[6025]-1

F.Y.M.B.A.

101-GC-01: MANAGERIAL ACCOUNTING

(2019 Pattern) (Semester - I) (101)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:
1) *All questions are compulsory.*
2) *Each question carries equal marks.*

Q1) Attempt any 5 questions having 2 marks each.   **[10]**

     a) Define margin of safety.

     b) Financial accounting is concerned with_____.

         i) Recording of business expenses & revenue

         ii) Recording of costs of products & services

         iii) Recording of day to day business transactions

         iv) None of the above

     c) Explain the term of overheads.

     d) Which of these is not an objective of cost accounting?

         i) Ascertainment of cost

         ii) Determination of selling price

         iii) Cost control and cost reduction

         iv) Assisting shareholders in decision-making

     e) The correct form of accounting equation is_____.

         i) Assets – Receivable = Equity

         ii) Assets + Receivable = Equity

         iii) Assets – Liabilities = Equity

         iv) Assets + Liabilities = Equity

     f) _____cost refers to those cost which have already been incurred and cannot be altered by any decision in the future.

     g) Preliminary expenses are recorded in_____.

     h) Which concept states that "for every debit, there is a credit"?

         i) Money measurement concept

         ii) Accounting period concept

         iii) Separate entity concept

         iv) Dual Aspect concept

P.T.O.

Q2) Attempt any 2 questions having 5 marks each. **[10]**
   a) Management accounting is the presentation of accounting information in such a way as to assist the management in the creation of policy and in the day to day operation of the undertaking. Explain the statement.
   b) Explain the various accounting principles.
   c) Differentiate between cost accounting & financial accounting.

Q3) Attempt any one out of two. **[10]**
   a) Blue 7 pvt Ltd. produces plastic pots and furnish with you following particulars. You are required to prepare a cost sheet for the period 31st Dec. 2022 showing.
      i) Prime cost,
      ii) Works cost,
      iii) Cost of production,
      iv) Cost of sales
      v) Profit and
      vi) Cost per unit (unit produced 1000)

Particulars	Amount Rs.
Material consumed	1,00,000
Wages	40,000
Power & fuel-factory	20,000
Depreciation of machinery	6,000
Repairs of machine	8,000
Depreciation of office furniture	2,000
Supervision Expenses-factory	2,000
Hire charges for machines of special	-
Purpose in production	4,000
Wages paid to factory housekeeping	20,000
Audit fees	1,500
Director's fees	7,500
Bad debts	2,500
Office expenses	3,500
Salaries	2,000
Rent factory	5,000
Sales	3,00,000
Salesmen salary	8,000
Advertising expenses	2,000
Delivery van expenses	8,000
Warehouse rent	6,000
Printing & stationery	1,000
Direct expenses	8,000

OR

b) From the following Trial Balance extracted from the books of Trish trading as on 31st March 2022, Prepare final accounts as on 31st March 2022 after taking into consideration the adjustment given below the trial balance.

Trial Balance

Particulars	Debit Rs.	Credit Rs.
Sundry Creditors		46,000
Rent	1,200	
Cash in Hand	3,000	
Cash at Bank	1,400	
Stock on 1-4-21	16,000	
Bad debts	1,000	
Discount	400	1,000
Purchases & sales	1,10,000	1,68,000
Carriage on sale	3,600	
Plant & Machinery	20,000	
Sales return	8,000	
Carriage on purchase	1,000	
Furniture	12,000	
Insurance	3,000	
Salaries	6,000	
Bills receivable	12,000	
Drawings	12,000	
Wages	12,000	
Provision for doubtful debts		2,000
Capital		50,000
Sundry debtors	40,000	
Commission	8,400	
Purchases return		4,000
	2,71,000	2,71,000

Adjustments:
i) Depreciate plants machinery at 10% and furniture at 5%.
ii) Insurance prepaid Rs. 200.
iii) Outstanding salary Rs. 1,000 and outstanding rent Rs. 200.
iv) Maintain R.D.D. at 6% on Debtors.
v) Closing stock Rs. 20,000/-

Q4) Attempt any one out of two. **[10]**

a) Max Ltd. company furnishes you the following data relating to the year 2022.

	First half of the year Rs.	Second half of the year Rs.
Sales	45,000	50,000
Total cost	40,000	43,000

Assuming that there is no change in prices and variable cost and that the fixed expenses are incurred equally in the two half year period calculate for the year 2022.

i) P/V ratio.

ii) Fixed Expenses.

iii) Break-even sales.

iv) Percentage of margin of safety.

OR

b) MK Trader prepared the following budget estimated for the year 2020-21.

Sales	15000 units
Fixed cost	Rs. 34,000
Sales Value	Rs. 1,50,000
Variable cost per unit	Rs. 6

You are required to calculate.

i) P/V ratio

ii) BEP sales

iii) Margin of safety

Q5) Attempt any one out of two. **[10]**

a) The following is the information given by DS industries for 50% production (1000 units).

Raw material	Rs. 100 per unit
Direct labour	Rs. 80 per unit
Direct expenses	Rs. 20 per unit
Factory expenses	Rs. 1,00,000 (40% fixed)
Administrative expenses	Rs. 50,000 (50% variable)

Prepare a flexible budget for production capacity at 80% and 100%.

OR

b) As a cost accountant you are required to assess material cost variance, material price variance and material usage variance from the given information.

	Standard	Actual
Quantity of material	5000 units	5500 units
Price per unit	Rs.2	Rs.3

✿   ✿   ✿

[6025]-2

M.B.A. (Theory)

102 : GC - 02 : ORGANIZATIONAL BEHAVIOUR

(2019 Pattern) (Semester - I)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) *All questions are compulsory.*
2) *Each question carries 10 marks.*
3) *Figures to the right indicate marks for questions.*

Q1) **Answer any five :** **[5 × 2 = 10]**

a) Define organisational behaviour.

b) What are felt emotions & displayed emotions?

c) Which are the three elements of personality?

d) What is self serving bias?

e) Name the five levels of Abraham Maslow's need hierarchy theory of motivation.

f) Name all the five stages in the model of group development.

g) Define organisational culture.

h) What are the three steps in Kurt - Lewin's change model?

Q2) **Answer any two :** **[2 × 5 = 10]**

a) Explain any two strategies of handling organisational stress.

b) Discuss the evolution of OB.

c) Elucidate victor vroom's theory of motivation.

P.T.O.

Q3) a) Relate from your own experience and give two examples of perceptual illusions & explain them. **[10]**

OR

b) The union leader of Bajaj Tempo called for a strike which lasted for more than a year. Discuss the sources of power for formal and informal groups in organisation.

Q4) a) In your view, which leadership theory is best - trait theory or behavioural theory? Why? **[10]**

OR

b) Show the difference between Autocratic Model and Democratic Model.

Q5) a) "A young person is appointed as boss to the existing employees". How this change can be managed in an organisation? **[10]**

OR

b) In a Merger, what type of culture will be helpful? Strong or Weak? Why?

▽ ▽ ▽ ▽

[6025]-3
F. Y. M.B.A.
103 GC - 03 : ECONOMIC ANALYSIS FOR BUSINESS DECSIONS
(2019 Pattern) (Semester -I)

Time : 2½ Hours]   *[Max. Marks : 50*
Instructions to the candidates:
   1)   *All questions are compulsory.*
   2)   *Draw graph wherever necessary.*
   3)   *Figures to the right indicates full marks.*

Q1) Solve any Five (2 marks each)   **[10]**

   a)   Who is the father of economics?

   b)   What is managerial economics?

   c)   Two indifference curves cannot intersect each other.(TRUE OR FALSE)

   d)   Write the subtypes of income elasticity.

   e)   What is sunk cost?

   f)   What is price skimming?

   g)   What is meant by propensity to consume?

Q2) Solve any two.(5 marks each)   **[10]**

   a)   Explain opportunity cost with an example.

   b)   Elaborate on profit maximisation theory of the firm.

   c)   State law of demand with schedule & graph.

Q3) Solve any One.   **[10]**

   a)   Elaborate Marris'Growth maximisation model.

<div align="center">OR</div>

   b)   Explain different types of price elasticity of demand.

Q4) Solve any One. **[10]**

    a)   Describe cost output relationships in the short run.

<div align="center">OR</div>

    b)   In the longrun how monopolist earn super normal profit. Explain with diagram.

Q5) Solve any One. **[10]**

    a)   Explain break even analysis with the help of diagram.
<div align="center">OR</div>
    b)   Discuss the features of different stages of business cycles.

<div align="center">♦   ♦   ♦</div>

[6025]-4

M.B.A.

104 GC-04 : BUSINESS RESEARCH METHODS

(2019 Pattern) (Semester - I)

Time : 2½ Hours]   *[Max. Marks : 50*
Instructions to the candidates :
1) *All questions are compulsory.*
2) *Figures to the right indicate full marks.*
3) *Draw neat labelled diagrams wherever necessary.*

Q1) Solve any five :   **[5 × 2 = 10]**
   a) Define Business Research.   **[2]**
   b) Enumerate types of non-probability sampling methods.   **[2]**
   c) What is Type-I error in testing of hypothesis?   **[2]**
   d) What is 'Likert Scale'?   **[2]**
   e) State any two purpose of 'Literature Review'.   **[2]**
   f) Define Correlation.   **[2]**
   g) List different variables used in experimental research.   **[2]**

Q2) Solve any Two :   **[2 × 5 = 10]**
   a) Explain which are different ethical considerations researcher should
      think before start of business research.   **[5]**
   b) Discuss outline of research report.   **[5]**
   c) Describe sampling & non-sampling error in research.   **[5]**

Q3) Solve any One :   **[1 × 10 = 10]**
   a) Prepare a questionnaire for the following situation :
      To conduct a study on employee satisfaction in particular sector. Student
      can assume and mention specific objectives.   **[10]**
   b) Explain different probability sampling methods with suitable example.
                                                                      [10]

Q4) Solve any One :   **[1 × 10 = 10]**

    a)   Differentiate between Exploratory & Conclusive Research Design.

                                                           [10]

    b)   Appraise different primary data collection methods used in management research.   **[10]**

Q5) Solve any One :   **[1 × 10 = 10]**

    a)   i)   A retail store marketing manager wants to know if there is a significant association between the gender of a customer and his/her brand preferences.

                 The results of the survey are shown in the table below :

	Brand A	Brand B	Brand C	Total
Male	100	70	30	200
Female	140	60	20	220
Total	240	130	50	420

                 To see if gender is linked to brand preference, perform a Chi-square test of independence, construct suitable null & alternative hypothesis.   **[5]**

                 The results of Chi-Square Test.

                 Calculated Value = 0.932

                 Critical Statistic = 5.99 at 5% level of significance

                 Interpret the results.

       ii)   A sample survey of 16 consumers done in a particular locality. The mean monthly expenditure was found to be Rs. 14,000 with standard deviation Rs. 960. The past data on expenditure has given a mean value Rs. 12,000. Using 5% level of significance can we conclude the average expenditure differ from Rs. 12,000 construct suitable hypothesis.   **[5]**

                 Given that : Calculated t-value = 8.333

                          Tabulated t-value = 1.753

    b)   A leading EMCG company hired you as a researcher. The task before you is to assess the buying habits of rural customers of Maharashtra.

           Develop a research proposal for the same with suitable assumptions.

                                                            [10]

□□□

[6025]-6

F.Y. M.B.A.

106 : GC - 06 : DIGITAL BUSINESS

(2019 Pattern) (Semester - I)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

   1)   *All questions are compulsory.*

   2)   *Figures to the right indicate full marks.*

Q1) Solve any five :

   a)   Define online stock trading with example.   **[2]**

   b)   List the major drivers of E-Commerce.   **[2]**

   c)   Define web 2.0 and list its attributes.   **[2]**

   d)   Recall the concept of Social Entertainment.   **[2]**

   e)   Define the term 'Pure Virtual Bank'. Elaborate with example.   **[2]**

   f)   What do you mean by E-Tailing?   **[2]**

   g)   What do you mean by E-marketplace?   **[2]**

   h)   Describe virtual communities.   **[2]**

Q2) Solve any two :

   a)   Compare and contrast traditional auction with e-auction.   **[5]**

   b)   Define e-learning and discuss drivers of e-learning.   **[5]**

   c)   Compare and contrast traditional travel business Vs online travel Business.   **[5]**

Q3) Solve any one :

    a)   Define EC order fulfillment and describe the EC order fulfillment process for Amazon. **[10]**

    b)   Discuss different categories and potential uses of smart cards. Also explain different payment gateways. **[10]**

Q4) Solve any one :

    a)   EHR systems is designed to improve patient coordination, patient outcome and reduction in health care costs. Support the statement. **[10]**

    b)   E-tailing supports business promotions online. It allows companies to close up profitable stores and maintain the profitable ones. Appraise the significance of E-tailing in current scenario. **[10]**

Q5) Solve any one :

    a)   You are appointed as a consultant, design a suitable business model for an online beauty store. **[10]**

    b)   You are appointed as a consultant, design a suitable business model for online real estate business. **[10]**

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[6025]-7
F.Y. M.B.A.
107 GE - UL - 01 : MANAGEMENT FUNDAMENTALS
(2019 Pattern) (Semester -I)

Time : 2 Hours]   *[Max. Marks : 50*
Instructions to the candidates:
1) *All questions are compulsory with Internal choices with in the Questions.*
2) *5 Questions each carries 10 marks.*
3) *Give suitable examples & diagrams whereever necessary.*

Q1) Answer any 5   **[5×2=10]**

a) Describe the term management.

b) Define planning.

c) Explain product departmentalization.

d) Define Goals and plans.

e) What is contemporary approach to management.

f) Define controlling.

g) List the types of Decisions.

h) Explain the concept of flexi work.

Q2) Answer any 2   **[2×5=10]**

a) Illustrate the Hawthorne experiment of Human resource approch.

b) Write the difference between mechanistic organisation and organic organisation.

c) What is bounded rationality? Explain its process?

P.T.O.

Q3) a) Evaluate the factors affecting structural choice of an organisation **[10]**

OR

b) Suppose you have been asked by a company to design its control system. Which of the alternative will you follow in designing the control system? and why? (Forward or Backward)

Q4) a) Explain the concept of Rational Decision Making. Explain its process in detail. **[10]**

OR

b) Discuss the characteristics of boundary less organization and also Analyse the effect of the same among employee's of today's contemporary organization.

Q5) a) A large car manufacturing organisation wants to implement MBO. What is the process that you will follow to implement MBO effectively. **[10]**

OR

b) Analyse the role and importance of management in the present society?

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[6025]-8

First Year M.B.A.

GE - UL - 02 : 108 : INDIAN ECONOMY

(2019 Pattern) (Semester - I)

Time : 2 Hours] *[Max. Marks : 50*

Instructions to the candidates:
1) *All questions are compulsory.*
2) *Figures to the right indicate full marks.*
3) *Each question has an internal option.*

Q1) **Solve any five (each 2 marks) :**

a) Define financial inclusion.

b) Explain meaning of poverty.

c) Explain meaning of monetary & fiscal policy.

d) List down the items included under revenue & capital receipts account of budget.

e) Define start - ups & angel investors.

f) What is Balance of payments?

g) What is the purpose of economic survey?

h) Define fiscal deficit.

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

a) Explain the phase of population explosion in India with the help of theory of demographic transition.

b) Elaborate the importance of agricultural sector in Indian economy.

c) Explain the role of Reserve Bank of India in Indian Economy.

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

    a)   Illustrate the government initiatives to boost development of small scale & cottage industries in India.

    b)   Examine the composition of foreign trade in India.

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

    a)   "Monetary policy is an instrument to control money supply in economy", explain with the heep of tools of monetory policy.

    b)   Discuss the sources & importance of unconventional sources of energy for India.

