.10	10	10

You are required to calculate:

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

- 11) _____ is mentioned as one of Deming's 14 points for improving management's productivity.
 - a) Raise the quality of your line supervisors
 - b) Drive out fear
 - c) Encourage departments to work closely together
 - d) All of the above
- 12) Taguchi's quality loss function is based on _____.
 - a) Quadratic equation
 - b) Negative exponential distribution
 - c) Binomial Distribution
 - d) Linear equation
- 13) In total quality services model, willingness of employees to solve problems of customers is called as _____.
 - a) Responsiveness
 - b) Assurance
 - c) Empathy
 - d) Reliability
- 14) An ISO 9000 certified business has _____.
 - a) Shown that it produces high quality products
 - b) Demonstrated six sigma quality
 - c) Quality systems in place
 - d) Demonstrated a quality reputation

Q.2 Write short notes. **14**
 a) Elements of TQM
 b) Six Sigma

Q.3 Write short notes. **14**
 a) Quality circles and Zero defect program
 b) Statistical Process Control

Q.4 Define TQM. Explain Deming's 14 points for management. **14**
OR

Explain functional linkage of quality with Reliability and Maintainability.

Q.5 Case Study **14**

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

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

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

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

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

Analyze the above case.

Seat No.	
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Set **P**

M.B.A. (Semester – IV) (New) (CBCS) Examination Nov/Dec-2019
Human Resource Management (Paper - IV)
HRD AND COMPENSATION MANAGEMENT

Day & Date: Friday, 06-12-2019
 Time: 11:30 AM To 02:00 PM

Max. Marks: 70

Instructions: 1) All Questions are compulsory.
 2) All questions carry equal marks.

Q.1 Choose the correct alternatives from the options and rewrite the sentence. 14

- 1) _____ is described as imparting specific skills.

a) Development	b) Training
c) Education	d) Distinction
- 2) Conceptual, Decision making and interpersonal learning happens in _____.

a) Training	b) Management Development
c) Organizational Development	d) Education
- 3) Fringe benefit does not include _____.

a) Canteen	b) Uniform
c) Medical care	d) Company car
- 4) _____ is an objective assessment of individual performance to defined standards.

a) Performance appraisal	b) Management Development
c) Training	d) Benchmarking
- 5) _____ are variable rewards granted to employees according to variations in their performance.

a) Perquisites	b) Incentives
c) Bonus	d) Salary
- 6) CTC refers to _____.

a) Competency to Cost	b) Cost to Company
c) Cost of Corporate	d) Company to Cost
- 7) Which of the following is not relates to Non-Monetary Benefits?

a) Accident relief	b) Recognition of merit
c) Status	d) Responsibilities
- 8) Wage which is above the minimum wage but below the living wage is relates to _____.

a) Fair Wage Method	b) Need Based Wage Method
c) Living Wage Method	d) Minimum Wage Method
- 9) Wage and Salary Administration includes _____.

a) Ability to pay	b) Cost of living
c) Supply and demand of labour	d) All the above
- 10) A person gets an amount at the time of retirement is called _____.

a) Gratuity	b) Bonus
c) Incentive	d) Perquisite

- 11) _____ relates to Wages.
- | | |
|---------------------------------|-------------------------------|
| a) Monthly rate of pay | b) Payment for labor services |
| c) Paid in addition to salaries | d) Incentives |
- 12) _____ is mainly concerned with developing skills, knowledge and competencies of people.
- | | |
|-------------------------------|---------------------------|
| a) Competency Mapping | b) Management Development |
| c) Human Resource Development | d) Performance appraisal |
- 13) Need Assessment in training includes _____.
- | | |
|----------------------------|--------------------------|
| a) Organizational Analysis | b) Departmental analysis |
| c) Job analysis | d) All of the above |
- 14) D.A. stands for _____.
- | | |
|-------------------|-----------------------|
| a) Duty Allowed | b) Dearness Allowed |
| c) Duty Allowance | d) Dearness Allowance |

Q.2 Write short notes. **14**

- a) Type of fringe benefits.
- b) Minimum wage and Fair wage.

Q.3 Write short notes. **14**

- a) Types of incentive schemes.
- b) Objectives of HRD.

Q.4 Define training and state the various to training stages. **14**

OR

State the objectives of compensation and state the various components to compensation

Q.5 Analyse the following case. **14**

Rajat Sharma has been employed for six months in the accounts section of a large manufacturing company. You have been his supervisor for the past three months. Recently you have been asked by the management to find out the contributions of each employee in the Accounts section and monitor carefully whether they are meeting the standards set by you. A few days back you have completed your formal investigation and with the exception of Rajat, all seem to be meeting the targets set by you. Along with numerous errors, Rajat's work is characterized by low performance- often he does 20 percent less than the other clerks in the department. As you look into Rajat's performance review sheets again, you begin to wonder whether some sort of remedial training is needed for people like him.

- 1) Analyse the case.
- 2) Identify the problem.
- 3) Find the suitable alternatives
- 4) Identify the best solution.

Seat No.	
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Set

P

M.B.A. (Semester – IV) (New) (CBCS) Examination Nov/Dec-2019
Agriculture & Co-operative Management (Paper-IV)
AGRO- PROCESSING INDUSTRIES & RURAL INDUSTRIALIZATION

Day & Date: Friday, 06-12-2019
 Time: 11:30 AM To 02:00 PM

Max. Marks: 70

- Instructions:** 1) All Questions are compulsory.
 2) All questions carry equal marks.
 3) Figures to right indicate maximum marks.

Q.1 Choose the correct alternatives from the options and rewrite the sentence. 14

- 1) _____ is considered as one of the most basic inputs for conducting all agricultural development programmes.
 - a) Agricultural credit
 - b) Agricultural indebtedness
 - c) Agriculture Produce pricing
 - d) None of these
- 2) Agro Processing Cooperatives in Maharashtra includes _____.
 - a) Cooperative Sugar Industries and Cooperative Spinning Mills
 - b) Dairy Cooperatives
 - c) Fishery Cooperatives
 - d) All of these
- 3) In a co-operative society, the principle followed is _____.
 - a) One man one vote
 - b) No vote
 - c) Multiple votes
 - d) One share one vote
- 4) _____ broadly deals with providing market access, reduction of export subsidies and government subsidies on agriculture products by member countries.
 - a) AOR
 - b) AON
 - c) AOE
 - d) AOA
- 5) _____ is a Multi-lateral organization which facilitates the free flow of goods and services across the world and encourages fair trade among nations.
 - a) WTO
 - b) SAARC
 - c) GATT
 - d) none of these
- 6) _____ are the oldest and most extensive form of rural institutional financing in India.
 - a) Rural Credit cooperatives
 - b) District Central Cooperative Banks
 - c) State Co-Operative Banks
 - d) None of these
- 7) The _____ scheme was introduced in 1998-99 to facilitate short-term credit to farmers.
 - a) Kisan Credit Cards (KCC)
 - b) Kisan Vikas Patra (KVP)
 - c) Kisan credit Scheme
 - d) none of these

- 8) Which of the following statement is/are correct about agricultural credit?
 a) It has played a vital role in supporting agricultural production in India.
 b) It is an important prerequisite for agricultural growth.
 c) It can be classified into short term, medium term and long term credit according to tenure of agricultural credit.
 d) all of the above
- 9) The NABARD bank in India does not provide finances to _____.
 a) EXIM bank
 b) state development bank
 c) agricultural activities
 d) rural development
- 10) Examples of small scale industries are _____.
 a) Xerox and printing
 b) T-Shirt Printing
 c) Photography
 d) All of the above
- 11) _____ is considered a developmental bank in India.
 a) District central cooperative bank
 b) Regional Rural Bank
 c) State Bank of India
 d) National bank for agriculture and rural development
- 12) _____ industries are those industries in which manufacturing, providing services, productions are done on small scale or micro scale.
 a) small scale
 b) medium
 c) large scale
 d) none of these
- 13) _____ means encouraging location of large and small scale units away from urban areas or planned shifting of units from urban areas to rural areas.
 a) Urbanization
 b) Rural Industrialization
 c) Liberalization
 d) Privatization
- 14) _____ co operatives are organized at the district level.
 a) RRBs
 b) SCBs
 c) DCCBs
 d) none of these

Q.2 Write short notes. 14

- a) Need and objectives of Rural credit
 b) Role of SSI

Q.3 Write short notes. 14

- a) National Bank for agriculture and Rural Development (NABARD)
 b) Importance & Functions of Agro Processing Cooperatives

Q.4 Define rural industrialization and explain role of agriculture in rural industrialization and socio-economic benefits of rural industries. 14

OR

Describe about KVIC and explain different promotional measures of KVIC.

Q.5 Analysis the following case.

Linking primary producers with global and national markets through fresh food retail chains is seen as one of the emerging agricultural marketing practices in India to improve small producer's livelihoods. The fresh food retail chains are investing from farm to fork to buy fruits and vegetables directly from farmers and sell them to retail buyers. However, fresh food retail chains are largely found working with only large farmers and exclude small farmers for various reasons. In this context, this paper has examined the operations of a fresh food retail chain named 'Easy Day' and its interlace with farmers in Punjab. The retail chain primarily works with small intensive vegetable cultivators.

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

a) Analyse the above case

06

b) Suggest marketing strategy for above case

08

Seat No.	
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Set **P**

M.B.A. (Semester – IV) (New) (CBCS) Examination Nov/Dec-2019
System Management (Paper - IV)
SECURITY AND CONTROL INFORMATION SYSTEM

Day & Date: Friday, 06-12-2019
 Time: 11:30 AM To 02:00 PM

Max. Marks: 70

- Instructions:** 1) All Questions are compulsory.
 2) All questions carry equal marks.
 3) Figures to right indicate maximum marks.

Q.1 Choose the correct alternatives from the options and rewrite the sentence. 14

- 1) A System can be logged in only if the user logs in with his user ID & Password from a specific Terminal & during a specific time. This Type of security falls under _____.
 - a) Personal Security
 - b) Physical Security
 - c) Logon security
 - d) Communication Security
- 2) _____ is a major form of software theft.
 - a) Computer Virus
 - b) Software Piracy
 - c) Software Privacy
 - d) None
- 3) _____ is a science of Analyzing and breaking secure communication.
 - a) Cryptography
 - b) cryptanalysis
 - c) Cryptology
 - d) Cryptographic Algorithm
- 4) CIA is an acronym for the Goals of Computer Security. CIA stands for _____.
 - a) Compatible, interoperable architecture
 - b) Commercial Intelligent Assessment
 - c) Common Identifier Authentication
 - d) Confidentiality, Integrity, Availability
- 5) Boot up security can be ensured by securing access to the _____.
 - a) CMOS/BIOS
 - b) Hard disk
 - c) Operating system
 - d) Terminal
- 6) One of the following cannot be a source of Virus.
 - a) Using Burnt CD
 - b) Letting Kids access the computer.
 - c) Internet Access
 - d) Opening an e-mail attachments
- 7) Installing best antivirus software is a onetime process which ensures 100% security for all times without any modifications required to be made.
 - a) True
 - b) False
 - c) Not Sure
 - d) Depends
- 8) _____ involves transforming the data into scrambled code using special algorithm which appears meaningless unless retransformed to original data.
 - a) Prototyping
 - b) Encryption
 - c) Programming
 - d) Data Base designing
- 9) A _____ is a program written to alter the way a computer operates, without the permission or knowledge of the user.
 - a) Computer virus
 - b) Operating system
 - c) Application
 - d) Browser

Seat No.	
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Set

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M.B.A. (Semester – IV) (New) (CBCS) Examination Nov/Dec-2019
International Business (Paper - IV)
EXIM MANAGEMENT

Day & Date: Friday, 06-12-2019
 Time: 11:30 AM To 02:00 PM

Max. Marks: 70

- Instructions:** 1) All Questions are compulsory.
 2) All questions carry equal marks.
 3) Figures to right indicate maximum marks.

Q.1 Choose the correct alternatives from the options and rewrite the sentence. 14

- 1) Advance authorization is issued for inputs and export items given under _____.
 a) RBI
 b) DGFA
 c) SION
 d) FDI
- 2) The new foreign trade policy was announced on August 27, _____.
 a) 2009
 b) 2008
 c) 2007
 d) 2010
- 3) _____ offers insurance protection to exporters against payment risks.
 a) RBI
 b) IFO
 c) ECGC
 d) DFIA
- 4) _____ improving of packing of the scheduled products from agriculture.
 a) APEDA
 b) ASEAN
 c) RBI
 d) EXIM
- 5) _____ DO THE PROMOTION OF Tuna fishery.
 a) FEMA
 b) MPEDA
 c) FERA
 d) ECGC
- 6) _____ follows exchange fluctuation risk cover.
 a) FDI
 b) MPEDA
 c) PCFC
 d) ECGC
- 7) FIEO was established in October _____.
 a) 1999
 b) 1987
 c) 1926
 d) 1965
- 8) APEDA stands for _____.
 a) Aquaculture & Processed food product Export Development Authority
 b) Agriculture & Processed food product Export Demand Authority
 c) Agriculture & Processed food product Export Development Association
 d) Agriculture & Processed food product Export Development Authority
- 9) MPEDA stands for _____.
 a) Main Product Export Demand Authority
 b) Main Product Export Development Association
 c) Marine Product Export Development Authority
 d) Marine Price Export Demand Authority

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

- 10) EOUs are _____.
 a) Export of units
 b) Export oriented units
 c) Export on units
 d) Equality oriented units
- 11) Proforma invoice, intimation for inspection, shipping instructions, insurance declaration shipping order, mate receipt application of certificate of origin letter of bank are _____ document.
 a) Shipment
 b) Pre-shipment
 c) Auxiliary
 d) Trade
- 12) The two types of trade fairs are _____.
 a) General & Specialized
 b) Small & large
 c) Local & national
 d) Formal & informal
- 13) Bribery, pay offs, corruption are some of the _____ issues in global marketing
 a) Social
 b) Ethical
 c) Environmental
 d) Ecological
- 14) The designing and managing of a system that contracts the flow of materials in to through and out of the international corporation is called as international _____.
 a) Channel
 b) Intermediaries
 c) Middlemen
 d) Logistics

Q.2 Answer the following questions. 14
 a) Ethics in International Marketing.
 b) Economic environment.

Q.3 Answer the following questions. 14
 a) Product standardization Vs adaptation.
 b) Locating, selecting and motivating channel members

Q.4 Answer any one of the following questions. 14
 What is marketing Planning? Explain the Framework of International planning.
OR

What is international Marketing? Explain the driving and restraining forces of international marketing.

Q.5 Case Study:

Raychem is an American firm involved in the manufacture of chemicals. It has a strong research and development (R&D) department and a large product range. Managing the product portfolio is a major concern at Raychem. They have to keep a balance in product push in the market through heavy inventories. Their products also demand in the market and market pull is created through advertising. The corporate strategy is to grow at the rate of 25 per cent each year. The marketing plans areas Follows:

- a) Products: To meet customer needs.
- b) Price: What the market can accept.
- c) Placement: Worldwide.
- d) Promotion: Well-trained staff.

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

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

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

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

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

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

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

Seat No.	
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M.B.A. (Semester - I) (CBCS) Examination Nov/Dec-2019
LEGAL ASPECTS OF BUSINESS

Day & Date: Wednesday, 18-12-2019
Time: 03:00 PM To 05:30 PM

Max. Marks: 70

Instructions: 1) All questions are compulsory.
2) Figures to the right indicate full marks.

Q.1 Choose the correct alternative from the option and rewrite the sentence. 14

- 1) _____ means thing to be done in meeting.
 - a) Agenda
 - b) Notice
 - c) Circular
 - d) Prospectus
- 2) In _____ winding up the court interference is involved.
 - a) Compulsory
 - b) Voluntary
 - c) Member's
 - d) Creditors
- 3) The person who purchased goods for resale is not a _____.
 - a) Buyer
 - b) Seller
 - c) Customer
 - d) Consumer
- 4) _____ is a defect when the product is not manufactured according to the specification.
 - a) Manufacturing defect
 - b) Design defect
 - c) Product defect
 - d) Instruction defect
- 5) _____ is established by the state government in each district of the state by notification.
 - a) District forum
 - b) State commission
 - c) National commission
 - d) Council
- 6) _____ means the authentication of any electronic record by a subscriber by means of an electronic method or procedure in accordance with the provisions of Section 3 of IT act 2000.
 - a) Access
 - b) Signature
 - c) Digital signature
 - d) Data
- 7) When the companies do not issue prospectus they have to file a document called with the registrar _____.
 - a) Co-document
 - b) Supportive document
 - c) Statement in Lieu of prospectus
 - d) New prospectus
- 8) A copy of special resolution for making changes in the articles must be filed with _____.
 - a) Director
 - b) Promoter
 - c) State government
 - d) Registrar of companies
- 9) _____ signifies the willingness of the members to form a company.
 - a) Name clause
 - b) Liability clause
 - c) Association clause
 - d) Object clause
- 10) The minimum number of members in public company is _____.
 - a) 7
 - b) 8
 - c) 9
 - d) 6

Seat No.	
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Set

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M.B.A. (Semester –IV) (New) (CBCS) Examination Nov/Dec-2019
Finance Management (Paper - V)
INTERNATIONAL FINANCE

Day & Date: Monday, 09-12-2019
 Time: 11:30 AM To 02:00 PM

Max. Marks: 70

Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

Q.1 Choose the correct alternatives from the options and rewrite the sentence. 14

- 1) _____ mainly facilitates the imports & exports of their clients by arranging trade financing.

a) Central Bank	b) IMF
c) International bank	d) World Bank
- 2) A _____ relationship exists when two banks maintain deposits with each other.

a) Correspondent Bank	b) Foreign Branches
c) Affiliate Bank	d) Representative Office
- 3) _____ are typically medium-term bonds with their coupon payments indexed to some reference rate.

a) Floating Rate Bond	b) Registered Bond
c) Fixed Rate Bond	d) Bearer Bond
- 4) The term _____ means simultaneous sale of spot currency for the forward purchase of the same currency or the purchase of spot for the forward sale of the same currency.

a) Option	b) Future
c) Swap	d) Arbitrage
- 5) _____ theory is used to analyze the relationship between at the spot rate and a corresponding forward (future) rate of currencies.

a) Purchasing Power Parity	b) Theory of one Price Law
c) Interest Rate Parity Theory	d) Exchange Rate Theory
- 6) _____ involves gain/loss arising out of the various types of transactions that require settlement in a foreign currency.

a) Translation Exposure	b) Transaction Exposure
c) Economic Exposure	d) Political risk exposure
- 7) _____ is an internal technique enterprise may reduce its exchange risk by making and receiving payment in same currency.

a) Money Market Operations	b) Swap
c) External Technique	d) Netting
- 8) _____ is a kind of tailor-made future contract.

a) Futures	b) Options
c) Swap	d) Arbitrage

Q.5 Case Study

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

CFAT in Year

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

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

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Set

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

Day & Date: Monday, 09-12-2019
 Time: 11:30 AM To 02:00 PM

Max. Marks: 70

Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

Q.1 Choose the correct alternative from the options and rewrite the sentence. 14

- 1) The major decision areas in Supply Chain Management are _____.
 - a) Location, production, distribution, inventory
 - b) Planning, production, distribution, inventory
 - c) Location, production, Scheduling, inventory
 - d) Location, production, distribution. Marketing
- 2) Applying the concept of JIT tends to reduce _____.
 - a) The cost of handing incoming material
 - b) The cost of Material Storage
 - c) The cost of Material Movement in the plant
 - d) All the above
- 3) Just in time techniques are applicable to _____.

a) Selling	b) Inventory
c) Distribution	d) Ware housing
- 4) The term Kaizen is more closely related to which of the following terms?

a) X Bar chart	b) Pareto Analysis
c) Plan do-Check-Action	d) Value Chain
- 5) Which of the following System is false in JIT _____?

a) Place emphasis	b) Provide More accurate costing
c) Emphasis on Quality Logistics	d) a & c
- 6) Which one of the following items is not part of fundamental JIT concept?

a) Right customers	b) Right place
c) Right to me	d) Right quantity
- 7) The benefit of Flexible Manufacturing System is _____.

a) Process time reduction	b) More rigid traditional system
c) Less utilization of Resource	d) None of the above
- 8) Which of the following is not example of material Processing technology?

a) An Integrated Mail Processer	b) Milking Machine
c) Machine tools	d) Conveyer belt
- 9) Flexibility, lazy access to other moves, shared database and software _____.

a) Decision Support System	b) Internet
c) Extranet	d) Local area Net Work
- 10) In today's global world, an outsourcing of products or services from low cost countries is classified as _____.

a) Differential insourcing	b) Off-shoring
c) Incremental outsourcing	d) All the Above

- 11) One of the basic objective of Globalization of Production is _____.
 a) Improvement in Operation b) Retain Global Talent
 c) Reduce costs d) All the above
- 12) _____ country is the Pioneer in introducing concept of world class Manufacturing.
 a) Germany b) U.S.A.
 c) Japan d) China
- 13) _____ are the basic Principles of W.C.M.
 a) Zero tolerance towards defects b) Reduction in wastage
 c) Implementation of T-Q-M d) All the above
- 14) The grouping of Production Processes based on nature of Process similarity is called as manufacturing _____.
 a) Lean Manufacturing b) Cellular Manufacturing
 c) Flexible Manufacturing d) None of the above

Q.2 Write short notes. 14

- a) Indian Companies & World. Class. Manufacturing.
 b) Factors causing Environmental Pollution.