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

    a)   "The share of tertiary sector is growing in the economy compared to primary & secondary sectors". Analyze the statement.

    b)   Outline the importance of human development index. Recommend policy to improve Indias HDI.

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[6025]-9
F.Y. M.B.A.
109 GE-UL-03 : ENTREPRENEURSHIP DEVELOPMENT
(2019 CBCS Pattern) (Semester - I)

Time : 2 Hours]   *[Max. Marks : 50*

Instructions to the candidates:
   1)   *All questions are compulsory.*
   2)   *Each question carries 10 marks.*

Q1) Solve any five (2 marks each).

    a)   Define the concept of Entrepreneur & Entrepreneur.

    b)   Define Social Entrepreneurship.

    c)   What is Innovation?

    d)   What is Business Plan?

    e)   What is Small Scale Industries?

    f)   Name the four types of Entrepreneur.

    g)   What is social sector.

    h)   Define networking in business.

Q2) Solve any two (5 marks each).

    a)   Explain the Innovation theory of Schumpeter.

    b)   What do you understand by Porters Five Forces Model?

    c)   Explain the objectives of Business Plan.

P.T.O.

Q3) Solve any one (10 marks each).

a) How enterpreneur training will help to become successful business tycoon.

b) Illustrate the role of government to promote entrepreneurship in India.

Q4) Solve any one (10 marks each).

a) Outline the role of NIESBUD for Entrepreneur Development.

b) Illustrate the role performed by the Entrepreneurs in Economic Development of Country.

Q5) Solve any one (10 marks each).

a) Justify the responsibilities of Social Entrepreneur towards society.

b) Make in India, Startup India? Still India are the flagship programs of the government. Government initiated these programs for national development, job creation & economic development Considering this, explain the role of government in cultivating & developing entrepreneurial culture in India.

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[6025]-10

F.Y. M.B.A.

GE-UL-04 (110) : ESSENTIALS OF PSYCHOLOGY FOR MANAGERS

(2019 Pattern) (Semester - I)

Time : 2 Hours] *[Max. Marks : 50*
Instructions to the candidates :
   1)   *All questions are compulsory.*
   2)   *Figures on the right indicate full marks.*

Q1) **Answer any 5 (Two marks each) :** **[10]**

  a) Experimental Psychologists who design experiments to determine causes of behavior would be interested in goals of

    i)   Description   ii) Explanation

    iii) control   iv) Prediction

  b) A region where axon of one neuron is approaching the other is called _____

    i)   dendrite   ii) axon

    iii) myelein sheath   iv) Synapse

  c) Define memory retrieval

  d) Define Instrumental Conditioning

  e) What is Perceptual illusions?

  f) What is Mental Imagery?

  g) Name any two parts of a neuron

Q2) **Answer any 2 (Five mark Each) :** **[10]**

  a) Explain Principles of Perception

  b) Compare Bottom Up Processing, Top Down processing, Information Processing.

  c) Write Short Note on The Brain and Human Behavior.

P.T.O.

Q3) **Answer any 1 :** [10]

    a)   Define Psychology. Discuss the branches of Psychology in detail

    b)   Define Emotion. What are the Theories of Emotion explain?

Q4) **Answer any 1 :** [10]

    a)   What is thinking? Describe the various types of thinking.

    b)   Explain with relevant examples the role of reinforcement in developing subordinate Social Behavior.

Q5) **Answer any 1 :** [10]

    a)   Explain how is sensory adaptation essential for everyday psychological functioning?

    b)   Differentiate between Psychiatrist and Psychologists as profession with relevant examples.

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SEAT No. :

[Total No. of Pages : 3

[6025]-11

M.B.A. (Part - I)

111 GE-UL-05 : LEGAL ASPECTS OF BUSINESS

(2019 Pattern) (Semster - I)

Time : 2 Hours]   *[Max. Marks : 50*

Instructions to the candidates:

1)   *All questions are compulsory.*

2)   *All questions carry equal marks.*

Q1) Answer <u>any 5 out</u> of the following (2 marks each).   **[5×2=10]**

a) Define Unfair Trade Practices under consumer Protection Act 1986?

b) What is a contract for "Sale of Goods" under the sale of Goods Act 1930?

c) Define contract and enlist the type of contract?

d) Define Agent and list the different types of agency under the contract of Agency.

e) Who is the holder in due course in negotiable instrument under negotiable instrument Act 1881?

f) List the different types of Endorsement under negotiable instrument Act , 1881?

g) Define Memorandum of Association under companies (Amendment) 2015 Act?

h) Define District consumer Protection council?

Q2) Answer <u>any 2</u> (5 marks each).   **[2×5=10]**

a) Distinguish between Memorandum of association and Articles of association?

b) Explain the nature of a contract of sale of goods and bring out clearly the distinction between a sale and an agreement to sell.

c) Compare the Patents, copyright, Trademark under the Intellectual Property Rights.

P.T.O.

Q3) a) Define Negotiable Instrument. What are the essential features of Negotiable Instrument under Negotiable Instrument Act, 1881? **[10]**

Also analyse the following case -

By Means of fall preference A has obtain from B a cheque crossed "not negotiable". He took the cheque to a bank (other than drawee bank) which paid it. B sues the bank for conversion.

    i) Has A Committed any offence or irregularity under the negotiable instrument Act.

    ii) Is B entitled to get any relief.

<div align="center">OR</div>

b) Explain 'condition' & 'warranty' & its essentials under sales of Goods Act. **[10]**

Also analyse the following case-

Ram Consults Shyam, a motor car dealer for a car suitable for touring purposes to promote the sale of his product. Shyam suggests 'Maruti' & Ram accordingly buys its from Shyam. The car car turns out to be unfit for touring purposes.

    i) What remedy Ram is having now under the sate of goods Act, 1930?

Q4) a) On her sister's wedding Radha decided to gift her gold earrings When she shared her plan with her husband, he showed her an article in the daily newspaper under the heading 'Jago Grahak Jago'. The campaign included details about the various aspects that people must consider before buying any gold jewellery. **[10]**

On the basis of above case solve the following questions.

    i) Define the terms "complaint" and "complainant" as used in the consumer Protection Act 1986.

    ii) After analysing the above case what do you think the reason for campaigns like "Jago Grahak Jago" are inserted in the newspaper?

    iii) Name the right of consumer being fulfilled through this initiative of the government.

    iv) State any three responsibilities that Radha must discharge as an aware consumer while buying her sister's wedding gift.

<div align="center">OR</div>

b) Explain in detail the District forum under the consumer protection Act 1986. **[10]**

Q5) a) In one of the cases' the Goa State commission held that " the consumer Protection Act is not for entertaining as compensating speculative transactions or Losses". It held that compensation cannot be given under the consumer Protection Act to those involved in sale and purchase of shares, which are commercial transactions. The order follows an appeal by a Mumbai - based stock broker - India Infoline Limited against an order of the Goa District consumer Forum. Initially, the judgement of the Goa District consumer Forum has awarded damages to Panaji - resident Vaman Nagesh who had lost money in share trading through a stock broker India Infoline Limited. **[10]**

In context of the above case.

i)   What are the three consumer disputes redressal agencies at different levels under consumer Protection Act?

ii) Why do 'commercial transactions' not fall under the purview of 'Consumer' under the consumer Protection Act?

iii) Why do you think that the above mentioned case was initially filed in the Goa District Forum by Vaman Nagesh?

iv) Where do you think Vaman Nagesh could have filed a further appeal in case he was not satisfied with the judgement passed about his case by the Goa State Commission.

OR

b) What is E - Governance? Explain the four pillars of E - Governance.**[10]**

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[6025]-12

First Year M.B.A.

GE - UL - 06 : DEMAND ANALYSIS & FORECASTING

(2019 Pattern) (Semester - I) (112)

Time : 2 Hours] [*Max. Marks : 50*

Instructions to the candidates:
1) *All questions are compulsory.*
2) *Figures to the right indicate full marks.*
3) *Each question has an internal option.*

Q1) **Solve any five (each 2 marks, 10 marks)**

a) Describe Focus Group.

b) Describe a simple moving average.

c) Describe Market Experiment Method

d) List out the criteria of a good forecasting method.

e) What is difference between Qualitative and Quantitative forecasting method?

f) Describe the main advantages and limitations of survey data.

g) If the actual demand for a period is 95 units but forecast demand was 90 units. Calculate the forecast error.

h) Which two methods you will use for forecasting data showing trends.

Q2) **Solve any two (5 marks each, 10 marks)**

a) Illustrate the Role of forecasting in Supply Chain.

b) Summaries Types of Demand Elasticity with appropriate example

c) Explain how Cross Impact Analysis is useful to the wrist watch manufacturer.

P.T.O.

Q3) **Solve any one (10 marks each) :**

a) Compare and Contrast Delphi method and Historical Analogy methods.

OR

b) Describe components, application, pros and cons of Holt-Winters smoothing Method.

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

a) Explain the important components of a time series.

OR

b) Describe the different types of New Product Forecasting methods used in real world with appropriate example.

Q5) **Solve any one (10 marks each) :**

a) If average if the historical demand is as follows:

January is 39, February is 36, March is 40, April is 42, May is 49, and June is 46.

i) Using a weighted moving average method with weights of 0.50 (June), 0.30 (May), and 0.20 (April), find the July forecast.

ii) Using a simple two-month moving average, find the July forecast.

OR

b) Exponential smoothing is used to forecast automobile battery sales. Two values of α are examined, $\alpha = 0.8$ and $\alpha = 0.5$. Evaluate the accuracy of each smoothing constant. Which is preferable? (Assume the forecast for January was 22 batteries.) Actual sales are given below:

Month	Actual Battery Sales	Forecast
January	20	22
February	21	
March	15	
April	14	
May	13	
June	16	

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[6025]-21

F.Y. M.B.A.

201 - GC : 07 : MARKETING MANAGEMENT

(2019 Pattern) (Semester -II)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

    1) Draw neat labeled diagrams whenever necessary

    2) Figures to the right indicate full marks.

    3) Attempt all Questions.

Q1) Solve any <u>Five</u> Questions   **[10]**

    a)   List 5M's of Advertising

    b)   Define the term personal selling

    c)   State the concept of Brand Equity

    d)   What is 'Idea Generation' in New Product Development

    e)   Enlist the elements of Marketing communication Mie

    f)   Define Franchisee

    g)   Recall the definition of 'Price'

    h)   Memorise the concept or 'Marketing control'

Q2) Solve any <u>two</u> of the following.   **[10]**

    a)   Compare & contrast 'Product vs Brand'

    b)   Compare & contrast 'Advertising vs Sales Promotion'

    c)   What are the steps taken to set the price of a product

Q3) Solve any <u>One</u>.   **[10]**

    a)   Formulate a promotional Mix for a'toothpaste'

    b)   Discuss the constituents of the marketing communication mix for a 'Mobile Hand set'

Q4) Solve any One. **[10]**

    a)   Design suitable distribution channels for a 'Softdrink company'.

    b)   Design suitable distribution channels for a 'New Business Book'.

Q5) Solve any One. **[10]**

    a)   Design a marketing plan for a company planning to start a 'chain of Gym's in India.

    b)   Design a marketing plan for a company planning to start a 'chain of Medical stores' in India.

♦ ♦ ♦

[6025]-22
F.Y. M.B.A.
GC-08 : FINANCIAL MANAGEMENT
(2019 Pattern) (Semester - II) (202)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

1)   All Questions are compulsory & carry 10 marks each.

2)   Simple Non - scientific calculator is allowed.

3)   Working Notes should be part of the answer.

Q1) Attempt any Five Questions :

  i)   The responsibilities of finance manager are linked to _____ .

   A)   Ensuring Liquidity   B)   Profitability

   C)   Asset Management   D)   All of these

  ii)   _____ is regarded as a yard stick of economic efficiency of a firm.

   A)   Wealth Maximisation   B)   Profit Maximisation

   C)   Forecasting   D)   Planning

  iii) Term 'cash' includes _____ .

   A)   Cash & bank Balances   B)   All the current Assets

   C)   All the current Liabilities D)   Borrowed funds

  iv) Capital structure means _____ .

   A)   Long term Debt & Equity   B)   Current Assets & Liability

   C)   Total assets   D)   Shareholder's Equity

  v)   High degree of financial leverage means

   A)   High debt proportion   B)   Low Debt proportion

   C)   Equal Debt & Equity   D)   No Debt.

vi) Capital Budgeting is a part of _____.

    A) Investment Decision   B) Working capital management

    C) Financing Decision   D) Dividend Decision

vii) When NPV is positive then, Profitability Index (PI) would be _____.

    A) > 1   B) < 1

    C) = 1   D) = 0

Q2) Attempt Any Two

Write brief notes on :   **[2 × 5 = 10]**

a) Time value of money (TVM)

b) Internal Rate of Return (IRR)

c) Duties of finance manager

d) Fund flow statement.

Q3) a)   A simplified Income statement of XYZ Ltd. is given below. Calculate & Interpret its Degree of operating leverage, Degree of financial Leverage & Degree of combined leverage.

<div align="center">

XYZ Ltd.

Income statement for the year ending 31st March
</div>

	(Rs.)
Sales	10,50,000 = 00
Variable cost	7,67,000 = 00
Fixed cost	75,000 = 00
EBIT	2,08,000 = 00
Interest	1,10,000 = 00
Taxes (30%)	29,400 = 00
Net Income	68,600 = 00

<div align="center">OR</div>

b) Using the information & format given below compute the balance sheet items of a company having sale of Rs 36,00,000

Sales / Total Assets	3
Sales / Fixed Assets	5
Sales / Current Assets	7.5
Sales / Inventories	20
Sales / Debtors	15
Current Ratio	2
Total Assets / Net worth	2.5
Debt/Equity	1

Balance sheet as on ....   (Rs.)

Liabilities	Amount	Assets	Amount
Net worth	-------	Fixed Assets	--------
Long term Debt	-------	Inventories	--------
Current Liabilities	-------	Debtors	--------
		Liquid Assets	--------
	--------		--------

Q4) a) PQR Ltd. whose cost of capital is 10%, is considering two mutually exclusive projects X & Y & the details are.

(Rs.)

Particulars	Project X	Project Y
Cash flow year 1	10,000 = 00	50,000 = 00
2	20,000 = 00	40,000 = 00
3	30,000 = 00	20,000 = 00
4	45,000 = 00	10,000 = 00
5	60,000 = 00	10,000 = 00
	1,65,000 = 00	1,30,000 = 00

The Initial Investment of both the projects is Rs 75,000.

Calculate NPV & PI of both the project & comment

(PVF for yr 1 - 5 are 0.909, 0.826, 0.751, 0.683 & 0.621)

OR

b) Following Information has been extraded from the balance sheet of M/S. Ram & co. as on 31ˢᵗ March.

	Rs in Lakhs
Equity share capital	400
12% Debentures	400
18% Term loan	1,200
	2,000

i) Determine the weighted average cost of capital of the company. This company has been paying dividends at a consistant rate of 20%.

ii) What difference will it make if the current price of share is Rs. 160, on Ke (face value of the share is Rs 100)

Q5) a) A company has to prepare a statement of working capital needed to finance a level of activity of 3,00,000 units of output for the year. The cost structure of company's product for above mentioned activity level is as given.

Particulars	Cost per unit (Rs)
Raw material	20
Direct labour	5
Overheads	15
Total cost	40
Profit	15
Selling price	55

Additional Information :

Desired Raw material Stock -	2 months
Work - in - Progress (50% complete) -	½ months product
Finished goods in Godown -	1 month
Credit extended by suppliers -	1 month
Credit Allowed to Debtors -	2 Months
Minimum Cash balance -	Rs. 25,000 = 00

Production pattern is to be assumed to be even through out the year.

OR

b)   Following is the summary of the financial Ratios of a company relating to its liquidity position

	Ratio	Year 1	Year 2	Year 3
1)	Current Ratio	2	2.13	2.28
2)	Acid Test Ratio	1.20	1.10	0.90
3)	Debtors Turnover Ratio	10 times	8 times	7 times
4)	Stock Turnover Ratio	6 times	5 times	4 times

The current Ratio of this company is increasing while Acid test Ratio is decreasing.

Explain the contributing factor/s for this apparently divergent trend

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[6025]- 23

F.Y.M.B.A.

(203) GC - 09 : HUMAN RESOURCE MANAGEMENT

(Compulsory Generic Core Course)

(2019 Pattern) (Semester - II)

Time : 2½ Hours]   *[Max. Marks : 50*
Instructions to the candidates:
  1)   All questions are compulsory.
  2)   Figure to the right indicate full marks.
  3)   All questions are compulsory.
  4)   All questions have internal options.

Q1) Solve any five: **[5×2=10]**

   a)   Differentiate between Human Resource Management and Human Resource Development.

   b)   For what purposes Job Analysis data is used?

   c)   What are the merits and demerits of internal sources of recruitment?

   d)   What is the importance of internal mobility of employees?

   e)   Distinguish between Jon enlargement and job enrichment?

   f)   Discuss the process of performance appraisal?

   g)   Outline the process of 'Human Resource Planning'.

   h)   Differentiate between Job specification and Job description.

Q2) Solve any two: **[2×5=10]**

   a)   Critically examine the induction process and its role in placement of employees.   **[5]**

   b)   Trace the evolution of HRM. Describe the functions of HR managers.**[5]**

   c)   Define performance coaching. Discuss the phases of performance coaching.   **[5]**

   d)   What are the different forms of employee compensation for Executive?**[5]**

Q3) Solve any One: **[10]**

a) In this changing business environment, identify four major challenges of HRM and discuss how HR Managers will face them?

OR

b) What is strategic HRM? Describe the strategic HR policies and procedures followed in emerging economies. **[10]**

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

a) Sankalp Das, president of Apex Door, has a problem. No matter how often he tells his employees how to do their jobs, they invariably decide to do it their way, as he puts it, and arguments ensue between Sankailp, the employee, and the employee's supervisor. One example is the door-design department, where the designers are expected to work with the architects to design doors that meet the specification' While it's not rocket science, as Sankailp puts it, the designers invariably make mistakes such as designing in too much steel, a problem that can cost Apex tens of thousands of wasted dollars, once you consider the number of doors in' say, a 30-story office tower. The order processing department is another example. SankaLp has a very specific and detailed way he wants the order written up, but most of the order clerks don't understand how to use the multipage order form. They simply improvise when it comes to a detailed question such as whether to classify the customer as industrial or commercial. The current training process is as follows. None of the jobs has a training manual per Se, although several have somewhat out-of-date job descriptions. The training for new people is all on the job. Usually, the person leaving the company trains the new person during the 1- or 2-week overlap period, but if there's no overlap, the new person is trained as well as possible by other employees who have filled in occasionally on the job in the past. The training is the same throughout the company for machinists, secretaries, assemblers, engineers, and accounting clerks, for example.

Questions

i) What do you think of Sankalp's training process? Does it help improving the performance of employees?

ii) Explain in detail what you would do to improve the training process at Apex.

OR

b) Differentiate between Performance appraisal and Potential Appraisal. Elaborate the modern methods of Performance Appraisal. **[10]**

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

   a) Samsui Company is an engineering company with employee strength of 1.000. The company has a system of incentive linked monthly productivity bonus for the shop floor employees, which serves the purpose of rewarding good work. The HR director, Mr. Swami has been facing a dilemma, how to evaluate the performance of the middle management and how to link it with productivity. After deliberate discussions with individual managers, he develops a plan. The plan is designed to enhance team work and provide incentives for improvement and excellence among middle level managers. Briefly the pay will be split into two components. The first consists of 80% of original salary, which will be a fixed component and will be determined as before. The second component of 20% will be flexible and will depend upon the ability of each team as a whole to show minimum of 5% improvement in their respective areas. The scheme when discussed with managers, received a number of negative remarks. One manager said that why should their performance depend upon the performance of other members of the team. The new pay scheme makes them team players first and specialists in their areas next. Another objection was that why the good persons in the team should suffer if the other members were not measuring upto the expectations. Moreover, there are a number of external factors which affect the individual and collective performance. For example, if a product suddenly goes out of demand affecting marketability, why the concerned marketing team should be penalized for something beyond its control. Now Mr. Swami is in a tight position. The company has been the trend setter in executive compensation in Indian industry as they have been paying the best. Will the new plan ensure that it remains that way? If the plan succeeds Samsui set another trend in executive compensation. But how should he see this plan through?

   Questions:

   i)   Do you think it is proper to evaluate manager on the basis of productivity?

   ii) In your opinion, individual performance or team performance is the most suitable criteria for incentive plans?

   iii) If you were the HR director, what would you do?

   OR

   b) Explain the human resource audit report for business improvement. What are the uses of human resource information system (HRIS)? **[10]**

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[6025]-24

M.B.A.

GC-10-204 : OPERATION & SUPPLY CHAIN MANAGEMENT

(2019 Pattern) (Semester - II)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates :

    1)   *All questions are compulsory.*

    2)   *All the questions has on internal options.*

    3)   *All the questions carry equal marks.*

    4)   *Use of only simple calculator is allowed.*

Q1) Attempt any 5 from following 8 questions :   **[10]**

    a)   Enlist the inputs & outputs of operations.

    b)   Memorize & quote the significance of operations Management (any four).

    c)   Define 'logistics management'.

    d)   Define the quality in Perspective of 'customer view'.

    e)   State the concept of Line of visibility of service blue printing.

    f)   Define 'intermittent flow system'.

    g)   Define 'pull system'.

    h)   Describe forecasting time horizon.

Q2) Attempt any 2 from the following 3 questions :   **[10]**

    a)   Discuss the issues in Operations Management.

    b)   Explain the characteristics of Job Production.

    c)   Summarize the cash to cash conversion cycle.

Q3) a) "Process layout is generally deployed for the industries engaged in Job order production and non repetative kind of Manufacturing activities". Illustrate the advantages & limitations of the same. **[10]**

OR

b) Illustrate the components of supply chain facilities decisions. **[10]**

Q4) a) Calculate the EOQ and determine total inventory cost at EOQ using the following data - **[10]**

i) Annual Consumption - 5000 units.

ii) Unit Cost Rs. 1000

iii) Carrying Cost 1% of inventory investment

iv) Ordering Cost - Rs. 6

OR

b) Compare and contrast continuous flow system & intermittent flow system with suitable examples. **[10]**

Q5) a) Design the Generalized Supply Chain Management Model for electronic goods manufacturing company of your choice. **[10]**

OR

b) Compose service blue printing for any one of the following : **[10]**

i) Travel & Tourism Company

ii) Restaurant

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[6025]-25

F. Y. M.B.A.

207 - GE - UL - 07 : CONTEMPORARY FRAMEWORKS IN MANAGEMENT

(2019 Pattern) (Semester -II) (Theory)

Time : 2 Hours]   *[Max. Marks : 50*
Instructions to the candidates:
   1)   *Solve all questions.*
   2)   *Figures to the right indicate full marks.*

Q1) Solve any 5 (2 marks each)

    a)   Which of the following habits is not included in the public victory habits?

        i)   Synergize.

        ii)   Seen first to understands _____ then to be understood.

        iii)   Sharpen your saw.

        iv)   Think win/ win.

    b)   What is Emotional Intelligence?

    c)   The book 5 dysfunctions of a team is written by -

        i)   Daniel Goleman

        ii)   Stephen Covey.

        iii)   Patrick Lencioni

        iv)   John Maxwell.

    d)   First who, then what is about _____

        i)   Deciding who will lead.

        ii)   Deciding the direction First.

        iii)   Getting right people on the board.

        iv)   Motivating right people.

e) What are the basic four types of activities as per the habit of put first thing first?

f) Recognize your own emotions and how they affect your thoughts and behaviours is____

  i) Self - regulation.

  ii) Self - awareness.

  iii) Self - motivation

  iv) Social skills.

g) Leadership is about advancing others, not advancing yourself. The critical question is this, are you making things better for the people who follow you? Is explained in which law____

  i) Law of addition

  ii) Law of Respect

  iii) Law of Lid

  iv) Law of connection.

h) What is the EQ brain?

Q2) Answer any 2 (5 marks each)   **[10]**

a) Exlain in details the law of magnetism.

b) Differentiate between 'trait EI' and 'Ability EI'.

c) What do you mean by being proactive?

Q3) Answer any 1.   **[10]**

a) What are the barriers to empathy? How can one develop empathy?

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

Q4) Answer any 1. **[10]**

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

    b)   What do you mean by 'Begin with the end in mind'? Why is it important for leading an effective life?

Q5) Answer any 1 **[10]**

    a)   'Absence of trust among team members is basic reason for Failure of team' - do you agree with this? What organizations can do to Build trust among team members?

    b)   "People do what people see'. Discuss the role of a leader in demonstrating good behaviour to employees for creating better organization.

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[6025]-26

M.B.A.

MANAGEMENT

(208 GE-UL-08): Geopolitics & World Economic Systems

(2019 Pattern) (Semester - II)

Time : 2 Hours]   *[Max. Marks : 50*

Instructions to the candidates :

    1)   *All questions are compulsory.*

    2)   *Figures to the right indicate full marks.*

Q1)   Attempt any 5 questions having 2 marks each **:**   **[5 × 2 = 10]**

    a)   _____ was replaced by _____ to develop and regulate International trade.

    b)   What is market oriented capitalism?

    c)   Define Trade wars.

    d)   Expand OECD and NAFTA.

    e)   Define Trademarks and give two examples.

    f)   Define Globalization.

    g)   Give any two examples of Trade Blocs.

    h)   What do you understand by Brexit?

Q2)   Attempt any 2 questions having 5 marks each   **[2 × 5 = 10]**

    a)   Explain the advantages of Globalization.

    b)   Explain the various components of Global Economy.

    c)   State the functions of IMF and World Bank.

Q3) Attempt any one out of two : **[10]**

    a) "Fluctuations in crude oil prices may lead to Inflation" Is the statement true? Explain why?

<div align="center">OR</div>

    b) Give an account of development in International trade theories.

Q4) Attempt any one out of two : **[10]**

    a) Explain world recision. Does it leads to inflationary trends in the economy?

<div align="center">OR</div>

    b) A manufacturing company in the United States decides to move its production to China, where labor costs are lower. As a result, the company can produce its goods at a lower cost, which allows them to lower their prices and compete more effectively in the global market. Explain various advantages and disadvantages of this decision?

Q5) Attempt any one out of two : **[10]**

    a) "OPEC is the most successful cartel in the world". Explain with the help of structure & goals of OPEC.

<div align="center">OR</div>

    b) "Research and development hold the key for globalization". Bring out the need and measures of IPR.

<div align="center">✳ ✳ ✳</div>

SEAT No. :

[Total No. of Pages : 2

[6025]-27

F.Y. M.B.A.

209 - GEUL - 09 : STARTUP AND NEW VENTURE MANAGEMENT

(2019 Pattern) (Semster - II)

Time : 2 Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) *All questions are compulsory.*
2) *All questions carry equal marks.*
3) *All questions carry internal options.*

Q1) Answer any Five of the following. **[10]**

a) Define startup.

b) What is the difference between Market Intelligence & Market Research?

c) What is product launch goal?

d) Long form of PMKVY is _____.

e) Define entrepreneurial leadership.

f) What is business plan?

g) Write the major sources of funding for startup.

h) What is sole propriotorship?

Q2) Answer any two of the following. **[10]**

a) Write a detail note of product launch goal.

b) Explain the four components of financial statement.

c) What is lean startup?

P.T.O.

Q3) What is entrepreneurial ecosystem? What are the components of entrepreneurial ecosystem? **[10]**

OR

Critically examine the role of Government in entrepreneurship development.

Q4) What is opportunity identification? Discuss it's process with examples. **[10]**

OR

What is GTM strategy? Why are the GTM strategies important?

Q5) Draft a business plan for a company manufacturing solar water heaters. **[10]**

OR

Elaborate the role of Marketing Inteligence in globalization.

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[6025]-28

M.B.A.

GE - UL - 210 : QUALITATIVE RESEARCH METHODS

(2019 Pattern) (Semester - II)

Time : 2 Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) *All questions are compulsory.*

2) *Each question carry equal marks & have internal choice.*

Q1) Definitions- (Answer any five) **[5×2=10]**

    a)   Triangulation.

    b)   Purposive sampling.

    c)   Analytic induction.

    d)   Ethnography.

    e)   Qualitative Research.

    f)   Focused interview.

    g)   Retrospective studies.

    h)   Longitudinal qualitative studies.

Q2) Attempt any two. **[2×5=10]**

    a)   Describe case study method of qualitative research design in brief.

    b)   Explain the principle of saturation in qualitative research.

    c)   Differentiate between Participant and Non-Participant observation.

Q3) a)   Elaborate the five principles of ethics in qualitative Research. **[10]**

<div align="center">OR</div>

    b)   What is the constant comparative method. Elaborate all the four stages of it. **[10]**

Q4) a) Enlist various criteria to EVALUATE the quality of qualitative Research. Explain any two in brief. **[10]**

OR

b) Explain the various types of interview methods used in qualitative research and also the situation in which each of them is best suited. **[10]**

Q5) a) Discuss the Zaltman's metaphor Elicitation techniques. How it is used to understand brand image of a company. **[10]**

OR

b) Describe combining qualitative and quantitative data with suitable example. **[10]**

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[6025]-29

F.Y. M.B.A.

211 - GE - UL - 11 : BUSINESS, GOVERNMENT & SOCIETY

(2019 Pattern) (Semester -II)

Time : 2 Hours]   *[Max. Marks : 50*

Instructions to the candidates:

1) *Attempt all questions.*
2) *Figures to the right indicate full marks.*

Q1) Solve any Five (2 marks each)   **[10]**

    a)   Define the conflict between business and Government.

    b)   Discuss the Concept of Privatization.

    c)   Define Economic Planning.

    d)   Explain the meaning of Economic in equality.

    e)   Explain the meaning of globalization of brands.

    f)   What is macroeconomic crisis.

    g)   Define Industrial Relations.

    h)   What do you mean by Multi-National Corporation.

Q2) Write short notes on Any two of the following (5 Marks each)   **[10]**

    a)   Explain if Poverty is a cause of inequlity in the economy.

    b)   "Corporate social Responsibility does play & important role in business success". Explain.

    c)   Explain How business organizations influence Governments.

Q3) Answer any one of the following. **[10]**

   a) Is Population Growth associated level of Economic Development, comment.

   b) Given an account of the Global micro economic crisis with Relavante Examples from the world.

Q4) Answer any one of the following. **[10]**

   a) Given an account of Domestic forces which act for and against Globalization.

   b) Changing work places do have an Influence of Demography and technology comment.

Q5) Answer any one of the following. **[10]**

   a) The Build operate & transfer model (BOT) is most successfull form of public Private partnership Do you agree comment.

   b) The FDI Does play an important role in the economic development in the country Explain with Examples.

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[6025]-30

M.B.A.

212 - GE - UL - 12 : BUSINESS PROCESS RE-ENGINEERING

(2019 Pattern) (Semester - II)

Time : 2 Hours]   *[Max. Marks : 50*

Instructions to the candidates:

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

Q1) **Answer any 5 out of 8 (2 marks each)**   **[10]**

   a)   Define BPR.

   b)   Define Change Management..

   c)   What is reduced cost?

   d)   List any 2 goals of BPR.

   e)   What are the organizational enablers?

   f)   Define information storage.

   g)   List any 2 factors relating to BPR failure.

   h)   Give any 2 characteristics of KPIs.