Q.3 Write short notes. 14

- a) Importance of H. R.M. in World-Class-Manufacturing.
 b) Managerial challenges for World. Class Manufacturers.

Q.4 What is Supply Chain Management? Role of Supply chain world class manufacturing. 14

OR

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

Q.5 CASE STUDY:

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

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

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

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Set **P**

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

Day & Date: Tuesday, 10-12-2019
 Time: 11:30 AM To 02:00 PM

Max. Marks: 70

Instructions: 1) All questions carry equal Marks.
 2) Figures to the right indicate full marks.

Q.1 Select Correct alternatives.**14**

- 1) _____ is widely used approach for international compensation.
 - a) Balance sheet approach
 - b) Going rate approach
 - c) both a & b
 - d) none of these
- 2) _____ relations play a crucial role in strategy formulation and implementation in international business either by enabling or disabling MNCs in the process of doing business in various countries.
 - a) Industrial
 - b) International industrial relations
 - c) Trade unions
 - d) None of these
- 3) _____ is also known as atakeover or a buyout.
 - a) Expansion
 - b) Growth
 - c) Acquisitions
 - d) None of these
- 4) In _____ approach all key managerial positions are filled by parent-country nationals.
 - a) Polycentric approach
 - b) Ethnocentric approach
 - c) Regiocentric approach
 - d) Geocentric approach
- 5) For International assignment, once a MNCs selected a person _____ is considered to be the next crucial step to ensure the expatriate's effectiveness and success abroad.
 - a) Expatriate training
 - b) Cross Cultural Training
 - c) Both a & b
 - d) None of these
- 6) _____ is simplest form of appraisal and in this method rater writes a paragraph or an essay about the appraisee's strengths, weaknesses and potential.
 - a) Essay appraisal
 - b) Field review
 - c) Forced choice rating
 - d) Critical incident appraisal
- 7) _____ is the process of managing people across international boundaries by multinational companies.
 - a) HRM
 - b) IHRM
 - c) HRP
 - d) None of these
- 8) _____ is the process of international economic integration in worldwide markets.
 - a) Globalization
 - b) Liberalization
 - c) Privatization
 - d) None of these
- 9) _____ is the one where the headquarters of an MNC/TNC is located.
 - a) Home country
 - b) Host country
 - c) Parent country
 - d) Both a & c

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

Questions

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

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Set **P**

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

Day & Date: Tuesday, 10-12-2019
Time: 11:30 AM To 02:00 PM

Max. Marks: 70

Instructions: 1) All questions carry equal Marks.
2) Figures to the right indicate full marks.

Q.1 Choose the correct alternatives from the options and rewrite the sentence. 14

- 1) _____ is when a country produces a good or service for a lower opportunity cost than other countries.
 - a) Comparative advantage
 - b) Competitive advantage
 - c) Sustainable advantage
 - d) None of these
- 2) _____ is the exchange of goods and services between countries.
 - a) International market
 - b) International trade
 - c) International merger
 - d) None of these
- 3) A _____ is a price any importer has to pay for his product to enter the country.
 - a) subsidiary
 - b) tariff
 - c) quota
 - d) none of these
- 4) An _____ is an organization with an international membership, scope, or presence.
 - a) International Fund
 - b) International trade
 - c) International economics
 - d) International organization
- 5) A _____ also known as trade pact is a wide-ranging taxes, tariff and trade treaty that often includes investment guarantees.
 - a) trade agreement
 - b) trade barriers
 - c) General Agreement
 - d) None of these
- 6) _____ is a certification mark employed on agricultural products in India.
 - a) AGMARK
 - b) ARMARK
 - c) AGRMARK
 - d) None of these
- 7) _____ analysis is a framework is used to evaluate company's competitive position and to develop strategic planning.
 - a) SWOT analysis
 - b) Resource analysis
 - c) Competitive analysis
 - d) None of these
- 8) SDR stands for _____.
 - a) Special depository receipt
 - b) Special drawing right
 - c) Special depository receipt
 - d) None of these
- 9) The foreign trade of India is guided by the Export-Import (EXIM) Policy of the government of India and is regulated by the Foreign Trade (Development and Regulation) Act, _____.
 - a) 1992
 - b) 1952
 - c) 1982
 - d) 1962

- 10) A _____ is the exchange of goods between two nations promoting trade and investment.
- | | |
|--------------------|-----------------------|
| a) bilateral trade | b) multilateral trade |
| c) general trade | d) none of these |
- 11) _____ agreements are commerce treaties between three or more nations.
- | | |
|--------------------|-----------------------|
| a) bilateral trade | b) multilateral trade |
| c) general trade | d) none of these |
- 12) _____ is comprised of all reserves that are available in the monetary authorities of different countries for meeting international disbursements.
- | | |
|---------------------------|----------------------------|
| a) International payments | b) international liquidity |
| c) international solvency | d) international fund |
- 13) Which of the following are types of international capital flows?
- | | |
|------------------------------|-------------------------|
| a) foreign direct investment | b) portfolio investment |
| c) bank & other investments | d) all of the above |
- 14) _____ is an intergovernmental organization that is concerned with the regulation of International trade between nations.
- | | |
|---------|------------------|
| a) WTO | b) WOT |
| c) GATT | d) None of these |

Q.2 Write Short Notes. 14

- a) International capital flows
- b) SWOT analysis of oil seeds

Q.3 Write Short Notes. 14

- a) IMF
- b) Strategies to Boost Exports

Q.4 a) Discuss in detail export procedure for agro based industries. 14

OR

- b) Explain in detail importance of tariffs and quota in international trade.

Q.5 Case Study. 14

Papaya has been identified as a crop with the potential to be very profitable for small holder and commercial farmers in Fiji. However, small farmers have been facing several constraints in this chain: highly restricted quarantine regulations / requirements, food safety and quality requirements, expensive inputs, small dispersed land holdings with difficult access to the road network, competition from larger countries, and poor communication and information sharing among value chain actors. Nature's Way Cooperative (Fiji) Ltd. (NWC) was formed in 1995 to undertake mandatory quarantine treatment on behalf of Fiji's fruit export industry. The company has over 120 shareholders, made up of growers and exporters. The vast majority of the shareholders are small farmers who, without the services provided by NWC, would not have access to export markets. While papaya farming has traditionally been considered a domestic garden activity in Fiji it is now emerging as an important export commodity, offering the opportunity for sustainable income and employment in the rural areas. In addition, a domestic market for the Fiji red papaya has emerged that works through sales channel such as hotels, restaurant, market vendors and supermarkets.

Based on the increasing demand for papaya, NWC managed to mobilize stakeholders along the value chain, including input suppliers, growers (11 larger papaya farmers and 100 small farmers), transport agents and exporters (4 major export companies). In addition, a number of domestic buyers compete with exporters for the produce. NWC owns and operates a quarantine treatment facility. The customers of NWC quarantine treatment services are its shareholders - the exporters and growers of fresh for export.

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

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

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Set **P**

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

Day & Date: Tuesday, 10-12-2019
 Time: 11:30 AM To 02:00 PM

Max. Marks: 70

Instructions: 1) All questions are compulsory and carry equal marks.

Q.1 Choose the correct alternatives from the options and rewrite the sentence. 14

- 1) _____ is a process of identifying properties and methods of an entity relevant to the application.
 - a) Abstraction
 - b) Inheritance
 - c) Encapsulation
 - d) Polymorphism
- 2) There are _____ types of array.
 - a) One
 - b) Two
 - c) Three
 - d) Four
- 3) Which of the following is true in case of 'while' loops?
 - a) The condition is checked before the statements are executed
 - b) The condition is checked after the statements are executed
 - c) The condition is checked while the statements are executed
 - d) All the statements are True
- 4) A function that calls itself is known as a _____ function.
 - a) Static
 - b) Recursive
 - c) Null
 - d) None of the Above
- 5) Object-oriented programming allows the analysis and design of an application in terms of _____.
 - a) Computer Program
 - b) Variables
 - c) functions
 - d) entities
- 6) An object is _____ of a class.
 - a) a property
 - b) a method
 - c) a variable
 - d) an instance
- 7) Which of the following is a branching construct?
 - a) IF-Else
 - b) Switch-Case
 - c) Both a & b
 - d) None of a & b
- 8) The _____ statement is used to discontinue the loop before iteration condition becomes false.
 - a) for
 - b) skip
 - c) stop
 - d) break
- 9) A variable declared inside the function is called _____.
 - a) private variable.
 - b) function variable
 - c) local variable
 - d) complex variable
- 10) The type of programming that proposes logically structured programs with top-down approach is known as _____.
 - a) structured programming
 - b) object oriented programming
 - c) algorithm
 - d) none of the above

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Set

P

M.B.A. (Semester – IV) (New) (CBCS) Examination Nov/Dec-2019
International Business (Paper - V)
INTERNATIONAL LOGISTICS

Day & Date: Tuesday, 10-12-2019
 Time: 11:30 AM To 02:00 PM

Max. Marks: 70

Instructions: 1) All questions are compulsory.
 2) All Questions Carry equal marks.