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

   a)   Discuss ERP in detail.

   b)   Explain Just in Time.

   c)   What are the importance of ERD.

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

    a)   What principles are used in BPR?

    b)   Draw the structure of change management and explain the steps involved in change management.

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

    a)   Explain Information Technology & Role of IT in BPR.

    b)   What do you mean by power of habit in organization?

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

    a)   Support the statement 'Role of information technology is important in Reengineering'.

    b)   Explain different BPR methodologies in detail.

✘   ✘   ✘

[6025]-32

M.B.A. (Semester - II)

(206 BA) SC - BA - 02 : DATA MINING

(2019 Pattern)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

   1)   *All questions are compulsory.*

   2)   *Figures to the right indicate marks for questions/sub questions.*

Q1) **Solve any five :**   **[10]**

   a)   What is Big Data?

   b)   How is Data Mining used in Business Intelligence?

   c)   What are the different types of Attributes?

   d)   What is Data Normalization?

   e)   What is Ensemble Learning and how does it differ from other approaches?

   f)   What are support vector machine approaches to classification?

   g)   What are Density based methods?

   h)   What is the Apriori Algorithm?

Q2) **Solve any two :**   **[10]**

   a)   How does the Data Mining process differ from traditional data analysis methods?

   b)   What are some common data cleaning techniques and how are they used to improve Data quality?

   c)   What are some common techniques for selecting a classification model?

P.T.O.

Q3) a) How can businesses use classification models to predict the buying stage of B2B customers and what are some potential benefits of doing so?**[10]**

OR

b) How can businesses evaluate the impact of their classification models on customer engagement and sales?

Q4) a) What are some potential limitations of different cluster validation techniques and how can they be addressed? **[10]**

OR

b) How can businesses use clustering methods to profile their customers and what are some potential benefits of doing so?

Q5) a) How can healthcare professionals use association analysis to analyse medical data and identify trends? **[10]**

OR

b) Draw a Dendogram for the following data set by using Agglomerative clustering

	P_1	P_2	P_3	P_4	P_5
P_1	0				
P_2	9	0			
P_3	3	7	0		
P_4	6	5	9	0	
P_5	11	10	2	8	0

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[6025]-34
Final Year M.B.A.
206 FIN : PERSONAL FINANCIAL PLANNING
(2019 Pattern) (Semester - II)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates :
1) *Assume Suitable Data if necessary.*
2) *Figures to the right indicate full marks.*
3) *All Questions are compulsory.*
4) *All questions have internal options.*

Q1) Attempt any Five questions.   **[10]**

    a) Classify the following Investment Avenues into Conservative, Moderate and Aggressive Investment Avenues;

        i)   Commodities   ii)   National Saving Certificates

        iii)   Mutual Funds and   iv)   Bitcoins

    b) What is KYC?

    c) How much would Mr. A earn after 3 years if he invests ₹10,000 @6% p.a.?

    d) Enlist the investments to avail the tax benefit under See. 80C

    e) Fill in the blanks:

        i)   _____ focuses on maintaining a balance between all major asset classes

            1)   Asset Allocation   2)   Wealth Management

            3)   Wealth Maximization   4)   Asset Identification

        ii)   The Fifth Character of PAN represent the _____ of the PAN Holder.

            1)   Status   2)   City

            3)   Name   4)   Country

    f) What do you understand by Systematic Risk and Non - Systematic Risk?

P.T.O.

g) What do you understand by estate planning?

h) Following is the Personal Balance Sheet of Reva;

Liabilities	Amount (₹)	Assets	Amount (₹)
Home Loan	20,00,000	Home	75,00,000
Car Loan	3,50,000	Car	6,00,000
Credit Card Balance	75,000	Savings Account	1,50,000
		Fixed Deposit	3,00,000
		Mutual Funds	10,00,000
		Gold	5,00,000

What is the Net Worth of Reva?

Q2) Solve any 2: **[10]**

a) Chitra wants to have ₹25,00,000 for her daughter's wedding after 10 years. How much should she start investing per year considering the inflation rate at 10% for the next 10 years?

b) Explain the term "Financial Goals" with appropriate illustration.

c) Amar has applied for an Housing Loan of ₹20,00,000. How much EMI would he have to pay if he is granted the housing loan at 12% p.a. for the next 10 years. Also calculate the total payable amount.

Q3) a) Explain the Financial Planning Process in detail. **[10]**

OR

b) Explain in detail the various Investment Avenues considering their Risk and Return factors. **[10]**

Q4) What are the varied Insurance Policies available to the Investors? **[10]**

OR

Discuss in details the necessary steps to be followed by filing the Income Tax Returns. **[10]**

Q5) What is the need for Retirement Planning? Explain in detail. **[10]**

OR

What are the benefits of investing in Mutual Funds? Explain in detail the steps required for investing in Mutual Funds. **[10]**

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[6025]-36
F.Y. M.B.A.
206HR : EMPLOYEE RELATIONS AND LABOUR LEGISLATIONS
(2019 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :
1) All questions curry equal marks.
2) Attempt all the questions.
3) Figures to the right indicate full marks.

Q1) Solve any five of the following : **[10]**

a) Define Employee Relations and list down the factors of Employee relations

b) Enlist any five items taken into account for collective bargaining.

c) Enlist different forms of Workers Participation in India.

d) Can a Women claim the maternity benefit from her employer if she works elsewhere during the period for which she has been permitted to make herself absent under the provisions of the Act?

e) Name the Act that is having provisions related to regulation of Trade Union?

f) What is the age bar of child to be kept in Creech' inside the premises of factory under factories Act 1948.

g) Define Strike under Industrial Disputes Act, 1947?

h) What is the meaning of Grievance?

Q2) Solve any two of the following : **[10]**

a) Discuss the applicability and non-applicability of CLRA 1970 (Contract Labour Regulation and Abolition act 1970)

b) Identify the conditions of weekly holiday for a worker under Maharashtra State Shops and Establishments (Regulation of Employment and Conditions of Service) Act, 2017.

c) Elaborate the Constitution of Internal Complaints Committee and duties of Employer under Maternity Benefit Act,1961?

P.T.O.

Q3) a) Collective Bargaining is concerned with the relations between unions reporting employees and employers (or their representatives). Enumerate the various forms of collective bargaining and the conditions for successful collective bargaining. **[10]**

OR

b) Explain any five disciplinary problems attract grievance procedures and comment on prerequisites of grievance procedure. **[10]**

Q4) a) You are appointed as 'HR manager legal compliance' of a leading MNC. What are the care you will take while framing policies related to health and Welfare provisions of the Factories Act 1948. **[10]**

OR

b) When strikes and lockouts are considered to be illegal, opine with the help of Rights of Recognized unions under Maharashtra Recognition of Trade Union and Prevention of Unfair Labour Practices Act 1971. **[10]**

Q5) a) How procedures can be defined with powers of authorities under The Industrial Disputes Act 1947. **[10]**

OR

b) Seema and Anand both work as a software engineer at a reputed IT company. Both are dedicated to their work and have been performing well in their role. Over the past few weeks Anand begins unwanted advances towards Seema. He often stands too close to her, invades her personal space, and makes unsolicited comments about her appearance. Initially, Seema tries to ignore the behavior, hoping it will stop on its own. However, the situation escalates.One day, Anand sends Seema an explicit message on the companys internal messaging platform, expressing his feelings for Seema. Seema feels extremely uncomfortable and violated by this inappropriate message. She decides that she can no longer tolerate the harassment and takes action.

i)   What actions can Seema take?

ii) The provisions of which law can protect Seema's interest - Justify your answer and Discuss the Internal Complaints Committee and Local Complaints Committee under The Sexual Harassment of Women at Workplace (Prevention Prohibition and Redressal) 2013. **[10]**

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[6025]-38

M.B.A.

206 - SC - MKT - 02 : CONSUMER BEHAVIOUR

(2019 Pattern) (Semester - II)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:
1) *All questions are compulsory.*
2) *Each question has an internal option.*
3) *Each question carries 10 marks.*

Q1) **Attempt any 5 questions**   **[10]**

   a)   Define consumer behaviour.

   b)   What is mean by brand personality?

   c)   What is mean by sub-culture?

   d)   Write a short note on steps of buying behaivour.

   e)   Explain organizational buying behaviour.

   f)   Explain importance of consumer attitude.

   g)   Explain concept of family decision making.

   h)   Importance of consumer satisfaction.

Q2) **Attempt any 2 questions :**   **[10]**

   a)   What is meaning of consumer personality? Explain the effects of personality in decision making.

   b)   What is mean by culture? Explain cultural influences on consumer bhaviour.

   c)   What is difference between store & non-store purchasing?

Q3) a) How do you measure social classes in India using socio-Economic classes (SEC) in urban and Rural Market? **[10]**

OR

b) Define consumer motivation, Discuss the Maslow's hierachy of needs theory with examples.

Q4) a) What is "Post-purchase dissonance? How companies can reduce the same. **[10]**

OR

b) State the organisational buyer characteristics, "An organizational goods buying is very complex process", Elaborate the statement.

Q5) a) Discuss the impact of the changing patterns of consumer behaviour in the content of the evolving Indian economy and explain applications of consumer behaviour in marketing. **[10]**

OR

b) The Engel-Blackwell-Miniard model is "Structured around seven point decision process : need recognisation followed by a search of information both internally and externally, the evaluation of alternatives, purchase, post purchase reflection and finally divestment", Explain in detail with diagram.

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SEAT No. :

[Total No. of Pages : 2

[6025]-41

M.B.A. - II

301 - GC - 11 : STRATEGIC MANAGEMENT

(2019 Pattern) (Semester - III)

Time: 2½ Hours]   *[Max. Marks : 50*
Instructions to the candidates:
   1)   *All questions are compulsory.*
   2)   *Each question has an internal option.*
   3)   *Figures to the right indicate full marks.*

Q1) Answer any five from the following.   **[10]**

   a)   Define KPI.

   b)   Define critical success factors.

   c)   Define organisation capability.

   d)   Define red ocean.

   e)   Define a merger.

   f)   Define value curve.

   g)   What is a value chain.

   h)   What is an emergent strategy.

Q2) Answer any two of the following.   **[10]**

   a)   Explain the concept of strategic intent.

   b)   Explain the concept of strategy canvas.

   c)   Explain strategy control.

Q3) a)   What is BCG matrix? Explain how BCG matrix can be used to classify firm businesses.   **[10]**

<div align="center">OR</div>

   b)   What is GE 9-cell matrix? Explain how GE 9-cell matrix can be used for strategic decisions.   **[10]**

Q4) a) Explain McKinsey's 7 - S framework and discuss it application in strategic management. **[10]**

OR

b) What are grand strategies ? Discuss in detail various growth strategies with examples. **[10]**

Q5) a) What is balanced score card ? Discuss how it can be used as a tool for strategy evaluation **[10]**

OR

b) Discuss strategic and operational control? **[10]**

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[6025]-42

M.B.A.

302 : GC-12 : DECISION SCIENCE

(2019 Pattern) (Semester - III)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

1) *Each question carries 10 marks.*
2) *Graph paper will lnot be provided.*
3) *Use of non-scientific calculator is allowed.*

Q1) Solve any five of the following :   **[5 × 2 = 10]**

a) Define optimistic time estimate in PERT.

b) Enlist different queue discipline in queuing theory.

c) What is saddle point in Game theory?

d) Define Markov Chain.

e) Mention assumptions underlying Linear Programming Problem (LPP).

f) Write different methods of initial solution to transportation problem.

g) Write condition for balanced assignment problem.

h) What do you mean by optimal solution in solving transportation problem?

Q2) Solve any two of the following :   **[2 × 5 = 10]**

a) Solve the following LPP by graphical solution

Max $Z = 9x_1 + 3x_2$

Subject to

$2x_1 + 3x_2 \leq 13$

$2x_1 + x_2 \leq 5$

$x_1 + x_2 \geq 0$

P.T.O.

b) Explain the steps in solving transportation problem.

c) Explain the use of various tools of decision theory in today's business environment.

Q3) Solve any one of the following : **[1 × 10 = 10]**

a) Three brands of product P, Q and R having market share as 30%, 30% and 40% respectively. Customers shift their brands. Brand switching matrix every quarter is given below.

From	P	Q	R
P	50%	30%	20%
Q	20%	70%	10%
R	20%	20%	60%

To

Apply concept of Markov Chain to find market share at the end of First & Second quarter.

b) Using the following cost matrix determine i) Optimal job assignment ii) Optimal cost assignment.

Cost ('000 Rs.)

Job

Machinist	1	2	3	4	5
A	10	3	3	2	8
B	9	7	8	2	7
C	7	5	6	2	4
D	3	5	8	2	4
E	9	10	9	6	10

Q4) Solve any one of the following : **[1 × 10 = 10]**

a) XYZ company is considering three options for managing its data processing operations: continue with own staff, outsourcing or the use of combination. The annual profit of each option depends on demand as follows :

Staffing option	Demand High	Medium	Profit ('000 Rs.) Low
Own staff	650	650	600
Outsourcing	900	600	300
Combination	800	650	500

Determine Optimal strategy for
i) Maxi-min
ii) Laplace
iii) Hurwicz ($\alpha = 0.6$) &
iv) Regret criterion.

b) The machine operator has to perform two operations, turning and threading on a number of different jobs. The time required to perform these operation on these machines is given below.

Determine sequencing of jobs to minimize the total time. Also find idle time of operations on both machines.

Jobs	1	2	3	4	5	6
Turning time (in min)	03	12	05	02	09	11
Threading time (in min)	08	10	10	06	03	01

Q5) Solve any one of the following : **[1 × 10 = 10]**

a) Vijay has started new retail outlet in the mid of the market. In market there is business & competition, therefore survival of new outlet is very rare chance of survival is almost 5%. Vijay has started such 7 new retail outlet. Find out the probability i) no shop will survive and ii) exactly 5 shops will survive.

b) The three estimates for activities of a project are given below :

Activity	1-2	1-3	1-4	2-5	3-5	4-6	5-6
Pessimistic duration	7	7	12	15	1	8	7
Most likely duration	6	1	4	6	1	2	4
Optimistic duration	5	1	2	3	1	2	1

Draw network diagram. Find out Critical path & Project duration. Estimate expected Standard deviation of critical path.

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[6025]-43

Second Year M.B.A.

306 - GE - UL - 13 : INTERNATIONAL BUSINESS ECONOMICS

(2019 Pattern) (Semester - III)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:
1) *All questions are compulsory.*
2) *Each question carry equal marks.*

Q1) **Solve any 5 out of 8**

[10]

a) Tarrif

b) Quotas

c) Subsidies

d) European union

e) Countervailing duty

f) Monopolistic competition

g) Exchange Rate

h) Financial crises

Q2) **What do you understand by following forms (solve any 2)**

[10]

a) Domestic and international market.

b) Speculation and exchange market.

c) Free trade areas.

d) Open market economy

P.T.O.

Q3) **Solve any 1 out of 2** [10]

a) Explain different types of factors considered in comparitive cast advantage theory.

OR

b) What are different trade theories. State various types along with concept of Heckscher-ohlin model of factor Abundance.

Q4) **Solve any 1 out of 2** [10]

a) Explain major trade policies. Describe the key concepts and considerations in unilateral and multilateral trade policies.

OR

b) State the difference between - currency market and exchange market explain with a example about reading foreign exchange quotations.

Q5) **Solve any 1 out of 2** [10]

a) What is a open economy macroeconomics. Explain the concept of monetary approach and asset market approach to predict future exchange Rates.

OR

b) Explain composition of International Banking. What is the rate played by Eurocurrency market in maintaining FOREX exchanges or reserves.

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[6025]-44

M.B.A.

307 GE-UL-14 : INTERNATIONAL BUSINESS ENVIRONMENT

(2019 Pattern) (Semester - III)

Time : 2 Hours] *[Max. Marks : 50*

Instructions to the candidates :

1) *All questions are compulsory*

2) *Answer all questions, draw diagrams wherever necessary.*

Q1) Remembering (MCQ) (Answer any 5 out of 8) **[10]**

 a) What is value chain.

 b) Define Greenfield Investment.

 c) What is IFRS?

 d) Environment a _____ process.

   i) Dynamic ii) Complex

   iii) Interactive iv) All of the above

 e) Macro environment is also known as _____.

   i) Outside Environment ii) Indirect Environment

   iii) General Environment iv) Social Environment

 f) NAFTA means (full form)

 g) Define Brexit

 h) Define FPI

Q2) Understanding (Answer any 1 out of 2) : **[10]**

 a) Distinguish between Greenfield & brownfield Investments.

 b) Distinguish between FDI and FPI.

Q3) Answer any one out of 2 :   **[10]**

 a) Ethical business practices hare taken a centre stage in modern businesses. Interpret.

 c) CSR initiatives by some leading companies hare helped in social upliftment. Interpret.

Q4) Analysing (Answer any 1 out of 2) :   **[10]**

 a) "Developed forex markets are necessary for growth in international trade 'Analyse the statement.

 b) Critically discuss the impact of out sourcing & Global value chain in International Business.

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

 a) Evaluate labour & Environmental Issues in International Business.

 b) 'Stable political & legal environment is essential to attract investment'. Evaluate the statement.

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[6025]-45
M.B.A.
(GE-UL-15-308): PROJECT MANAGEMENT
(2019 Pattern) (Semester - III)

Time : 2 Hours]   *[Max. Marks : 50*

Instructions to the candidates :

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

Q1) Attempt any 5 questions out of 7 mentioned below :   **[5 × 2 = 10]**

   a) Who are project team members primarily accountable to?

      i)   External stake holder   ii)   End users

      iii)   The Finance director   iv)   The project manager

   b) A 66.6% risk is considered as

      i)   Very low

      ii)   Low

      iii)   Moderate

      iv)   High

   c) Who has ultimate responsibility for project risk?

      i)   Steering group

      ii)   Risk owner

      iii)   Project sponsor

      iv)   Project Manager

   d) A project is typically defined in terms of scope, time, cost and which other parameter?

      i)   Benefits   ii)   Quality

      iii)   Tolerance   iv)   Controls

e) Which of the following is not considered as a risk in project management?

   i) Specification delays   ii) Product competition

   iii) Testing   iv) Staff turn over

f) Full form of "WBS".

g) Two functions of Project Manager.

Q2) Explain Project Management and its scope. Also the process of creating the "Work Break down structure". **[10]**

<div align="center">OR</div>

Write short notes on any two :

a) Project audit process.

b) Work Break down structure.

c) Problem solving skills.

d) Risk identification.

Q3) Elaborate the methods for estimating project time and cost. **[10]**

<div align="center">OR</div>

Explain the five stages team development model.

Q4) Elaborate the functions of a Project Manager and what are the skill sets he requires in order to become a successful worker? **[10]**

<div align="center">OR</div>

"Developing a project plan is the toughest job for any startups". Explain this statement with suitable example.

Q5) Define the value of "Conflict Management" in Project Management and mention its importance. **[10]**

<div align="center">OR</div>

Elaborate "Risk Management" in projects and how this help to success in project completion.

<div align="center">✳ ✳ ✳</div>

[6025]-46
S.Y. M.B.A.
309-GE-UL-16 : KNOWLEDGE MANAGMENT
(2019 Pattern) (Semester - III)

Time : 2 Hours]   *[Max. Marks : 50*
Instructions to the candidates:
1) *All questions are compulsory.*
2) *Figures to the right indicate full marks.*

Q1) Solve any Five questions. Each questions carries 2 marks.

   a)   What are the functions of knowledge portal?

   b)   Define the term Epistemology.

   c)   What do you mean by the term data mining in KM?

   d)   Why knowledge center is important?

   e)   Why KM tool is required?

   f)   What is a knowledge protal?

   g)   Define the term Data.

Q2) Solve any Two. Each question carries 5 marks.

   a)   Explain characteristics of knowlege wrt explicitness, codifiability teachability and Specificity in short.

   b)   Why KM is essential in Business Management?

   c)   What is the role of culture in knowledge transfer? Explain in brief.

Q3) Solve any One. Each question carries 10 Marks.

   a)   What is knowledge transfer and knowledge sharing? Explain.

   c)   What is KM infrastructure? Explain.

Q4) Solve any One. Each question carries 10 Marks.

    a)   What are the features of knowledge audit?

    b)   What are the future trends of KM?

Q5) Solve any One. Each question carries 10 Marks.

    a)   What is the importance of KM assessment?

    b)   How does KM support the innovation process in an Organization?

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[6025]-47

M.B.A.

GE-UL-17 : CORPORATE GOVERNANCE

(2019 Pattern) (Semester - III) (310)

Time : 2 Hours] *[Max. Marks : 50*
Instructions to the candidates:
  1) All questions are compulsory.
  2) Each questions are having internal options.

Q1) Attempt any 5 : **[2 marks each]**

Define the following :

  a) Corporate Governance.

  b) CSR.

  c) Internal Control.

  d) Shareholders.

  e) SEBI.

  f) Good Governance.

  g) Risk Management.

  h) PSUs with example.

Q2) Attempt any 2: **[5 marks each]**

  a) Write a brief note on types of Director.

                    OR

  b) Write a brief note on Visionary Leadership.

                    OR

  c) Highlight 5 key roles & responsibilities of Board of Directors.

Q3) a) Explain in detail Corporate Governance issues with regards to Related Party transactions. **[10]**

OR

b) Elaborate the Role of Investors Associations in security Shareholder's Rights. **[10]**

Q4) a) Briefly explain any 5 principle of Internal Control. **[10]**

OR

b) "Corporate Governance is not only the responsibility of listed companies but also of private and public companies". Do you agree this statement? Substantiate your answer with proper justification. **[10]**

Q5) a) Explain in detail the various issues & challenges faced by Satyam in Corporate Governance. **[10]**

OR

b) Give a detailed note on Kingfisher Airlines Challenges/failures. **[10]**

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Total No. of Questions : 5]

P3770

SEAT No. :

[Total No. of Pages : 3

[6025]-48

M.B.A.-II

311 GE-UL-18 : MANAGEMENT OF NON - PROFIT ORGANI-ZATIONS

(2019 Pattern) (Semester - III)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer the following (any 5 out of 8) : [10]

a) Under the _____ both internal and external corporate governance mechanisms are intended to induce managerial actions that maximize profit and shareholder value.

    i) Shareholder theory   ii) Agency theory

    iii) Stakeholder theory   iv) Corporate governance theory

b) Income and Expenditure Account reveals _____

    i) Surplus or Deficiency   ii) Net Profit

    iii) Cash in Hand   iv) Capital Account

c) The amount of 'Subscription received from members' by a Non - Profit organization is shown in which of the following?

    i) Debit side of Income and Expenditure Account

    ii) Credit side of Income and Expenditure Account

    iii) Assets side of Balance sheet

    iv) Liability side of Balance sheet

d) Non - for-profit organizations prepare _____

    i) Trading account

    ii) Trading & Profit and Loss Account

    iii) Income and Expenditure Account

    iv) All of the above

P.T.O.

e) Source of income for a not - for - profit organization is _____

    i)   Subscription from Member

    ii)   Donation

    iii)   Entrance Fees

    iv)   All of the above

f) The Receipt and Payment account of a non - profit organization is a _____

    i)   Nominal Account   ii)   Real Account

    iii)   Income Statment Account   iv)   Financial Statements

g) In regard to Rent expenses paid in advance of a non - profit organization which of the following classification in correct?

    i)   Expense   ii)   Liability

    iii)   Equity   iv)   Assets

h) Income & Expenditure Account is based on _____

    i)   Cash Accounting

    ii)   Accrual Accounting

    iii)   Government Accounting

    iv)   Management Accounting

Q2) Answer the following (Any 2 out of 3)   **[10]**

a) Classify the Elements of board behavior for effectiveness of non-profits organization.

b) Give various factors related to volunteer management in any non-profits organization.

c) Write Short note on-NPO, Vision, Mission and Goals?

Q3) a) Examine the role of any public policies which helps NPO in decision making? **[10]**

OR

b) How does developing leader help non-profit organization in their growth? **[10]**

Q4) a) What is correlation between the For-Proft and Non-Profit organizations work culture. Explain it with conceptual understanding as to Vision, Mission, Values and Goals of these organizations. **[10]**

OR

b) Explain with suitable example the Roles of board members in Non-Profit organization, responsibilities of Non-Profit Organizations. How does it differ with an Individual of a Non-profit Organization and General Organization. Explain? **[10]**

Q5) a) Evaluate the critical financial considerations of the Non-Profit organization. **[10]**

OR

b) Evaluate the performance of Non-Profit organizations? **[10]**

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[6025]-49

S.Y. M.B.A.

304 - MKT : SC-MKT-03 : SERVICES MARKETING

(2019 Pattern) (Semester - III)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:
1) *All questions are compulsory.*
2) *Figures to the right indicate full marks.*
3) *Include examples wherever necessary.*
4) *Draw neat and labelled diagrams wherever necessary.*

Q1) **Solve any five:**   **[5 × 2 = 10]**

    a) Enumerate the elements of service scape.

    b) According to Parasuraman, Zeithmal and Berry, the most important determinant of service quality is :

        i)   Responsiveness

        ii)   Reliability

        iii)   Assurance

        iv)   Empathy

        v)   Tangibles

    c) List the steps in positioning of services.

    d) Define Service Encounter.

    e) The fact that a business traveller has one very positive check-in experience at a hotel and then a very negative check-in experience with different hotel employee on a subsequent visit is evidence of service.

        i)   Intangibility

        ii)   Inseparability

        iii)   Variability

        iv)   Perishability

    f) Recall key classification of services.

    g) List any four low contact services.

    h) Recall zone of Tolerance.

Q2) **Solve any two:** [2 × 5 = 10]

   a) Describe the four important phases of service process.

   b) Explain the concept of positioning of services and point out consequences of failure of positioning.

   c) Identify the elements of customer - driven services marketing strategy.

Q3) **Solve any one:** [1 × 10 = 10]

   a) Determine the factors of servuction model.

   b) There is a trend of service delivery from high contact to low contact. Are service employees still important in low-contact services? Demonstrate your answer with suitable example.

Q4) **Solve any one :** [1 × 10 = 10]

   a) Which issues create boundary - spanning problems for employees in a customer contact centre at a major internet service provider? List and appraise four common problems and indicate how you would mediate between operations and marketing to create a satisfactory outcome for all three groups - service provider company, Service employees and customers.

   b) Assess your last poor service experience outline service Recovery Process.

Q5) **Solve any one :** [1 × 10 = 10]

   a) Develop a marketing mix strategy for online food retail store.

   b) Assume that you have been hired as a consultant to give advice to a 5-star Hotel. Appraise the utility of GAP Model to improve the service quality.

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[6025]-50

M.B.A.

SC-MKT-04: SALES AND DISTRIBUTION MANAGEMENT

(2019 Pattern) (Semester - III) (305MKT)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates :

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

Q1) Answer any five out of 8 questions (2 marks each) **:** **[10]**

a) What is the full form of CIS.
   i) Channel Informational System
   ii) Channel Induced System
   iii) Channel Information System
   iv) Channel Incorporated System

b) The Sales force can play a central role in achieving a marketing orientation strategy, by
   i) Maintaining in frequent contact with customers.
   ii) Collecting and disseminating market information.
   iii) Focusing on cutting cost.
   iv) Following the competition need.

c) At a corporate level, a sales forecast is used for :
   i) Changing commission pay schedules
   ii) Developing local sales promotions
   iii) Allocating Resources across functional areas
   iv) Setting sales quotas.

d) Which of the following is not a typical marketing channel members.

    i)   Commission Merchants

    ii)   Retailers

    iii)   Producers

    iv) Selling agents

e) With respect to a channel of distribution, the number of intermediary levels within the channel indicates the _____ of a channel.

    i)   Width

    ii)   Depth

    iii)   Length

    iv) Similarity

f) Define Sales Management

g) Explain the concept of Relationship selling.

h) What is sales forecast?

Q2) Answer any Two (5 marks each) :   **[10]**

a) Explain different level of Distribution channels.

b) Explain objectives of Sales Management.

c) Explain the concept & Scope of logistics.

Q3) Answer any one :   **[10]**

a) "Compensating sales persons is different from employees of other departments". Explain the reasons as per statement.

b) Explain the importance of Sales forecasting. Also explain various methods of 'Sales forecasting'.

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

   a) Describe how channel members are selected, motivated and evaluated for effective implementation and results from distribution system.

   b) What do you understand by channel Information system? Explain elements of Channel Information system.

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

   a) What do you understand the term whole selling. Explain major activities under wholeselling.

   b) Suggest forecasting method for following & explain why suggested method is most appropriate.

      i) A slimming pill targeted to school girls.

      ii) Flavoured Soya milk for growing children.

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[6025]-51

S.Y. M.B.A.

304 - SC - FIN - 03 : ADVANCED FINANCIAL MANAGEMENT
(2019 Pattern) (Semester - III)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates :

1) *All questions are compulsory.*
2) *Each question carries equal marks.*
3) *Use of simple calculator is allowed.*
4) *Working notes should form your part of answer.*

Q1) **Solve any Five out of Eight.** **[5 × 2 = 10]**

a) How to Calculate Economic Value Added (EVA)?

b) What is a Fund Flow Statement? Why should a business prepare it?

c) State the two objectives of financial planning.

d) State the meaning of 'cash flow' while preparing cash flow statement.

e) What is meant by Capital Structure?

f) State the meaning of Capital rationing?

g) Why Firms Pay Dividends?

h) Name any Two Dividend models

Q2) **Answer any Two out of Three.** **[2 × 5 = 10]**

a) Explain the term loan as source of financing.

b) Distinguish between Scenario Analysis & Sensitivity Analysis.

c) Write in brief motives for holding cash.

P.T.O.

Q3) **Answer any One out of Two.** [1 × 10 = 10]

a) Following are the summarized Balance Sheet of Parag Ltd as on 31st March 2019 and 2020. You are required to prepare a Fund Flow Statement for the Year ended 31st March 2020.

Liabilities	31.03.2019	31.03.2020	Assets	31.03.2019	31.03.2020
Share Capital	4,00,000	5,00,000	Goodwill	----------	10,000
General Reserve	1,00,000	1,20,000	Land and Building	4,00,000	3,80,000
Profit and Loss A/C	61,000	61,200	Plant and Machinery	3,00,000	3,38,000
Long Term Bank Loan	1,40,000	2,70,400	Stock	2,00,000	1,48,000
Creditors	3,00,000	----------	Debtors	1,60,000	1,28,400
Provision For Tax	60,000	70,000	Cash in Hand	1,000	17,200
	10,61,000	10,21,600		10,61,000	10,21,600

Additional Information :

i) Depreciation written of on Plant and Machinery Rs.28,000 and on Land and Building Rs.20,000/-

ii) Provision for Taxation was made during the year Rs.6,000/-

iii) Dividend of Rs. 46,000/- were paid.

b) From the following information of Mangesh Ltd, Prepare Cash from Operations and Cash Flow Statement.