Q.1 Choose the correct alternatives from the options and rewrite the sentence. 14

- 1) _____ is true for supply chain management?
 - a) The physical material moves in the direction of the end of chain
 - b) Flow of cash backwards through the chain
 - c) Exchange of information moves in both the direction
 - d) All of the above
- 2) The sequence of a typical manufacturing supply chain is _____.
 - a) Storage-Supplier-manufacturing-storage-distributor-retailer-customer
 - b) Supplier-Storage-manufacturing-storage-distributor-retailer-customer
 - c) Supplier-Storage-manufacturing- distributor-storage-retailer-customer
 - d) Supplier-Storage-manufacturing-storage- retailer-distributor-customer
- 3) The purpose of supply chain management is _____.
 - a) provide customer satisfaction
 - b) improve quality of a product
 - c) integrating supply and demand management
 - d) increase production
- 4) Distribution requirement planning is a system for _____.
 - a) Inventory management
 - b) Distribution planning
 - c) Both a and b
 - d) None of the above
- 5) Which focuses on teamwork in whole supply chain management to maximize performance of a distribution system is classified as _____.
 - a) integrated logistics management
 - b) intermodal logistics management
 - c) intra-modal logistics management
 - d) exclusive logistics management
- 6) Independent service provider of logistics who can do all functions required by clients is classified as _____.
 - a) public held logistic provider
 - b) privately held logistic provider
 - c) third party logistics provider
 - d) single part logistics provider
- 7) _____ of coordination of communication channels to deliver and compelling message about company and its products is classified as.
 - a) integrated marketing communications
 - b) integrated strategic channels
 - c) integrated outbound channels
 - d) none of the above

- 8) Reverse logistics is required because _____.
- Goods are defective
 - Goods are unsold
 - The customers simply change their minds
 - All of the above
- 9) PL stands for _____.
- Three points logistics
 - Third party logistics
 - Three points location
 - None of the above
- 10) In receiving goods, the warehouse must _____.
- Inspect goods if required
 - Check for damage
 - Check the goods against an order and the bill of lading
 - All of the above
- 11) Logistics is the part of a supply chain involved with the forward and reverse flow of _____.
- goods
 - services
 - cash
 - all of the above
- 12) Due to small change in customer demands, inventory oscillations become progressively larger looking through the supply chain is known as _____.
- Bullwhip effect
 - Net chain analysis
 - Reverse logistics
 - Reverse supply chain
- 13) VMI stands for _____.
- Vendor material inventory
 - Vendor managed inventory
 - Variable material inventory
 - Valuable material inventory
- 14) The major decision areas in supply chain management are _____.
- location, production, distribution, inventory
 - planning, production, distribution, inventory
 - location, production, scheduling, inventory
 - location, production, distribution, marketing

Q.2 Write Short Notes. 14

- Freight Structure and Practice.
- Symptoms of poor Inventory Management.

Q.3 Write Short Answer. 14

- Inland Container Depot (ICD)
- Objectives and functions of warehousing

Q.4 What is international supply chain? Explain in brief trends in International supply chain management. 14

OR

What is packaging? Describe in brief Components, Designs, Kinds and Functions of packaging.

Q.5 Case Study – Analyze the case, identify problem, alternatives and best solution. 14

Like Deere & Company, AGCO is a leading global force in the manufacture and supply of agricultural machinery. The company grew substantially over the course of two decades, with a considerable proportion of that growth achieved by way of acquisitions.

As commonly happens when enterprises grow in this way, AGCO experienced increasing degrees of supply chain complexity, along with associated increases in cost, but for many years, did little to address the issue directly, largely due to the decentralized and fragmented nature of its global network.

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

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

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

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

Seat No.	
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Set **P**

M.B.A. (Semester – IV) (Old) (CBCS) Examination Nov/Dec-2019
ENTREPRENEURSHIP DEVELOPMENT AND PROJECT MANAGEMENT

Day & Date: Thursday, 28-11-2019
 Time: 11:30 AM To 02:00 PM

Max. Marks: 70

Instructions: 1) All questions are compulsory.
 2) All questions carry equal marks.

Q.1 Choose the correct alternatives from the options and rewrite the sentence. 14

- 1) An entrepreneur has _____ for growth and development.
 - a) Time
 - b) Vision
 - c) Task
 - d) Money
- 2) Entrepreneur is an _____ who recognizes the opportunities and converts these in marketable ideas.
 - a) Achiever
 - b) Innovator
 - c) Catalyst
 - d) Economist
- 3) A common fatal mistake for any failed business is having _____ operating funds.
 - a) Insufficient
 - b) Ample
 - c) Moderate
 - d) Much
- 4) _____ society is the barrier to women's entry in the business.
 - a) Supportive
 - b) Modern
 - c) Big
 - d) Male Dominated
- 5) Entrepreneur is the one who takes the _____ of starting new organization.
 - a) Risk
 - b) Share
 - c) Money
 - d) Help
- 6) According to Schumpeter an entrepreneur is _____.
 - a) Leader
 - b) Communicator
 - c) Decision maker
 - d) An Innovator
- 7) Main objective of Export oriented units is to increase _____.
 - a) Economy
 - b) Export
 - c) Employment
 - d) Knowledge
- 8) _____ refers to employee initiative in organization to undertake something new without being asked to do so.
 - a) Intrapreneurship
 - b) Entrepreneurship
 - c) Leadership
 - d) Team
- 9) Entrepreneurs provide large scale _____ which is needed presently.
 - a) Economy
 - b) Export
 - c) Employment
 - d) Power
- 10) NEDB means _____.
 - a) New Economy Development Board
 - b) New Education Department Board
 - c) New Entrepreneurship Development Bank
 - d) National Entrepreneurship Development Board

- 11) _____ is an individual that exists within organization to generate ideas that creates value for organization.
- | | |
|---------------------------|------------------|
| a) Corporate Entrepreneur | b) Industrialist |
| c) Financer | d) Investor |
- 12) Knight identified entrepreneurs as recipient of _____.
- | | |
|----------------|----------------|
| a) Pure profit | b) Uncertainty |
| c) Capital | d) Award |
- 13) _____ is the skill that entrepreneurs can not lack.
- | | |
|--------------|----------------------|
| a) Risk | b) Motivating others |
| c) Education | d) Facility |
- 14) _____ is the number one reason for entrepreneurial failure.
- | | |
|------------|--------------------|
| a) History | b) Poor Management |
| c) Vision | d) Decision |

Q.2 Write short notes. (Any Two) **14**

a) Innovation Theory by Schumpeter
b) Social Entrepreneurship

Q.3 Write short notes. (Any Two) **14**

a) Entrepreneurship Development Cycle
b) Role of EDII

Q.4 a) Why there is a need of Entrepreneurship Development? Differentiate **14**
between Entrepreneur and Corporate entrepreneur.

OR

b) Explain various challenges faced by women entrepreneurs and discuss reasons for slow progress of women entrepreneurship in India.

Q.5 Case Study

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

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

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

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

Question:

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

05

05

04

Seat No.	
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M.B.A. (Semester - IV) (Old) (CBCS) Examination Nov/Dec-2019
EXCELLENCE IN MANAGEMENT

Day & Date: Friday, 29-11-2019
Time: 11:30 AM To 02:00 PM

Max. Marks: 70

Instructions: 1) All questions are compulsory.
2) Figures to the right indicate full marks.

Q.1 Choose the correct alternatives from the options and rewrite the sentence. 14

- 1) _____ is a powers of influencing others towards the accomplishment of goals.

a) Leadership	b) Management
c) Planning	d) Goal – setting
- 2) _____ is the ability to manage one’s own & other’s emotions.

a) Emotional Ability	b) Emotional Intelligence
c) Emotional Knowledge	d) All of these
- 3) The knowledge which can be easily transferred is known as _____ knowledge.

a) Tacit	b) Implicit
c) Explicit	d) All of these
- 4) _____ is the fundamental rethinking & radical design of business processes to achieve dramatic of business process improvement in critical contemporary measures of performance such as cost, quality, service & speed.

a) Business development	b) Project development
c) Product Reengineering	d) Business process Reengineering
- 5) CSR stands for _____.

a) Corporate Social Responsibility	b) Company Security Right
c) Corporate Security Right	d) Corporate Social Right
- 6) In E-commerce, the commercial transactions are conducted electronically on _____.

a) Intronet	b) Internet
c) Intergroup	d) None of these
- 7) _____ is a business method of improving quality by removing defects and there cases in business process activities.

a) TQM	b) TPM
c) Six Sigma	d) All of these
- 8) Managerial Excellence is based on foundation namely _____.

a) Strategy	b) Quality
c) Only a	d) Both a & b
- 9) Under _____ style of leadership, the leader encourages subordinate to participate in the decision – making process.

a) Democratic	b) Lassies -Faire
c) Autocratic	d) Charismatic
- 10) One of the components of Emotional Literary is _____.

a) Aggressiveness	b) Self awareness
c) Both of these	d) None of these

- 11) The first phase of Knowledge Development is _____.
 - a) Knowledge Abstraction
 - b) Knowledge Diffusion
 - c) Knowledge Sourcing
 - d) Knowledge Conversion
- 12) _____ involves contracting of operations & responsibilities of a specific business process to a third – party service provider.
 - a) KPO
 - b) BPR
 - c) BPO & KPO
 - d) BPO
- 13) TQM stands for _____.
 - a) Total Quality Management
 - b) Total Quantity Mgt
 - c) Total Quality Maintenance
 - d) total Quantity Maintenance
- 14) _____ means ongoing improvement which involves everyone in the organization.
 - a) Kanban
 - b) Kaizen
 - c) Controlling
 - d) None of these

Q.2 Write short notes. **14**

- a) Role of Individual Leaders in creating Excellence.
- b) Advantages and Disadvantages of E-Commerce.

Q.3 Write short notes. **14**

- a) Kaizen concept
- b) Emotional Intelligence

Q.4 Attempt any one of the following questions. **14**

- a) Define Excellence. What are the necessary skills to achieve Excellence in organization?

OR

- b) Explain the concept of CSR. What are the practice adopted by Indian companies towards social responsibility.

Q.5 Case study. **14**

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

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

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Set **P**

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

Day & Date: Saturday, 30-11-2019
 Time: 11:30 AM To 02:00 PM

Max. Marks: 70

Instructions: 1) All questions are compulsory.
 2) All question carry equal marks.

Q.1 Choose the correct alternatives from the options and rewrite the sentence. 14

- 1) This advertisement create brand awareness and knowledge of new products.

a) Persuasive advertising	b) Informative advertising
c) Reminder advertising	d) Reinforcement advertising
- 2) The number of times within specified time period that an average person exposed to the message.

a) Effect	b) Reach
c) Frequency	d) Impact
- 3) This offers an incentive to buy _____.

a) Advertising	b) Sales promotion
c) Direct marketing	d) Personal selling
- 4) This includes variety of programs to promote a company's image.

a) Public relations	b) Direct selling
c) Consumer promotions	d) All of the above
- 5) _____ Is the use of consumer direct channels to reach and deliver goods and services to customers without using marketing middlemen.

a) Mass marketing	b) Differentiated marketing
c) Indirect marketing	d) Direct marketing
- 6) These are company's personal link to its customer.

a) Salepeople	b) Informative advertising
c) Trade romotions	d) Publicity
- 7) It is the study of how individuals, groups and organizations, select, buy, use and dispose of goods, services, ideas or experiences to satisfy needs and wants.

a) Consumer perception	b) Consumer behaviour
c) Consumer learning	d) Consumer delight
- 8) Each culture consists of smaller _____ That provide more specific identification and socialization for their members.

a) Reference group	b) Cliques
c) Sub-culture	d) Social class
- 9) This person offers informal advice about a specific product _____.

a) Interset group	b) Opinion leader
c) Secondary group	d) Primary group

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

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

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

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

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

Questions:

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

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

Day & Date: Monday, 02-12-2019
 Time: 11:30 AM To 02:00 PM

Max. Marks: 70

Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

Q.1 Fill in the blanks by choosing correct alternatives given below. 14

- 1) _____ criterion is often preferred.
 - a) Net present value
 - b) Profitability index
 - c) Internal Rate of Return
 - d) All of the above
- 2) The project is accepted of _____.
 - a) If the profitability index is equal to one
 - b) The funds are unlimited
 - c) If the profitability index is greater than one
 - d) Both (b) and (c)
- 3) With limited finance and a number of project proposals at hand, select that package of projects which has _____.
 - a) The maximum net present value
 - b) Internal rate of return is greater than cost of capital
 - c) Profitability index is greater than unity
 - d) Any of the above
- 4) Amount of cash to be held by entity depends on _____.
 - a) Inventory, liquid assets, working capital and size of the entity
 - b) Size of the entity, expected risks, assets, working capital and efficiency of operational staff
 - c) Expected future cash flows, liquid assets, expected risks and borrowing capacity of the entity
 - d) Liquid assets, liabilities, inventory and size of the entity
- 5) Net working capital refers to _____.
 - a) Total assets minus fixed assets
 - b) Current assets minus current liabilities
 - c) Current assets minus inventories
 - d) Current assets
- 6) Companies provide credit system as it is _____.
 - a) An essential tool for alluring and holding the valuable clients
 - b) Feasible for the managers
 - c) Needed by the suppliers
 - d) A way to organize the capital of the organization
- 7) Cash budget is used to measure whether a company has ample cash to run its tasks. It comprises of _____.
 - a) Cash in hand, cash at bank, money lend to partner, long term deposits
 - b) Cash in hand and cash at bank
 - c) Cash inflows and cash outflows
 - d) Cash income and cash expenses

- 8) Line of credit is a term frequently used in business terminology. It refers to _____.
 a) The use of credit facility in the operational activities
 b) The maximum amount of loan an organization can avail
 c) The basis on which credit can be utilized
 d) The limits set for acquiring credit
- 9) The cash discount (also known as purchase discount or sale discount) is given to customers for _____.
 a) Early payments
 b) Bulk purchase
 c) Frequent purchases
 d) Good business relations
- 10) _____ illustrates the use of a hedging approach to financing assets.
 a) Temporary current assets financed with long-term liabilities
 b) Permanent working capital financed with long-term liabilities
 c) Short-term assets financed with equity
 d) All assets financed with a mixture of 50% equity and 50% long-term debt
- 11) _____ is a pictorial representation in lying tree form.
 a) Sensitivity Analysis
 b) Decision Tree Analysis
 c) Simulation Analysis
 d) Probability Analysis
- 12) Small Industries Development Bank of India (SIDBI) was established in: _____.
 a) 1986
 b) 1987
 c) 1988
 d) 1989
- 13) _____ is the first step of Project Planning.
 a) Market and Demand Analysis
 b) Idea Generation
 c) Technical Analysis
 d) Financial Analysis
- 14) _____ is an example of a capital investment project.
 a) Replacement of worn out equipment
 b) Expansion of production facilities
 c) Development of employee training programs
 d) All of the above are examples of capital investment projects

Q.2 Answer following questions.

14

- a) A manufacturing company has an expected usage of 1,00,000 units of certain product during the next year. The cost of processing an order is Rs.40 and the carrying cost per unit is Rs.0.50 for one year. Lead time on an order is five days and the company will keep a reserve supply of two days usage. You are required to calculate:
 1) The EOQ
 2) The reorder point (Assume 250 days year)
- b) SICOM

Q.3 Answer following questions

14

- a) Determinants of Working Capital
 b) Technical Analysis

Q.4 Attempt any one of the following

14

- a) On first April 2016, the estimated cash balance for a firm is Rs.40,000. Further details are as follows (figure are in Rs.)

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

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

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

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

OR

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

Q.5 Case study

14

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

Year 1	Prob.	Year 2	Prob.
Rs.25,000	0.4	12,000	0.2
		16,000	0.3
		22,000	0.5
Rs.30,000	0.6	20,000	0.4
		25,000	0.5
		30,000	0.1

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

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

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

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

Analyse the above case and discuss the Questions below:

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

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

Day & Date: Monday, 02-12-2019
 Time: 11:30 AM To 02:00 PM

Max. Marks: 70

Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

Q.1 Fill in the blanks by choosing correct alternatives given below. 14

- 1) Equipment failure is _____.
 - a) Availability loss
 - b) Performance loss
 - c) Quality loss
 - d) None of the above
- 2) Elements in T Q M includes _____.
 - a) Continuous improvement
 - b) Customer satisfaction
 - c) Leadership
 - d) All the above
- 3) Quality control is aimed at _____.
 - a) Maintaining the desired quality
 - b) Excluding desired quality
 - c) Continuously improving the quality
 - d) Following quality standards
- 4) _____ is when firms buy product and services from internal markets.
 - a) External buying
 - b) Ordering
 - c) Outsourcing
 - d) Procuring
- 5) Examples of administrative controls in computer ergonomics include _____.
 - a) Rest Breaks
 - b) Rotation of workers
 - c) Adjustable height keyboard tray
 - d) Effective tool maintenance programme
- 6) Engineering controls in ergonomics involve _____.
 - a) Work place policy & procedures
 - b) Change in physical features of work place
 - c) Application of protective equipment
 - d) Over all health management
- 7) Work study consists of _____.
 - a) Effective case of plant of equipments
 - b) Effective case of the man effort
 - c) Evaluation of time & motion study
 - d) All the above
- 8) Work study examiner _____.
 - a) Method
 - b) Duration of work
 - c) Both a & b
 - d) None of the above
- 9) In process charts, the symbol used for storage is _____.
 - a) Circle
 - b) Square
 - c) Arrow
 - d) Triangle
- 10) A milk powder tin is being weighed as it is filled is an example of _____.
 - a) Operation cum transportation
 - b) Operation cum inspection
 - c) Transportation cum inspection
 - d) None of the above

- 11) A diagram showing the path followed by men and material while performing a task is known as _____.
 - a) String diagram
 - b) Slow diagram
 - c) Travel diagram
 - d) None of the above
- 12) The aim of value engineering is _____.
 - a) Determine selling price of product
 - b) Minimize the cost without change in product quality
 - c) Find depreciation value of a machine
 - d) None of the above
- 13) In time study the rating factor is applied to determine _____.
 - a) Fixation of incentives
 - b) Merit rating of worker
 - c) Standard time of job
 - d) All the above
- 14) In value engineering the term value refers to _____.
 - a) Manufacturing cost of product
 - b) Selling price of product
 - c) Total cost of product
 - d) Quality of product

Q.2 Write Short Notes. **14**

- a) Concept & process of Business Process Re-engineering
- b) Method study and producer for method study

Q.3 Write Short Notes. **14**

- a) Man-machine chart
- b) Ergonomics and its nature

Q.4 a) Define the concept of productivity? Explain various production systems? **14**
And factors affecting productivity.

OR

- b) Define the concept of work study? Explain its objectives and basic procedure of work study? **14**

Q.5 Case study. **14**

In today's competitive world, planning productivity is one of the main components of successful industrial organizations. Increase in productivity can reduce the cost of work on the production unit or an increase in output. Productivity depends on various factors like labour, machinery, capital, temperature, raw materials, quality etc. so each and every factor has its own contribution. The focus of this study, productivity of yarn has a great influence in textile industry. Optimizing the output is a big challenge; to achieve this goal the role of every worker regarding the production department has a great importance. In this environment, company managers have to tackle various problems regarding men and machines. In present scenario the operating costs are increasing and the sales are decreasing, while customers have turned out to be more selective and demanding. Spinning industry managers must thus consider how to maintain profitability in a declining market, while providing high quality products to increasingly sophisticated customers. Firms can concentrate on different methods to improve the productivity and operational efficiency of the system. DMAIC is an abbreviation of the five improvement steps comprising of Define, Measure, Analyze, Improve and Control. This method is often described as an approach to problem solving. DMAIC is applicable to empirical problems ranging from well structured to semi-structured, but not to ill-structured problems or pluralistic messes of subjective problems. The advantage of such methods is that they are very versatile [7]. DMAIC is a data-driven improvement cycle used for improving, optimizing and stabilizing business processes and designs. The DMAIC improvement cycle is the core tool used to drive Six Sigma projects.