Liabilities	2022	2023	Assets	2022	2023
Share Capital	40,000	60,000	Fixed Assets	40,000	60,000
Profit and Loss	20,000	32,000	Goodwill	20,000	16,000
General Reserve	12,000	16,000	Stock	20,000	32,000
Debentures	20,000	24,000	Debtors	20,000	32,000
Creditors	12,000	16,000	Bills Receivables	4,000	8,000
Outstanding Expenses	4,000	6,000	Cash Balances	4,000	6,000
	1,08,000	1,54,000		1,08,000	1,54,000

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Q4) **Answer any One out of Two.**   **[1 × 10 = 10]**

a)   i)   A firm maintains a separate account for cash disbursement. Total disbursement are Rs. 1,05,000 per month or Rs. 12,60,000 per year. Administrative and transaction cost of transferring cash to disbursement account is Rs. 20 per transfer. Marketable securities yield is 8% per annum. DETERMINE the optimum cash balance according to William J. Baumol model.

ii)   Calculate EVA when the capital employed is Rs. 100 crore, debt equity ratio is 0.30: 0.70, the interest on debt is 10%, tax rate is 35%, cost of equity is 15% and EBIT is Rs. 30 crores.

b)   ABC ltd. has existing equity share capital of Rs. 3,00,000 (face value 100 each). It has decided to expand its business for which there is an additional capital requirement of Rs. 1,00,000. Now, it has following four alternatives sources to raise capital:

i)   Plan 1 – To raise full 1,00,000 through equity financing

ii)   Plan 2 – To raise 50,000 (face value of 100) through equity and 50,000 through debt at int. rate of 10% p.a.

iii)   Plan 3 – To raise full 1,00,000 through debt financing @ interest rate of 10% p.a.

iv)   Plan 4 – To raise 50,000 through equity and 50,000 through 5% preference shares

The expected level of EBIT is 75,000. Tax rate is 30%. Which plan do you think it should go for considering the one which would provide maximum EPS?

Q5) **Answer any One out of Two.**   **[1 × 10 = 10]**

a)   The following details of Finsmart Ltd. as given below

Net Profit = Rs. 30 lakhs

Outstanding 12% preference shares = Rs. 100 lakhs

No. of equity shares = 3 lakhs

Return on Investment = 20%

Cost of capital i.e. (Ke) = 16%

CALCULATE price per share using Gordon's Model when dividend pay-out is (i) 25%; (ii) 50% (iii) 75% and (iv) 100%.

[6025]-51   **3**

b) Wisdom Ltd. has a capital of Rs. 10,00,000 in equity shares of Rs. 100 each. The shares are currently quoted at par. The company proposes to declare a dividend of Rs. 10 per share at the end of the current financial year. The capitalization rate for the risk class of which the company belongs is 12%. COMPUTE market price of the share at the end of the year, if

i) dividend is not declared.

ii) dividend is declared.

iii) Assuming that the company pays the dividend and has net profits of Rs. 5,00,000 and makes new investments of Rs. 10,00,000 during the period, how many new shares must be issued? Use the MM model.

▽ ▽ ▽ ▽

SEAT No. :

[Total No. of Pages : 2

[6025]-52

S.Y. M.B.A.

SC-FIN-04 : INTERNATIONAL FINANCE

(2019 Pattern) (Semester-III) (305 FIN)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

    1)   All questions are compulsory.

    2)   Each question carries equal makes.

    3)   Every question has an internal option.

Q1) Answer any 5 out of 8 questions.   **[5×2=10]**

    a)   State any two objectives of international finance.

    b)   Spell out the definition of Globalization.

    c)   What is forward contract?

    d)   List down any four types of bonds.

    e)   Define current account in context of BOP.

    f)   What is eurobonds?

    g)   Define bid rate & asle rate.

    h)   What is geographical arobitrage?

Q2) Answer any 2 out of 3 questions.   **[2×5=10]**

    a)   Write a note on International fisher effect.

    b)   Illustrate the structure and participants of global financial system.

    c)   Differentiate between IAS and IFRS.

Q3) a)   Explain various strategies used by MNCS to deal with double taxation issues.   **[10]**

OR

    b)   Define International finance and analyse the emerging challenges in international financial management.   **[10]**

P.T.O.

Q4) a) Identify and elaborate issues in overseas funding choice. **[10]**

<div align="center">OR</div>

b) Examine the role of IMF in Promoting financial stability and monetary cooperation. **[10]**

Q5) a) Evaluate various foreign exchange rate risle hedging techniques. **[10]**

<div align="center">OR</div>

b) Explain the process of money laundering and evaluate the role played by FATF in controlling money laundering activities. all over the world.

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[6025]-53
M.B.A.
(304-HR): SC-HRM-03: STRATEGIC HUMAN RESOURCE MANAGEMENT
(2019 Pattern) (Semester - III)

Time : 2½ Hours]   *[Max. Marks : 50*

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

Q1) Solve any five :

   a) Define the term of SHRM.   **[2]**

   b) List any two major challenges of SHRM.   **[2]**

   c) Enumerates the steps of HRP process.   **[2]**

   d) State any two objectives of job analysis.   **[2]**

   e) Enumerates any two issues in implementation of HR strategies.   **[2]**

   f) State any two objectives of succession planning.   **[2]**

   g) Define the term of talent Management.   **[2]**

   h) Recall the term of career planning.   **[2]**

Q2) Solve any two :

   a) Compare the term of traditional HR & SHRM.   **[5]**

   b) Describe the evolutions of SHRM.   **[5]**

   c) Elaborate the issues of SHRM.   **[5]**

Q3) Solve any one :   **[10]**

    a) Define cross cultural sensitivity along with its importance.

<div align="center">OR</div>

    b) Explain the term of competencies. How do competencies differ from knowledge & skills.

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

    a) Explain the impact of implementing HR strategies on organisational performance.

<div align="center">OR</div>

    b) Discuss converting global practices into global advantages.

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

    a) Explain the relationship between career planning & succession planning. What are the challenges of succession planning.

<div align="center">OR</div>

    b) Explain the Role of HR strategy in International context.

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[6025]-54

S. Y. M.B.A.

305 HR : SC-HRM-04 : HR OPERATIONS

(2019 Pattern) (Semester - III)

Time : 2½ Hours]   [Max. Marks : 50

Instructions to the candidates:

  1)   All questions are compulsory.

  2)   All questions carry equal marks.

Q1) **Answer any five out of eight : (2 Marks Each)**

  a)   Define Bonus.

  b)   Explain the concept of PF.

  c)   What is the purpose of charge sheet?

  d)   Explain the meaning of personnel policy.

  e)   Elaborate the theory of national extension.

  f)   Enlist any 4 benefits of employee insurance.

  g)   Explain meaning of termination.

  h)   Define gratuity.

Q2) **Answer any two out of three. (5 Marks each)**

  a)   Describe the concept of set off & set on under the payment of Bonus act.

  b)   Discuss the elements of compensation.

  c)   What are the important points the appointment letter should passess?

P.T.O.

Q3) **Answer any one (10 Marks each)**

a) Explain concept of Bonus in detail & state the circumstances under which Bonus can be disallowed as per law, with help of example.

b) Differentiate between show cause notice and charge sheet.

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

a) What are important points that are to be considered while studying the various elements of TDS?

b) Case : Mr. Hari (Ticket No. - 13302) working in welding department of M/s ABC company was caught by security person, taking away valuable component (Employers property) costing Rs. 25,000/- at the closure of the 1st shift at 8.00 pm on 1st April 2022. Explain how would you initiate disciplinary action as personal manager.

Q5) **Answer any one (10 Marks Each)**

a) Explain the term "Partial Disablement". When does the employer become liable to pay under the workers compensation Act, 1923?

b) Draft a letter of promotion for a service sector employee.

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[6025]-55

S.Y.M.B.A.

SC-OSCM-03 : SERVICES OPERATIONS MANAGEMENT-II
(2019 Pattern) (Semester-III) (304 OSCM)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Answer any 5 out of 8 (2 Marks each) **[10]**

   a) What is service design?

   b) Give any 2 benefits of Poka-yoke.

   c) Define control chart.

   d) Mention any two features of SCM.

   e) Define outsourcing.

   f) List the elements of service design triangle.

   g) Give one model of network in supply chain management.

   h) Define customer loyalty.

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

   a) Discuss Buyer's characteristics/Factors influencing consumer behavior.

   b) Give the risk of outsourcing services.

   c) Discuss the 4P's of service management.

Q3) Answer 3 (a) or 3 (b) [10]

    a) Describe Engle, Kollat and Blackwell (EKB) model with implication.

    b) How to reduce quality cost? Mention the steps to calculate cost of quality.

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

    a) Describe the managerial considerations with outsourcing services. Also give the benefits of outsourcing services.

    b) Explain comprehensive and integrated service design in detail.

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

    a) Design a quality service provided by vaccine manufacturing company serum.

    b) Write the buyer's characteristics in detail.

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[6025]-56

S.Y. M.B.A.

SC-OSCM-04 : LOGISTICS MANAGEMENT

(2019 Pattern) (Semester-III) (305 OSCM)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

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

Q1) Attempt any 5 questions out of 7 mentioned below:

a)   _____and physical distribution are the two major operations of logistics.

    i)   Supply chain management   ii)   Materials management

    iii)   Logistics management   iv)   EOQ management

b)   Which of the following is not a component of 4 PL?

    i)   Control Room (Intelligence)

    ii)   Resource provider

    iii)   Information

    iv)   Recycling

c)   Logistics management is an _____ part of the business and its success.

    i)   Minimal   ii)   Integral

    iii)   Unrelated   iv)   Related

d)   Which of the following is not a part of supply chain management system.

    i)   Supplier   ii)   Manufactures

    iii)   Information flow   iv)   Competitors

e)   Buying according to the requirement is called_____

    i)   Seasonal Buying   ii)   Hand to mouth

    iii)   Scheduled buying   iv)   Tender Buying

f) (JIT) just in time is a practice originally followed in _____.

    i)   America   ii)   China

    iii) Japan   iv) Britain

g) VLCC stands for

    i)   Very large closed container

    ii)   Very large closed carrier

    iii) Very large crude carrier

    iv) Very large crude container

Q2) Write short notes on any two

a) Distinction between production Logistics and Distribution Logistics.

b) Different types of Transport.

c) Functions of Logistics manager

d) Types of inventory.

Q3) Define Logistic Management and its significances, along with the elements of Logistics Management.

<div align="center">OR</div>

Explain the freight concept and its different types.

Q4) Explain Logistics Service providers. e.g.- Courier & Express parcel.

<div align="center">OR</div>

Analyse " Ware housing and role and functions of a warehouse manager.

Q5) Explain Logistics infrastructure, along with its types and importants.

<div align="center">OR</div>

Explain e-supply chain management and its advantages and disadvantages.

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[6025]-57

M.B.A.

304 - BA - SC -BA-03 : ADVANCED STATISTICAL METHODS USING R

(2019 Pattern) (Semester - III)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

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

Q1) Solve any Five of the following :   **[5 × 2 = 10]**

a) Define Probability and give an example.

b) State assumptions of multiple regression analysis.

c) What is autocorrelation in time series?

d) Mention two methods of dimension reduction.

e) Sketch classification table in logistic regression.

f) Enlist models which are both regression and classification in machine learning.

g) Define null and alternative hypothesis.

h) Write properties of the Normal Distribution.

Q2) Solve any two of the following :   **[2 × 5 = 10]**

a) Describe test procedure for testing significance of correlation coefficient.

b) Explain linear discriminant analysis model.

c) Discuss the application of Bayes theorem in data science.

Q3) **Solve any one of the following :** **[1 × 10 = 10]**

a) Describe the procedure of one way ANOVA with example.

b) Discuss the Normal distribution and its applications in statistical analysis.

Q4) **Solve any one of the following :** **[1 × 10 = 10]**

a) Explain the important components of a time series. Describe Holt-Winters smoothing procedure.

b) Differentiate between supervised and unsupervised machine learning with example.

Q5) **Solve any one of the following :** **[1 × 10 = 10]**

a) Explain ARIMA model. How does one forecast an ARIMA model in time series analysis?

b) Critically evaluate linear regression and logistic regression technique.

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[6025]-58

S.Y. M.B.A.

SC-BA-04 : MACHINE LEARNING & COGNITIVE INTELLIGENCE USING PYTHON

(2019 Pattern) (Semester-III) (305 BA)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

1) *All questions are compulsory and carries equal marks.*
2) *Figures to the right indicate full marks.*
3) *Draw suitable diagram wherever necessary*
4) *Assume suitable data if required.*

Q1) Solve any five (10 marks with 2 marks each)   **[5×2=10]**

   a)   Define the term 'Machine Learning'

   b)   What do you mean by 'Scope of variables? in python.

   c)   What are objects and classes? Give example

   d)   Define Dictionary as a data structure in Python with example.

   e)   What is the feature of cognitive intelligence?

   f)   What are the advantages with Python Programming?

   g)   State any 2 applications of supervised machine learing.

   h)   Write a short code in Python for decision making using loop.

Q2) Solve any two: **[10]**

   a)   Explain the steps of building ML systems using SEMMA process model.

   b)   Illustrate decision trees with example.

   c)   Summarize-Plotting and visualization charts using Pandas in Python.

Q3) Solve any one: **[10]**

   a)   Criticize K-Means clustering with advantages and disadvantages.

   b)   Analyse graphically supervised machine learning algorithm using Support Vector Machine method.

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

a)   Compare between supervised and unsupervised learning.

b)   Explain linear regression with metrics for evaluating linear model.

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

a)   "Applications of Clustering-in Marketing & Finance domain "Discuss.

b)   Write a code with Pandas to display the first 10 rows of the Data Frame named "movie_data.csv" in Python.

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[6025]-59

S.Y.M.B.A.

SC-RABM-01 : AGRICULTURE AND INDIAN ECONOMY
(2019 Pattern) (Semester-III)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

  1)   There are five questions each of 10 marks.

  2)   All questions are compuslory with internal choice.

Q1) Explain cropping pattern in India and the factors determining the cropping pattern. **[10]**

OR

Discuss the role and importance of agriculture in Indian economy.

Q2) What steps have helped India to become self-sufficient in food grains production? **[10]**

OR

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

Q3) Explain the importance of irrigation. How India has increased its irrigation potential after independence? **[10]**

OR

Explain the benefits of multi-purpose river valley projects in India.

Q4) Describe the programmes for abolition of intermediaries, tenancy reforms and ceilings on land holdings. **[10]**

OR

Explain the problems of subdivision and fragmentation of holdings. What are the measures to tackle this problem.

Q5) Discuss the present situation of agricultural labour in India. **[10]**

OR

Write short note on (any two)

a) National Commission on Rural Labour (NCRL)

b) Agricultural Labour and Minimum Wages.

c) Abolition of Bonded Labour.

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[6025]-62
S.Y. M.B.A.
304 - SC - PHCM - 01 : FUNDAMENTALS OF PHARMA AND HEALTH CARE MANAGEMENT
(2019 Pattern) (Semester - III)

Time : 2½ Hours]   *[Max. Marks : 50*
Instructions to the candidates:
   1)   All Questions are compulsory.
   2)   Figures to the right indicate full marks.

Q1) Solve any five (2 marks each):

   a)   PVO's means

      i)   Public Voluntary Organisation

      ii)   Personal Verified Organisation

      iii) Private Valued Organisation

      iv)   Private Voluntary Organisation

   b)   Who is the Cabinet health minister, Govt. of India.

      i)   Shri Ashwin Kumar Choube

      ii)   Mr. Mansukh Mandaviya

      iii) Mr. Rajesh Tope

      iv)   Mr. Harshwardhan

   c)   NRHM stands for

      i)   National Rural Health Mission

      ii)   National Rural Health Mechanism

      iii) Non Rural Health Mission

      iv)   National Routine Health Mission

d) Condition of population for 1 PHC in non tribal area in Maharashtra.

    i)   30,000   ii)   40,000

    iii) 50,000   iv)   20,000

e) Which is note a part of Block level structure.

    i)   Grampanchayat   ii)   Panchayat Samiti

    iii) Zilha Parishad   iv)   Anganwadi

f) All of the following are elements of planning expect

    i)   Developing plans   ii)   Monitoring performance

    iii) Establishing Strategies   iv)   Coordinate Activities

g) Which of the following management tasks is most important for supervisory managers?

    i)   Staffing   ii)   Planning

    iii) Organising   iv)   Controlling

h) Pioneer of time and motion study was

    i)   Gilbreath   ii)   Henri Fayol

    iii) Elton Mayo   iv)   Chester Barnard

Q2) Write any two (5 marks each):

a) Rural Development is one of the main objectives of Panchayati Raj and this has been established in all states of India. Explain Panchayat Raj Institutions working and NRHM program.

b) The health care Industry is one of the world's largest and fastest growing industries. Illustrate the ever changing characteristics of health care industry.

c) Explain various duties and responsibilities of managers those are working in pharma industry.