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

Question:

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

- 10) _____ is an applied field of economics concerned with the application of economic theory in optimizing the production and distribution of food and fiber.
- a) Agricultural Economics b) Agricultural Finance
c) Agricultural Business d) Agricultural Farming
- 11) _____ means, type of business organization where one person or a family owns the firm.
- a) Peasants b) Proprietorship
c) Co-operative farming d) Management function
- 12) _____ is the practice of large-scale Agriculture on farms owned or greatly influenced by large companies.
- a) Corporate farming b) Capital farming
c) Co-operative farming d) none of these
- 13) _____ refer to the costs incurred by a business from manufacturing a providing a service.
- a) Variable cost b) Fixed cost
c) Cost of production d) Both a & b
- 14) The goal _____ of is to use water in the most profitable way at sustainable production levels.
- a) irrigation management b) soil testing
c) farm management d) none of these

Q.2 Write short notes. 14

- a) Farm Production Systems
b) Measurement of farm efficiency

Q.3 Write short notes. 14

- a) Law of diminishing returns
b) Production planning

Q.4 a) What is the scope of modern agriculture? Explain special features of agricultural and industrial production. 14

OR

b) Explain in detail types of production management decisions. 14

Q.5 Case study 14

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

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

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

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

Seat No.	
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M.B.A. (Semester - IV) (Old) (CBCS) Examination Nov/Dec-2019
System Management (Paper - III)
RELATIONAL DATABASE MANAGEMENT SYSTEM

Day & Date: Tuesday, 03-12-2019
 Time: 11:30 AM To 02:00 PM

Max. Marks: 70

Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

Q.1 Fill in the blank by choosing correct alternative give below. 14

- 1) DCL stands for _____.
 - a) Data Control Language
 - b) Data Communication Language
 - c) Data Control Label
 - d) Data Communication Label
- 2) The _____ clause of SELECT statement arranges a table into specified order.
 - a) Group By
 - b) Order by
 - c) Where
 - d) Having
- 3) Data about data is normally termed as _____.
 - a) Data bank
 - b) Metadata
 - c) Directory
 - d) None of these
- 4) SQL Stands for _____.
 - a) Suitable Query Language
 - b) Structured Query Language
 - c) Spanish Query Language
 - d) Sequential Query Language
- 5) One of the objectives of _____ is to remove the repeating groups of a table and ensure that all entities have at most a single value.
 - a) delete statement
 - b) data manipulation language
 - c) primary key
 - d) normalization
- 6) Alter table command is of _____ type.
 - a) DML
 - b) DCL
 - c) DDL
 - d) None of these
- 7) The _____ is a named group of procedural and SQL statements that return a value.
 - a) Trigger
 - b) Stored Procedure
 - c) Function
 - d) Cartesian Product
- 8) A table is in the _____ Normal Form if all its non key fields are fully functionally dependent on the whole key.
 - a) First
 - b) Second
 - c) Third
 - d) Forth
- 9) The _____ clause allows you to form groups based on the specified condition.
 - a) Order by
 - b) Group by
 - c) Having
 - d) CEIL
- 10) ERD stands for _____.
 - a) Error Rectification Diagram
 - b) Entity Relationship Diagram
 - c) Entity Rational Diagram
 - d) Entity Ratio Diagram

- 11) _____ the forces which contribute growth of international business.
 - a) Driving
 - b) Restraining
 - c) External
 - d) Internal
- 12) Saturation of sales in the stage of _____ in international product life cycle.
 - a) Decline
 - b) Maturity
 - c) Growth
 - d) Introduction
- 13) Declining the sale in the stage of _____ in international product life cycle.
 - a) Introduction
 - b) Growth
 - c) Maturity
 - d) Decline
- 14) The product is introduced with high initial price to skim the cream of market is _____.
 - a) Market skimming
 - b) Market Share
 - c) Disposal of surplus
 - d) Profit Maximization

Q.2 Write Short Notes. **14**

- a) Global market segmentation and targeting
- b) International packaging and branding

Q.3 Write a short answer on following **14**

- a) Social media success strategies in international marketing
- b) International pricing

Q.4 a) What is international marketing communication? Describe in brief international promotion mix. **14**

OR

b) What is international marketing? Describe in brief global marketing environment. **14**

Q.5 Case Study- Analysis, problem identification, Alternatives, solution. **14**

Reed Hastings often told the story of his inspiration for Netflix: a \$40 late fee from Blockbuster. He said, "It was all my fault. I didn't want to tell my wife about it. And I said to myself, 'I'm going to compromise the integrity of my marriage over a late fee?'" Still chagrined over the late fee, Hastings, a dot-com multimillionaire, formed Netflix, a company that would rent DVDs through the mail for a monthly subscription price, with no postage charges or late fees. Hastings's model for Netflix seemed simple enough. Netflix subscribers would create a wish list of DVDs on the company's website, and Netflix would send a new title from the list when the previous rental was returned. Behind the simple model however, Netflix's success had been built on attending to every detail of its operations and adapting to the company's various constituencies. For subscribers, Netflix designed a recommendations engine that customers liked and that allowed Netflix to shift subscriber interest from new releases. By attending to United States Postal Service (USPS) processes, Netflix had located its 41 warehouses, created processing procedures, and even designed its envelope in such a way as to minimize both operating costs and turnaround times. By working with the film studios, Netflix had reached agreements through which it reduced its risk in holding large numbers of DVDs from new releases. The attention to detail paid off. Nine years after its April 1998 launch in the San Francisco Bay Area, Netflix generated net income of \$49 million on revenues of \$996.7 million. The firm boasted 6.3 million subscribers and carried an inventory of 70,000 titles on 42 million discs. Netflix's website, in 2006, was rated the best website for retail satisfaction for the third year in a row.

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

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Set **P**

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

Day & Date: Wednesday, 04-12-2019
 Time: 11:30 AM To 02:00 PM

Max. Marks: 70

Instructions: 1) All questions are compulsory.
 2) All questions carry equal marks.

Q.1 Fill in the blanks by choosing correct alternatives given below. 14

- 1) Retailing includes all activities involved in Selling and providing goods and services to ultimate consumers for _____ use.
 - a) Wholesale
 - b) Continuous
 - c) Business
 - d) Personal
- 2) Changing _____ of the customers is one of the key drivers for growth of retail industry.
 - a) Lifestyle
 - b) Products
 - c) Price
 - d) Place
- 3) High cost of _____ is barrier for growth of retail industry.
 - a) Distribution
 - b) Water
 - c) Real Estate
 - d) Electricity
- 4) Rural retail industry has typically two forms: _____ and Melas.
 - a) Shops
 - b) Haats
 - c) Malls
 - d) PDS
- 5) _____ is a method of allowing external finance into an economy.
 - a) Barter
 - b) Banking
 - c) Foreign Direct Investment
 - d) Stock
- 6) _____ is where one person grants the rights to another to exploit an intellectual property right involving trademarks, products, equipments, distribution etc.
 - a) Franchising
 - b) Distribution
 - c) Resale
 - d) Location
- 7) Racetrack layout is also called as _____ layout.
 - a) Grid
 - b) Freeform
 - c) Combined
 - d) Loop
- 8) The first step in arriving at a decision on retail location is to identify the market _____.
 - a) Attractiveness
 - b) Features
 - c) Proximity
 - d) Study
- 9) Tables, racks, stands gondolas are the examples of _____.
 - a) Fixtures
 - b) Tools
 - c) Signages
 - d) Design
- 10) The urban market is reaching towards saturation point bringing in an urgent need to focus on _____ market.
 - a) Foreign
 - b) Rural
 - c) Big
 - d) Vast

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

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

Question:

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

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M.B.A. (Semester – IV) (Old) (CBCS) Examination Nov/Dec-2019
Financial Management (Paper - IV)
INVESTMENT MANAGEMENT

Day & Date: Thursday, 05-12-2019
 Time: 11:30 AM To 02:00 PM

Max. Marks: 70

Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

Q.1 Fill in the blanks by choosing the correct alternatives given below: 14

- 1) _____ represents long term debt instruments.
 - a) Bonds
 - b) Debenture
 - c) both a & b
 - d) Shares
- 2) _____ refers to variability of its rate of return.
 - a) Return
 - b) Risk
 - c) Marketability
 - d) Liquidity
- 3) _____ is also known as term deposit.
 - a) Bank fixed deposit
 - b) Recurring deposit
 - c) Saving account
 - d) Current account
- 4) Mutual funds in India are comprehensively regulated under the _____ regulation, 1996.
 - a) IRDA
 - b) RBI
 - c) SEBI
 - d) All of these
- 5) The benefits of having an investment portfolio are _____.
 - a) Diversification
 - b) Potential
 - c) Income
 - d) All of the above
- 6) _____ refers to an the protection of investor principal amount and expected rate of return.
 - a) Safety
 - b) Liquidity
 - c) Concealability
 - d) Return
- 7) Modes of investment consists of _____.
 - a) security form
 - b) non-security form
 - c) both a & b
 - d) None of these
- 8) _____ is refereed as Sharpe-Linter-Mossin model.
 - a) CAPM
 - b) APT
 - c) MPT
 - d) None of these
- 9) _____ is a long, complicated legal instrument containing the restrictions, pledges and promises of the contract.
 - a) Indenture
 - b) Maturities
 - c) Call feature
 - d) Interest payments
- 10) _____ symbol is used for highest safety of timely payment of interest and principal.
 - a) AAA*
 - b) AA*
 - c) A*
 - d) None of these

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

Day & Date: Friday, 06-12-2019
 Time: 11:30 AM To 02:00 PM

Max. Marks: 70

Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

Q.1 Multiple Choice Questions (One Mark Each) 14

- 1) The systematic evaluation of the individual's performance on the job called as _____.
 a) Performance Appraisal b) Job Evaluation
 c) Job Description d) Job Analysis
- 2) Which of the following relates to Fringe Benefits?
 a) Paid holidays b) Stock option schemes
 c) Canteen and uniform d) Company Car
- 3) Behaviourally Anchored Rating Scales is also called as _____.
 a) Behavioural Expectation Scales b) BARS
 c) Field Review Method d) Both 'a' and 'b'
- 4) Job evaluation is done to find out the real _____ of a job.
 a) salary b) worth
 c) value d) comparison
- 5) Where the termination of employment is initiated by the employer is known as _____.
 a) Transfer b) Demotion
 c) Dismissal d) Separation
- 6) _____ is an objective assessment of individual performance to defined standards.
 a) Performance appraisal b) Management development
 c) Training d) Benchmarking
- 7) _____ are variable rewards granted to employees according to variations in their performance.
 a) Perquisites b) Incentives
 c) Bonus d) Salary
- 8) CTC refers to _____.
 a) Competency to Cost b) Cost to Company
 c) Cost of Corporate d) Company to Cost
- 9) Which of the following is not relates to Non-Monetary Benefits?
 a) Accident relief b) Recognition of merit
 c) Status d) Responsibilities
- 10) Which of the following is Wage and Salary Administration?
 a) Ability to pay b) Cost of living
 c) Supply and demand of labour d) All the above

- 11) Paired comparison is a method of _____.
 - a) Performance Appraisal
 - b) Development
 - c) Security
 - d) Convenience Handling
- 12) An _____ is a process where candidates are examined to determine their suitability for specific types of job.
 - a) Performance Appraisal
 - b) Assessment center
 - c) Succession
 - d) Competency
- 13) _____ examines and evaluates HR policies, procedures and practices.
 - a) Auditing
 - b) Research
 - c) Accounting
 - d) HRIS
- 14) In _____ methods the appraisals are ranked from best to worst.
 - a) Ranking method
 - b) Forced distribution
 - c) Paired comparison
 - d) Rating method

Q.2 Write short notes. **14**
 a) Challenges to remuneration
 b) Essential characteristics of effective appraisal system.