Q3) a) Community health services aim to keep individuals and families in better health by taking into account their environment and social conditions. Identify the importance of community health centres in India. **[10]**

<p style="text-align:center">OR</p>

b) As we know training enhance the knowledge and skills of employees. Identify the need of community health centres in India. **[10]**

Q4) a) Customer Relationship Management a technology for managing all your company's relationships and interactions with customers and potential customers. Examine the need and importance of various CRM practices in health care industry. **[10]**

<p style="text-align:center">OR</p>

b) Panchtatva Ayurveda providing Ayurveda treatment to treat patient. Now Panchtatva Ayurveda is planning to expand their business in rural area. Design segmentation strategies for Panchatatva Ayurveda in rural area.**[10]**

Q5) a) "True value" a natural theory hospital provides their services in their I and II cities. Develop marketing mix for "True value" nature therapy hospitals. **[10]**

<p style="text-align:center">OR</p>

b) Telediagnosis refers to remote diagnosis. Develop strategy to implement tele diagnosis in rural area. **[10]**

<p style="text-align:center">✈ ✈ ✈</p>

[6025]-65

S.Y. M.B.A.

304 -SC- THM-01 : FUNDAMENTALS OF HOSPITALITY MANAGEMENT

(2019 Pattern) (Semester - III)

Time : 2½ Hours]　　　　　　　　　　　　　　　　　　*[Max. Marks : 50*

Instructions to the candidates:

　　1)　All questions are compulsory.

　　2)　All questions carry equal marks.

　　3)　Figures to the right indicate marks.

Q1) **Answer any 5 out of the below 8 :**　　　　　　　　　　　　　　　　**[10]**

　　a)　Enlist key importance of Tourism.

　　b)　Tourism activities in brief.

　　c)　Star Rating of Hotels.

　　d)　Travel Formalities.

　　e)　Government Regulations related to Travel.

　　f)　Impact of Science & Technology on Tourism.

　　g)　Global standards of Hotels.

　　h)　Evolution & growth of hotels.

Q2) **Attempt any two out of THREE.**　　　　　　　　　　　　　　**[2 × 5 = 10]**

　　a)　Factors affecting Hospitality and Tourism industry.

　　b)　Major Departments of a Hotel.

　　c)　Future of Hospitality Industry.

Q3) **Attempt any ONE:** [10]

    a) Hospitality industry is booming thereby generating ample employment opportunities. Support your answer with relevant justifications.

    b) Transport system is critical to Hospitality industry, comment and classify various types of transport systems available.

Q4) **Attempt any ONE.** [10]

    a) Compare & contrast various hotel ownership structures with examples.

    b) Summarise components of tourism infrastructure in India.

Q5) **Attempt any ONE.** [10]

    a) Customer reviews impact purchase decisions of Tourism. Assess this statement in light of Role of e-commerce in Tourism.

    b) Evaluate linkages of Travel Agency with hotels and elaborate its linkage & arrangement with hotels.

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[6025]-68

M.B.A.

SC-IB - 01 304(IB) : IMPORT EXPORT DOCUMENTATION AND PROCEDURE

(2019 Pattern) (Semester - III)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates :

1) *All questions are compulsory*
2) *All questions have internal options.*

Q1) Attempt any 5 questions : **[5 × 2 = 10]**

a) Define Import and Export.

b) The fastest and most costly mode of transport. ()

c) The most widely traded currency in the foreign exchange market is the ()

d) FFA stands for _____.

(Forward freight agent, Fiscal fit agent, Freight forward agent, none of these)

e) The currency used to buy imported good is _____.

(Home currency, Seller home currency, buyer home currency, none of these)

f) The IEC number is a number with _____ digit.

(6,3,10,9)

g) An exporter to obtain a _____ from the export promotion council.

(Registration cum membership certificate, dock entitled pass book, none of these, all of these)

h) Which of the following is not a category of exporter?

(Service exporters, Project exporters, deemed exporters, franchise exporter)

Q2) Attempt any (2) from the following : **[10]**

    a)   Duty Exemption Scheme

    b)   Marine Inspection.

    c)   Explain "Bill of Lading" and its types

    d)   What are the documents required for customs clearance of goods?

Q3) a)   Draw a flow chart of letter of credit Mechanism. **[10]**

<div align="center">OR</div>

    b)   Discuss the signifance of "Export Promotion Capital Goods" scheme.

Q4) a)   How to obtain Import Export code to enter into cross border trade?

<div align="right">**[10]**</div>

<div align="center">OR</div>

    b)   Explain the procedure for obtaining ISO 9000- and BIS 14000 Certification.

Q5) a)   Explain the benefits and objectives of Special Economic Zones. **[10]**

<div align="center">OR</div>

    b)   Differentiate between Commercial and Consular Invoice.

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[6025]-71

S.Y.M.B.A.

401-GC-14 : ENTERPRISE PERFORMANCE MANAGEMENT

(2019 Pattern) (Semester - IV)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

   1)   *All questions are compulsory.*

   2)   *Each question carries 10 Marks.*

Q1) Answer the following (Any 5 out of 8)   **[10]**

   a)   Performance Management defined _____.

      i)   To comply with the requirements of HR

      ii)   To develop punitive steps to address poor performance

      iii) To ensure all stakeholder requirements will be met

      iv) None of the above

   b)   What is the term used to describe the value assigned to the goods or services sold or rented from one unit of an organization to another?

      i)   Variable Cost   ii)   Fixed Cost

      iii) Transfer Pricing   iv) None of the above

   c)   Which of the following is not an example of a responsibility center?

      i)   Investment Centre   ii)   Contribution center

      iii) Profit Centre   iv) Revenue Centre

   d)   The method which does not consider investment profitability is _____.

      i)   Pay Back Period Method   ii)   ARR Method

      iii) NPV Method   iv) IRR Method

   e)   Non-profit and government organizations (NPGOs) _____.

      i)   Do not measure success by financial measures

      ii)   Success has to be measured by their effectiveness in providing benefits to constituents

      iii) Are unable to use the BSC effectively

      iv) None of the above

f) The overall purpose of the balanced scorecard approach is to _____.

    i)   Measure product quality

    ii)   Help turn strategy into action

    iii) Benchmark aginst competitors

    iv) Measure financial performance

g) Which of the following statement about the Strategic Business Unit is true?

    i)   SBUs are held responsible for their own results/Performance

    ii)   SBUs are not separate business setup

    iii) SBUs are evolved from matrix structure

    iv) None of the above

h) The term 'EVA' is used for _____.

    i)   Extra Value Analysis

    ii)   Economic Value Added

    iii) Expected Value Analysis

    iv) Engineering Value Analysis

Q2) Short Notes (Any 2 out of 3)   **[10]**

    a)   Principles of Management Audit

    b)   Process of Capital Budgeting

    c)   Features of E-Commerce

Q3) a)   Explain in details Governance of Non Profit Organizations?   **[10]**

OR

    b)   Define Capital Budgeting. Discuss the purpose and importance of capital budgeting.

Q4) a)   What do you mean by auditing? Explain the Principles of Social Audit in detail.   **[10]**

OR

    b)   How ABC Analysis is Performance Evaluation Parameter for Retail? Explain the Classification of items into A,B and C Categories and performance measure of ABC analysis.

Q5) a) PQR Company heavily decentralized. Division A has always acquired some components from Division B. However division B has intimated increase in its price to Es. 150/unit. Manager of Division A has opposed the same since similar product is available in outside market at Rs.120/unit. Division B has supported its price rise as it is bearing heavy depreciation charge on specialized Equipment they have bought specially for the component. Additional information is as follows:- **[10]**

Total capacity of Division A-10,000 units p.a.

B's Variable costs - Rs. 100/unit

B's Fixed costs - Rs. 30/unit

You are required to advice -

i) Suppose there is no alternate use of division B's capacity, Will the company as a whole benefit if A buys the component from outside at Rs 120/unit.?

ii) Suppose outside market price of the component drops by Rs.30/unit, what would you suggest to the manager of division A?

OR

b) An Enterpise wanted to give up the transfer price on cost plus 15% Return on Investment Basis. Using following information related to its 'P' division for the year 2022-23.

i) Determine the transfer price for division P

ii) If the volume and current assets are reduced by 10%. What will be the impact on transfer price?

1) Fixed Assets Rs.15,00,000

2) Current Assets Rs.10,00,000

3) Debtors Rs.5,00,000

4) Annual fixed cost of the division Rs.15,00,000

5) Variable cost Rs.40/unit

6) Budgeted volume (units) 2,50,000

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SEAT No. :

[Total No. of Pages : 2

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S.Y. M.B.A.

402 : GC-15:INDIAN ETHOS AND BUSINESS ETHICS

(2019 Pattern) (Semester - IV)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

  1)   *All questions are compulsory.*

  2)   *Each question carry equal marks.*

Q1) Solve any five :   **[10]**

  a)   Define the term Ethics.

  b)   Define the term Human Values.

  c)   Define the term IPR (Intellectual Property Rights).

  d)   Define the term Transactional leader.

  e)   Define the term Action (Karma Yoga).

  f)   Define the term E-Marketing.

  g)   Define the term 'Accountability'.

  h)   Define the term 'Absolutism'.

Q2) Solve any two :   **[10]**

  a)   Write a note on approaches to Business Ethics.

  b)   Write a note on Triguna Theory.

  c)   Distinguish between Eastern Management & Western Management.

Q3) Solve any one :   **[10]**

  a)   Explain the Kohlberg's Moral Cognitive Development Theory.

<div align="center">OR</div>

  b)   Discuss management lessons from Mahabharata.

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

   a)   Delineate the Ethical approach towards the area of marketing and
        International Business with suitable examples.

                                    OR

   b)   Discuss the ethical issues of social media with relevant examples.

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

   a)   Evaluate the concept of Corporate Social Responsibility with suitable
        examples.

                                    OR

   b)   Identify and List Out Various Contribution of Kautilya's Arthshastra in
        Ethical Governance.

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[6025]-73

M.B.A. (Part - II)

405 -GE-UL-19 : GLOBAL STRATEGIC MANAGEMENT

(2019 Pattern) (Semester - IV)

Time : 2 Hours]   *[Max. Marks : 50*

Instructions to the candidates:
1) *All questions are compulsory.*
2) *Each question carries 10 Marks.*

Q1) Answer any FIVE out of the following EIGHT: **[10]**

    a)   Define Globalization?

    b)   Define a Strategy?

    c)   What is the Localization?

    d)   What are the Resources?

    e)   What is a cooperative strategy in which firms combine some of their resources and capabilities to create a competitive advantage?

        i)   Piggybacking   ii)   Turnkey Project

        iii)   Greenfield Investment   iv)   Strategic Alliance

    f)   In which organizational design both functions and geography are given equal power and responsibilities?

        i)   Geographical Model   ii)   Single Matrix Model

        iii)   Hybrid Structural Model   iv)   Global Functional Model

    g)   What refers to the use of business practices to manage the triple bottom line: traditional profit/loss; company's social responsibility; and its environmental responsibility?

        i)   Sustainability   ii)   Globalization

        iii)   Innovation   iv)   Adaptation

h) Which of the following statements is most appropriate about Strategy Evaluation and control?

   i) It is a process by which strategies and policies are put into action through the development of programs, budgets, and procedures.

   ii) It is the process of investigation, analysis, and decision making that provides the company with the criteria for attaining a competitive advantage.

   iii) It is a process in which corporate activities and performance results are monitored so that actual performance can be compared with desired performance.

   iv) It is monitoring, evaluating, and disseminating information from the external and internal environments to key people within the corporation.

Q2) Answer the following: (Any Two out of Three)   [10]

   a) Explain the modes of entries in Global markets?

   b) What are the key drivers of Market Intelligence?

   c) Explain the factors that affecting the selection of Global Market Entry Strategies?

Q3) a) What are the rationales for cross-border Mergers and Acquisitions in the current Business Environment?   [10]

                                    OR

   b) Explain the types of Global Organizations? Compare Joint Ventures and Partnering with suitable examples?   [10]

Q4) a) Elaborate the theories of Organizational Adaptation at Global level with example? **[10]**

OR

b) Discuss the Concept and Significance of Partner Analysis in Strategic Alliance? **[10]**

Q5) a) Discuss the Criteria's of Sustainable Competitive Advantages of a Business Organization? **[10]**

OR

b) What is Strategic Management? Explain the process of Strategic Management?

[10]

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Total No. of Questions : 5]

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SEAT No. :

[Total No. of Pages : 2

[6025]-74

S.Y. M.B.A.

406-GE-UL-20 : TECHNOLOGY COMPETITION & STRATEGY MANAGEMENT

(2019 Pattern) (Semester-IV)

Time : 2 Hours]   *[Max. Marks : 50*

Instructions to the candidates:

1) *All questions are compulsory.*

2) *Each question carries 10 marks.*

3) *Each question has an internal options.*

Q1) Solve any five out of eight following sub question.   **[10]**

a)   Describe the concept of SWOT matrix.

b)   Describe the concept of strotegic Diagnosis

c)   Reproduce the concept of competitive Risk.

d)   List the levels of Technology Intelligence.

e)   List any two examples of R & D Alliances.

f)   State the concept of Institutional milieu

g)   State the concept of core competencies.

h)   State the objectives of Technology strategy.

Q2) Solve any two of the following questions.   **[10]**

a)   Explain Market Growth Market-Share analysis matrix.

b)   Explain the key principles for Data collection in Technology Intelligence.

e)   Classify the collaborative arrangements in Technology strategy

Q3) a)   'The rate of technology change is getting faster. To survive in this fast-Changing world. Both the organizations. and practitioners must understand the current technology Landscape' Interpret the statement in context of framework for analysis of technology emergence.   **[10]**

OR

b)   Illustrate the various Technology strategy types with suitable examples.**[10]**

P.T.O.

Q4) a) 'In the conteparary business world, we see there are several examples of the use of technology. Technology has changed the scenario of business operations. Technology presence is in the every sector of business.' Infer the statement with respect to significance of technology as critical to business outcomes. **[10]**

OR

b) Appraise the deployment of technology in new products and in value chain and also in marketing activities. **[10]**

Q5) a) Summarize the contemparary challenges in mapping the technology environment. **[10]**

OR

b) Approaise the risk involved in callaborative activity in technology strategy of small scale manufacturing firm. **[10]**

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[6025]-75A

M.B.A.

407 : GE - UL - 21 : CYBER LAW

(2019 Pattern) (Semester - IV)

Time : 2 Hours]   *[Max. Marks : 50*

Instructions to the candidates:

    1)   All questions are compulsory.

    2)   Assume suitable data if necessary.

    3)   Figures to the right indicate full marks.

Q1) Attempt any Five :   **[5 × 2 = 10]**

    a)   Define Cyber Law.

    b)   What is Domain?

    c)   What is Misinterpretation?

    d)   What is e-governance?

    e)   What is Tribunal?

    f)   Why is R symbol used?

    g)   What is e-services?

Q2) Attempt any Two :   **[2 × 5 = 10]**

    a)   Explain in detail IT Act 2000.

    b)   What do you understand by offence in Cyber Crime. Support your answer with suitable examples.

    c)   Explain different types of e-commerce.