Q.3 Write short notes. **14**
 a) Incentives for Managers and Executives
 b) Assessment Centre

Q.4 What are the fringe benefits? Explain types of fringe benefits. **14**

OR

What is job evaluation? Explain the methods for job evaluation. **14**

Q.5 Analyse the following case. **14**

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

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

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

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

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Set **P**

**M.B.A. (Semester – IV) (Old) (CBCS) Examination Nov/Dec-2019
Agriculture & Co-operative Management (Paper-IV)
AGRO- PROCESSING INDUSTRIES & RURAL INDUSTRIALIZATION**

Day & Date: Friday, 06-12-2019
Time: 11:30 AM To 02:00 PM

Max. Marks: 70

- Instructions:** 1) All Questions are compulsory.
2) All questions carry equal marks.
3) Figures to right indicate maximum marks.

Q.1 Choose the correct alternatives from the options and rewrite the sentence. 14

- 1) _____ is considered as one of the most basic inputs for conducting all agricultural development programmes.
 - a) Agricultural credit
 - b) Agricultural indebtedness
 - c) Agriculture Produce pricing
 - d) None of these
- 2) Agro Processing Cooperatives in Maharashtra includes _____.
 - a) Cooperative Sugar Industries and Cooperative Spinning Mills
 - b) Dairy Cooperatives
 - c) Fishery Cooperatives
 - d) All of these
- 3) In a co-operative society, the principle followed is _____.
 - a) One man one vote
 - b) No vote
 - c) Multiple votes
 - d) One share one vote
- 4) _____ broadly deals with providing market access, reduction of export subsidies and government subsidies on agriculture products by member countries.
 - a) AOR
 - b) AON
 - c) AOE
 - d) AOA
- 5) _____ is a Multi-lateral organization which facilitates the free flow of goods and services across the world and encourages fair trade among nations.
 - a) WTO
 - b) SAARC
 - c) GATT
 - d) none of these
- 6) _____ are the oldest and most extensive form of rural institutional financing in India.
 - a) Rural Credit cooperatives
 - b) District Central Cooperative Banks
 - c) State Co-Operative Banks
 - d) None of these
- 7) The _____ scheme was introduced in 1998-99 to facilitate short-term credit to farmers.
 - a) Kisan Credit Cards (KCC)
 - b) Kisan Vikas Patra (KVP)
 - c) Kisan credit Scheme
 - d) none of these

- 8) Which of the following statement is/are correct about agricultural credit?
 a) It has played a vital role in supporting agricultural production in India.
 b) It is an important prerequisite for agricultural growth.
 c) It can be classified into short term, medium term and long term credit according to tenure of agricultural credit.
 d) all of the above
- 9) The NABARD bank in India does not provide finances to _____.
 a) EXIM bank
 b) state development bank
 c) agricultural activities
 d) rural development
- 10) Examples of small scale industries are _____.
 a) Xerox and printing
 b) T-Shirt Printing
 c) Photography
 d) All of the above
- 11) _____ is considered a developmental bank in India.
 a) District central cooperative bank
 b) Regional Rural Bank
 c) State Bank of India
 d) National bank for agriculture and rural development
- 12) _____ industries are those industries in which manufacturing, providing services, productions are done on small scale or micro scale.
 a) small scale
 b) medium
 c) large scale
 d) none of these
- 13) _____ means encouraging location of large and small scale units away from urban areas or planned shifting of units from urban areas to rural areas.
 a) Urbanization
 b) Rural Industrialization
 c) Liberalization
 d) Privatization
- 14) _____ co operatives are organized at the district level.
 a) RRBs
 b) SCBs
 c) DCCBs
 d) none of these

Q.2 Write short notes. 14

- a) Need and objectives of Rural credit
 b) Role of SSI

Q.3 Write short notes. 14

- a) National Bank for agriculture and Rural Development (NABARD)
 b) Importance & Functions of Agro Processing Cooperatives

Q.4 Define rural industrialization and explain role of agriculture in rural industrialization and socio-economic benefits of rural industries. 14

OR

Describe about KVIC and explain different promotional measures of KVIC.

Q.5 Analysis the following case.

Linking primary producers with global and national markets through fresh food retail chains is seen as one of the emerging agricultural marketing practices in India to improve small producer's livelihoods. The fresh food retail chains are investing from farm to fork to buy fruits and vegetables directly from farmers and sell them to retail buyers. However, fresh food retail chains are largely found working with only large farmers and exclude small farmers for various reasons. In this context, this paper has examined the operations of a fresh food retail chain named 'Easy Day' and its interlace with farmers in Punjab. The retail chain primarily works with small intensive vegetable cultivators.

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

a) Analyse the above case

06

b) Suggest marketing strategy for above case

08

- b)** X, an Indian Citizen, went out of India for the first time for the purpose of his employment outside India on May 1, 2017 and came back to India on December 1, 2017. Find out his residential status for the assessment year 2018-19. **06**

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M.B.A. (Semester – IV) (Old) (CBCS) Examination Nov/Dec-2019
System Management (Paper - IV)
SECURITY AND CONTROL INFORMATION SYSTEM

Day & Date: Friday, 06-12-2019
 Time: 11:30 AM To 02:00 PM

Max. Marks: 70

- Instructions:** 1) All Questions are compulsory.
 2) All questions carry equal marks.
 3) Figures to right indicate maximum marks.

Q.1 Choose the correct alternatives from the options and rewrite the sentence. 14

- 1) A System can be logged in only if the user logs in with his user ID & Password from a specific Terminal & during a specific time. This Type of security falls under _____.
 - a) Personal Security
 - b) Physical Security
 - c) Logon security
 - d) Communication Security
- 2) _____ is a major form of software theft.
 - a) Computer Virus
 - b) Software Piracy
 - c) Software Privacy
 - d) None
- 3) _____ is a science of Analyzing and breaking secure communication.
 - a) Cryptography
 - b) cryptanalysis
 - c) Cryptology
 - d) Cryptographic Algorithm
- 4) CIA is an acronym for the Goals of Computer Security. CIA stands for _____.
 - a) Compatible, interoperable architecture
 - b) Commercial Intelligent Assessment
 - c) Common Identifier Authentication
 - d) Confidentiality, Integrity, Availability
- 5) Boot up security can be ensured by securing access to the _____.
 - a) CMOS/BIOS
 - b) Hard disk
 - c) Operating system
 - d) Terminal
- 6) One of the following cannot be a source of Virus.
 - a) Using Burnt CD
 - b) Letting Kids access the computer.
 - c) Internet Access
 - d) Opening an e-mail attachments
- 7) Installing best antivirus software is a onetime process which ensures 100% security for all times without any modifications required to be made.
 - a) True
 - b) False
 - c) Not Sure
 - d) Depends
- 8) _____ involves transforming the data into scrambled code using special algorithm which appears meaningless unless retransformed to original data.
 - a) Prototyping
 - b) Encryption
 - c) Programming
 - d) Data Base designing
- 9) A _____ is a program written to alter the way a computer operates, without the permission or knowledge of the user.
 - a) Computer virus
 - b) Operating system
 - c) Application
 - d) Browser

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

Day & Date: Tuesday, 10-12-2019
 Time: 11:30 AM To 02:00 PM

Max. Marks: 70

Instructions: 1) All questions are compulsory.
 2) All questions carry equal Marks.

Q.1 Choose the correct alternatives from the options and rewrite the sentence. 14

- 1) _____ is also known as cost plus pricing, is a common method of pricing.

a) Cost based	b) following competitor
c) Market Oriented	d) Negotiated
- 2) Fast growth is sale in the stage of _____ in international product life cycle.

a) Growth	b) Decline
c) Introduction	d) Maturity
- 3) _____ factors that affect consumer purchasing power and spending patterns.

a) Economic	b) Cultural
c) Demographic	d) Political
- 4) _____ the forces which contribute growth of international business.

a) Driving	b) Restraining
c) External	d) Internal
- 5) _____ is any paid form of non-personal presentation and promotion of ideas, goods by identified sponsor.

a) Sales Promotion	b) Trade fairs
c) Advertising	d) None of these
- 6) _____ immediate environment like suppliers, distributors, customers and competitors.

a) Macro environment	b) Local
c) None of these	d) Microenvironment
- 7) The product is introduced with high initial price to skim the cream of market is _____.

a) Market Skimming	b) Market Share
c) Disposal of surplus	d) Profit Maximization
- 8) _____ studies populations in terms of age, gender, race, occupation, location and other statistics.

a) Economic	b) Cultural
c) Demographic	d) Political
- 9) _____ is anything that can be offered to a market to satisfy a want or need.

a) Price	b) Product
c) Brand	d) Promotion
- 10) The activities of designing and producing the container or wrapper for a product is _____.

a) Packaging	b) Product
c) Brand	d) Labeling

- 11) Under _____ strategy the product is modified to suit the environment of foreign market.
- | | |
|----------------|------------------|
| a) Adoption | b) Extension |
| c) Development | d) None of these |
- 12) Saturation of sales in the stage of _____ in international product life cycle.
- | | |
|------------|-----------------|
| a) Decline | b) Maturity |
| c) Growth | d) Introduction |
- 13) Declining the sale in the stage of _____ in international product life cycle.
- | | |
|-----------------|------------|
| a) Introduction | b) Growth |
| c) Maturity | d) Decline |
- 14) _____ includes economic, social, political / legal forces.
- | | |
|----------------------|---------------------|
| a) Macro environment | b) Export |
| c) Import | d) Microenvironment |

Q.2 Write Short Notes. **14**

a) International distribution channel
b) International market selection

Q.3 Write Short Answer. **14**

a) International PLC
b) International Market Entry Strategies

Q.4 a) Explain in brief pricing decisions and factors affecting international determination. **14**

OR

b) What is international marketing? Describe in brief about various factors of international marketing environment.

Q.5 Case Study **14**

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

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

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No.Set **P**

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

Day & Date: Saturday, 07-12-2019
 Time: 11:30 AM To 02:00 PM

Max. Marks: 70

Instructions: 1) All questions are compulsory.
 2) Figure to the right indicate full marks.

Q.1 Choose the correct alternatives from the options and rewrite the sentence. 14

- 1) _____ is locally incorporated bank that is either wholly owned or owned in major part by a foreign parent.
 - a) Correspondent Bank
 - b) Foreign Branches
 - c) Subsidiary Bank
 - d) Representative Office
- 2) _____ bonds are underwritten normally by the underwriters of the country where they are issued.
 - a) Foreign Bond
 - b) Euro Bond
 - c) Global Bond
 - d) Bearer Bond
- 3) _____ mainly facilitates the imports & exports of their clients by arranging trade financing.
 - a) Central Bank
 - b) IMF
 - c) International bank
 - d) World Bank
- 4) _____ are a debt instrument, that are issued by international agencies governments & companies for borrowing foreign currency for specified period of time.
 - a) ADR
 - b) GDR
 - c) International Bond
 - d) International Equities
- 5) _____ is a type of negotiable (transferable) financial security that is traded on a local stock exchange but represents a security, issued by a foreign publicly listed company.
 - a) Depository Receipt
 - b) International Bond
 - c) Global Bond
 - d) International Equity
- 6) The term _____ refers to the class of foreign exchange transaction which requires the immediate delivery or exchange of currencies.
 - a) Option Rate
 - b) Future Rate
 - c) Spot Exchange Rate
 - d) Forward Rate
- 7) _____ is a contract or financial instrument that gives holder the right, but not the obligation, to sell or buy a given quantity of an asset as a specified price at a specified future date.
 - a) Option
 - b) Future
 - c) Swap
 - d) Forward
- 8) The Purchasing Power Parity Theory was introduced by _____.
 - a) Gustav Cassel
 - b) Adam Smith
 - c) Irving Fisher
 - d) Alfred Marshal
- 9) _____ option can be exercised at any time during the contract.
 - a) European option
 - b) American Option
 - c) Call Option
 - d) Put Option

- 10) _____ is the investment made by a transnational corporation to increase its international business.
- a) Foreign Institutional Investment b) Depository Receipt
c) Foreign direct investment d) International Equity Market
- 11) _____ is inherent in the businesses of all multinational enterprises as they are to make or receive payments in foreign currencies.
- a) Translation Exposure b) Transaction Exposure
c) Economic Exposure d) Exchange Rate Risk
- 12) Enterprise may reduce its exchange risk by making & receiving payment in same currency is termed as _____.
- a) Money Market Operations b) Internal Technique
c) External Technique d) Netting
- 13) _____ represents the potentially adverse impact of a country's environment on the MNC's cash flows.
- a) Country Risk b) Interest Rate Risk
c) Purchasing Power Risk d) Global risk
- 14) The cost of capital for MNCs may differ from that for domestic firms because of the following differences _____.
- a) Size of Firm
b) Access to International Capital Markets
c) International Diversification
d) All of the above

Q.2 Write Short Notes. 14

- a) Purchasing Power Parity
b) Types of International Bond Market

Q.3 Attempt Following: 14

- a) The US Inflation rate is expected to average about 5% annually, while the Indian Rate of Inflation is expected to 7% annually. If the Current rate for the Rupee is \$ 0.0315. What is the expected rate in 2 years?
- b) Following are the foreign exchange Rate in different market:
Delhi: Rs. 68.25 Per Dollar
London: Rs. 82.15 Per GBP
New York: \$ 1.7210 Per GBP
Given with \$ 5 Million Calculate arbitrage gain

Q.4 a) Reliable manufacturer imports equipments from European Market has to make payment of Euro \$1.1 Million after 3 Months. Company is facing uncertainty of appreciation of Euro against Rupees. What can company do with the knowledge of the following data? 14
3 Months interest rates are: 4% on Euro and 6% on Indian Rupees.
The current Spot Rate is 1Euro = Rs. 78/-

OR

- b) Explain the various types of risk faced by companies due to international operations. Also explain various internal and external techniques to cover risk. 14

Q.5 Case Study

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

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

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

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

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

Seat
No.Set **P**

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

Day & Date: Monday, 09-12-2019
 Time: 11:30 AM To 02:00 PM

Max. Marks: 70

Instructions: 1) All questions carry equal Marks.
 2) Figures to the right indicate full marks.

Q.1 Choose the correct alternatives from the options and rewrite the sentence. 14

- 1) _____ refers to the activities an organization carries out to utilize its human resources effectively.
 - a) Finance
 - b) HRM
 - c) Marketing
 - d) production
- 2) Which of the following is/are staffing policies?
 - a) The ethnocentric approach
 - b) The polycentric approach
 - c) The geocentric approach
 - d) all of the above
- 3) _____ policy is concerned with the selection of employees for a particular job.
 - a) International Training & Development
 - b) International compensation
 - c) International performance appraisal
 - d) International staffing
- 4) _____ seeks to foster an appreciation for the host country's culture.
 - a) Cultural Training
 - b) Language Training
 - c) Practical Training
 - d) None of these
- 5) The most common approach to expatriate pay is _____.
 - a) Going rate approach
 - b) the balance sheet approach
 - c) Salary approach
 - d) None of these
- 6) HR Challenges of International Business includes _____.
 - a) Deployment
 - b) Knowledge and innovation dissemination
 - c) Identifying and developing talent globally
 - d) All of the above
- 7) _____ means the relationships among the worker, the union, and the employer.
 - a) Industrial relations
 - b) Work councils
 - c) Codetermination
 - d) None of these
- 8) _____ are citizens of the countries in which they work.
 - a) Expatriates
 - b) Home-country nationals
 - c) Third-country nationals
 - d) Locals
- 9) Which of the following is/are Reasons to Use Expatriates?
 - a) Technical competence
 - b) Know company culture
 - c) Climbing the corporate ladder
 - d) All of the above
- 10) Kidnapping and Ransom (K&R) Insurance includes _____.
 - a) costs associated with kidnappings
 - b) abductions
 - c) extortion attempts
 - d) all of the above

- 11) _____ firm which independent business units operating in multiple countries.
 a) Multinational corporation b) International corporation
 c) Global corporation d) Transnational corporation
- 12) _____ is about developing, sharing, and applying knowledge within the firm to gain and sustain a competitive advantage.
 a) Management of IHRM b) CSR
 c) Knowledge management d) Knowledge
- 13) Factors Affecting International Pay includes _____.
 a) ownership and capital markets b) manager's autonomy
 c) both a & b d) None of these
- 14) _____ is known as outsourcing.
 a) Headhunting b) Employee leasing
 c) Off shoring d) None of these

Q.2 Write short notes. 14

- a) Steps in establishing a global pay system
 b) Knowledge management in MNC

Q.3 Write short notes. 14

- a) Terrorism, Safety, and Global HR
 b) Diffusability of employment practices

Q.4 Define GHRM and List the HR challenges of international business and explain how intercountry differences affect HRM. 14

OR

Q.4 Explain the term International staffing and briefly describe the main methods for staffing global organizations.

Q.5 Case Study:

Kazari Spinners the leading market leader established in 2001 at Kolhapur. The main production of this organization was Cotton Yarn with excellent quality. After 5 years the Managing Director Mr. Ramesh thought that he should start different yarns which would be export in other countries. With the dream of Ramesh, Kazari Spinners extended his business in Terrylenes and Woolen yarn. In 2010 with the globalization of cotton industries Kazari Spinners had started to acquire spinning mills at foreign land. At the time of acquisition, they determined to change human resource policies into international human resource policies for improvement in quality and quantity. But, the determination remained only a thought and vanished with the time. In 2014 again after the failure in market all directors came together at Kolhapur headquarter for discussion and all were confused about international human resource policies. Help Mr. Ramesh to form international human resource policies for foreign branches.

- a) Analyze the above case. **04**
 b) Identify the problem statement in above case. **04**
 c) Suggest alternative solutions for solving problem and give justification. **06**

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

Day & Date: Monday, 09-12-2019
 Time: 11:30 AM To 02:00 PM

Max. Marks: 70

Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

Q.1 Choose the correct alternatives from the options and rewrite the sentence. 14

- 1) _____ is used to summarize any kind of data.
 - a) Pivot Table Report
 - b) Scenarios
 - c) Solver
 - d) Goal Seek
- 2) There are _____ types of array.
 - a) One
 - b) Two
 - c) Three
 - d) Four
- 3) Which of the following is an increment operator?
 - a) '+'
 - b) '-'
 - c) '++'
 - d) '--'
- 4) Which of the following is true in case of 'while' loops?
 - a) The condition is checked before the statements are executed
 - b) The condition is checked after the statements are executed
 - c) The condition is checked while the statements are executed
 - d) All the statements are True
- 5) A function that calls itself is known as a _____ function.
 - a) Static
 - b) Recursive
 - c) Null
 - d) None of the Above
- 6) Object-oriented programming allows the analysis and design of an application in terms of _____.
 - a) Computer Program
 - b) Variables
 - c) Functions
 - d) entities
- 7) An object is _____ of a class.
 - a) A property
 - b) A method
 - c) A variable
 - d) An instance
- 8) Which of the following is a branching construct?
 - a) IF-Else
 - b) Switch-Case
 - c) Both a & b
 - d) None of a & b
- 9) The _____ statement is used to skip a part of the looping block and go to next iteration.
 - a) for
 - b) skip
 - c) stop
 - d) continue
- 10) A variable declared inside the function is called _____.
 - a) Private Variable
 - b) function variable
 - c) local variable
 - d) complex variable