Q3) Attempt any One :   [1 × 10 = 10]

   a)   What is meant by Intellectual Property? Explain with examples.

   b)   Explain Copyright and Trademark with examples.

Q4) Attempt any One :   [1 × 10 = 10]

   a)   Explain Cloud computing in Cyber Law in detail.

   b)   Explain SPDI in detail.

Q5) Attempt any One :   [1 × 10 = 10]

   a)   Explain the scope and need of Digital Signature.

   b)   What is Cyber Law? State any two law in brief.

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[6025]-76
S.Y. M.B.A.
408 - GE UL (22) : CORPORATE SOCIAL RESPONSIBILITY & SUSTAINABILITY
(2019 Pattern) (Semester - IV)

Time : 2 Hours]   *[Max. Marks : 50*
Instructions to the candidates:
1) *All questions are compulsory.*
2) *Each question has an internal option.*
3) *Each question carries 10 marks.*
4) *Justify your answer with suitable examples & diagrams.*

Q1) Answer the following. (Any Five)   **[10]**

    a)   List down Principles of CSR

    b)   What do you mean by Corporate Philanthropy.

    c)   State the meaning of NGO.

    d)   Triple Bottom Line Approach.

    e)   Sustainable Development and social framework - how is it corelated.

    f)   Global Green House Emissions means and implies _____

    g)   What is an ESG Report.

    h)   State ethics in work life.

Q2) Answer any 02 out of 03.   **[10]**

    a)   How is 'Industries & Citizens' participation in sustainable development.

    b)   Difference between Charity and Philanthropy.

    c)   State Contemporary issues and hurdles in CSR.

Q3) Write or Answer any One of below: **[10]**

Explain the structure and development board of Corporate Governance in India.

OR

Enlist the various legislation for CSR in India. What are Activities under schedule VII for the CSR and its complainces with the recent developments.

Q4) Write or Answer any One of below: **[10]**

What are various 17 - Point charter under United Nations agenda for Global Peace and Sustainable Development - 2030. How it is important & helpful for India's long term growth and development.

OR

Sustainable Development is need of hour. Explain with an example of Bhutan Case for Inclusive Growth on Environment protection and Reducing carbon footprints.

Q5) Write or Answer any One of below: **[10]**

State dimension of Sustainable Development. Explain Social Factors or Parameters which help in inclusive growth of an economy and society.

OR

Indian Values and Ethics are considered to be one of Best in World. Explain with few illustrations as to its applicability in Airline and Food Industry.

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[6025]-77

M.B.A.

(403-MKT) SC-MKT-05 : Marketing 4.0

(2019 Pattern) (Semester - IV)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates :

1) *All questions are compulsory.*

2) *Figures to the right indicate full marks.*

Q1) Answer any 5 questions out of the following 2 marks each.   **[5 × 2 = 10]**

a) Define PAR

b) _____ are considered the new segments in today's digital era.

   i) People

   ii) Society

   iii) Communities

   iv) Social media

c) Define Gold Fish Industry archetype

d) Recall Social Listening.

e) Define Brand Advocacy.

f) State the concept of Show rooming.

g) Define Brand affinity.

h) Define Omnichannel Marketing

Q2) Answer any 2 out of 3 questions. (5 marks each)   **[2 × 5 = 10]**

a) Compare and contrast individual purchase decisions to social purchase decisions.

b) "Though connectivity is a major game changer in marketing, distracted customer is a new challenge". Explain the statement.

c) In the context of advacacy, connectivity allows customers to express opinions that othen may listen to elaborate the above argument.

Q3) Answer any 1 out 2 questions (10 marks each) **[1 × 10 = 10]**

    a)   Explain specific customer behaviour and industry characteristics seen in 'Door Khob' industry archetype along with suitable example.

    b)   Marketers need to embrace the power of human centric marketing even more. Explain the six attributes of human centric brands with examples.

Q4) Answer any one out of the following (10 marks each) **[1 × 10 = 10]**

    a)   'Youth are trend setlers and early adopters'. Elaborate on role of youth in digital subcultures.

    b)   Explain the step by step process of content marketing for creation of brand curiosity through an appropriate example.

Q5) Develop customer engagement strategies to creat WOW moments with special reference to any one of the industry/brand listed below. **[10]**

    a)   Retail chains like CHROMA/D'Mart

    b)   Online job portals.

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[6025]-78

S.Y. M.B.A.

404MKT : SC-MKT-06: MARKETING STRATEGY

(2019 Pattern) (Semester - IV)

Time : 2½ Hours] [*Max. Marks : 50*

Instructions to the candidates:

1) *All the questions are compulsory.*
2) *Figures to the right indicate full marks.*
3) *Draw neat labeled diagrams wherever necessary.*
4) *Give suitable examples wherever necessary.*

Q1) **Solve any five :** [5 × 2 = 10]

a) Define Marketing strategy.

b) Enlist any four forecasting techniques.

c) Define USP with suitable example.

d) Describe marketing Intelligence system.

e) List the factors influencing choice of target market.

f) Describe Market Nicher strategies.

g) Describe strategies for declining market.

h) Enlist the stages in strategic marketing process.

Q2) **Solve any two :** [2 × 5 = 10]

a) Explain the concept of Marketing Audit.

b) Describe the strategies for mature maket with suitable examples.

c) Elaborate the concept testing and test marketing techniques of forecasting.

Q3) **Solve any one :** [1 × 10 = 10]

    a)   Demonstrate the use of marketing strategies for market leader with suitable examples.

    b)   Illustrate the significance of porter's five-forces model in strategic marketing.

Q4) **Solve any one :** [1 × 10 = 10]

    a)   Appraise the utility of BCG matrix in strategic marketing.

    b)   Illustrate various positioning strategies with suitable examples.

Q5) **Solve any one :** [1 × 10 = 10]

    a)   Discuss the use of Ansoff matrix in strategic marketing with suitable examples.

    b)   Design a marketing strategy for e-bike.

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[6025]-79

S.Y. M.B.A. (Finance Spl.)

SC - FIN - 05 : FINANCIAL LAWS

(2019 Pattern) (Semester - IV) (403 FIN)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

1) **All Questions are compulsory.**

2) **Figures to the right indicate full marks.**

Q1) Solve any 5:   [5×2=10]

a) Tenancy rights created before enforcement action under SARF AESI Act.

   i)   True

   ii) False

b) After giving _____ days notice lender can take possession of pledged assets.

   i)   30

   ii) 60

   iii) 45

   iv) 70

c) SDR scheme was introduced by RBI in _____.

   i)   June 2016

   ii) June 2015

d)   Catagory I CDR system will be applicable only to accounts classified as
     _____.

     i)   Standard and Substandard

     ii)   Classified and Non classified

     iii)   Substantial and qualified

     iv)   Relative and non relative

e)   FEMA act 1999 empower central government to impose ristrictions on
     financial payment

     i)   True

     ii)   False

f)   Who is regulator under IBC:

     i)   RBI

     ii)   INSOL India

     iii)   Insolvency and Bankruptcy Board of India

     iv)   Indian Board of Inslovancy and Bankruptcy

g)   What is voting required percentage for approval of resolution plan by
     creditors _____.

     i)   85%

     ii)   60%

     iii)   75%

     iv)   90%

Q2) Solve any two: **[2×5=10]**

     a)   Differentiate between CDR and GDR.

     b)   Write detail note on Appointment and Prosecution of director.

     c)   Elaborate in detail 'Corporate Financial Distress'.

Q3) Solve any one: **[1×10=10]**

    a)   Successful ltd. defaulted in the repayment of term loan taken from bank against security created as first charge on same of its assets. The Bank issued notice pursuant of section is of SARFAESI Act, 2002 to company to disscharge its liabilities within period of 60 days from date of notice. The company failed to discharge its liabilities within time limit specified. Identify and explain measures to be taken by the bank to enforce its security interest under the act.

<div align="center">OR</div>

    b)   What do you understand by "Quality Review Board"? Explain functions and process of establishment in detail for 'Quality Review Board' under Actuaries Act.

Q4) Solve any one: **[1×10=10]**

    a)   Analyse in detail scheme for sustainable structuring of stressed Assets (S4A Scheme)

<div align="center">OR</div>

    b)   Analyse liability of Guarantors during the corporate inslovency resolution process.

Q5) Solve any one: **[1×10=10]**

    a)   Evaluate approvals required for Foreign Direct Investment - setting up of a branch office/representative office outside India and procedure to be followed.

<div align="center">OR</div>

    b)   Evaluate limitations of FERA which served objective and scope for FEMA Act to come into existance.

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[6025]-80

S.Y.M.B.A.

404 FIN-SC-FIN-06 : CURRENT TRENDS AND CASES
IN FINANCE
(2019 Pattern) (Semester-IV)

Time : 2½ Hours]   *[Max. Marks : 50*
Instructions to the candidates:
    1) All questions are compulsory.
    2) Figures to the right indicate full marks.
    3) Each questions has an internal options.
    4) Use of Simple calculator is allowed.

Q1) Write any Five out of eight (2 marks each)   **[10]**

   a) Which microfinance institution is known as the universal bank?

      i) Arohan Financial Services Private Ltd.

      ii) Bandhan Financial services Private Ltd.

      iii) Disha Micro Finance Pvt. Ltd.

      iv) SKS Microfinance Pvt. Ltd.

   b) What does the microfinance model not predict?

      i) Decrease in Interest rate when repayment is regular and in time.

      ii) Homogenous Risk group

      iii) Self selection of the best borrowers

      iv) Increase in interest rate which repayment is regular and in time.

   c) Self help group is related to which of the following models?

      i) Indian micro finance model   ii) Financial inclusion model

      iii) V.K. Mehta model   iv) Banking model

d) In India, NABARD does not provide refinance to-

   i) Scheduled commercial Banks

   ii) Regional rural banks

   iii) Export-import bank

   iv) State development banks

e) In an SHG, most of the decisions regarding savings and loan activities are taken by

   i) Local Government   ii) Group members

   iii) Co-operative society   iv) Bank

f) Which of the following is not the part of organised sector of Indian money market?

   i) Mutual funds   ii) Chit funds

   iii) NBFCS   iv) R.B.I.

g) Small finance banks and payments bank are which type of

   i) Shadow Bank   ii) Universal Bank

   iii) Differentiated Bank   iv) Delivery Bank

h) E-wallet has mainly_____ components

   i) 2   ii) 3

   iii) 4   iv) 5

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

a) Distinguish between micro savings and micro finance.

b) Explain the functions of small finance bank.

c) Describe the business model of payment banks in India.

Q3) a) Elaborate the NABARD initiatives for development of micro finance in India. **[10]**

OR

b) Enumerate the different schemes available for new startypes by government of India. **[10]**

Q4) a) 'Mr Poor' is an and investor is seeking an annual return of 20% on the investment of Rs. 3,00,000 in a business. calculate and analyze the following: **[10]**

i) What is the angel's Investment worth after 03 years?

ii) If the investor and the entrepreneur have agreed that based on the financial projections the value of the business at the end of 03 years would be Rs. 17,00,000. Calculate the angel investor's equity percentage.

OR

b) Analyse "phone pe" Business model with suitable facts and figures.**[10]**

Q5) a) AB Corporation Ltd. is expecting the EBIT of Rs. 3,00,000 P.a on an investment of Rs. 10,00,000 is considering the finalisation of the financial plan. Company analyses the following on potions to raise the required funds of Rs.10,00,000 the company belongs to 50% tax beckets. You are required to compute EPS under following four options and suagest which is better and why? **[10]**

i) 100% funds by issuing equity share capital at par of Rs. 100 each.

ii) 50% funds by issuing equity share capital at par of Rs. 100 each and 50% by issue of 12% preference share capital.

iii) 50% funds by equity share capital at par of Rs. 100 each, 25% by issue of 12% Preference share capital and 25% by issue of 10% Debentures.

iv) 25% funds by equity share capital at par of Rs. 100 each, 25% by issue of 12% preference share capital and 50% by issue of 10% Debentures.

OR

b) "Ishika" after acquiring a degree in Hotel management and Business Administration, Took over her family food accession Company of Manufacturing pickles, Jams and squashes. The business had been established by her great grandmother and was doing reasonably well. However, the fixed operating costs of the business were high and the cash flow position was weak. She wanted to undertake modernisation of the existing business to introduce the latest manufacturing processes and diversify in to the market of chocolates and candies. She was very enthusiastic and approached to a financial consultant who told her that opproximately Rs. 50 lakh' would be required for undertaking the modernisation and expansion programme. He also informed hir that the stock market was going through a bullish phase.

i) Keeping in mind. the above considerations, indentify the source of finance that should not be chosen by Ichila for financing the modernization and expression of her food processing business. Give one reason in support of your answer.

ii) Explain any two factors, a part from those stated in the above situation, which she should keep in mind while taking this decision.

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[6025]-81

M.B.A.

403 - SC - HR : ORGANIZATIONAL DIAGNOSIS & DEVELOPMENT

(2019 Pattern) (Semester - IV)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:
1) *Draw neat labelled diagrams wherever necessary.*
2) *Figures to the right indicates full marks.*
3) *All questions are compulsory.*

Q1) Solve any five   **[10]**

a) Define the term of organizational Development.

b) What is Action research?

c) What do you mean by macro environment.

d) Expand PESTEL.

e) What is mean by gestalt approach.

f) Enlist any two objectives of Grid OD.

g) Define the term of quality circle.

h) State any two challenges of O.D consultant.

Q2) Solve any two :   **[10]**

a) What is system theory? Explain it with the help of open & closed systems?

b) What are self managed teams & how do self - managed team apply to the design of socio technical systems?

c) What are the roles & responsibilities of OD consultant?

P.T.O.

Q3) **Solve any one** [10]

a) What are T - Groups & how it will play an important roles in the overall development of organization?

b) Describe various types of Team Intervention?

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

a) Discuss the importance of six box model as emphasized by Weisbord with diagrammatic representation?

b) Discuss briefly the concept of comprehensive OD interventions?

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

a) Describe in detail michael porter's five forces model with diagrammatic representation.

b) Explain with two examples the client consultant Relationship process and major challenges that lie within this relationship?

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[Total No. of Pages : 2

[6025]-82

M.B.A.

404HR : SC-HRM-06: CURRENT TRENDS & CASES IN HUMAN RESOURCE MANAGEMENT

(2019 Pattern) (Semester - IV)

Time : 2½ Hours]   *[Max. Marks : 50*
Instructions to the candidates:
  1) *All questions are compulsory.*
  2) *Each question has an internal option.*
  3) *Each question carry 10 marks.*

Q1) Define the terms given below (Any 5) :   **[5 × 2 = 10]**

  a) Workforce Diversity.

  b) Succession planning.

  c) Performance Management System.

  d) Organizational culture.

  e) Work life balance.

  f) Recruitment.

  g) Gender Pay Disparity.

  h) Human Resource Planning.

Q2) Write short note (Any 2) :   **[2 × 5 = 10]**

  a) Employee engagement & productivity.

  b) Artificial Intelligence in Recruitment.

  c) Decentralized worksites.

P.T.O.

Q3) Answer any one question :						[10]

    a)   Define work process engineering & explain the process of work process engineering cycle.

    b)   Explain the objective & importance of performance management.

Q4) Answer any one question :						[10]

    a)   Elaborate the impact of feedback tools to engage employees & improve their productivity.

    b)   Elaborate the changing skill requirement from employees in current scenario.

Q5) Answer any one question :						$[1 \times 10 = 10]$

    a)   Illustrate the importance of employee satisfaction & elaborate how company boost its employees with an example.

    b)   "The most recognizable organizations in the world sees mentorship as a competitive advantage". Elaborate the statement with an example.

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[6025]-82

M.B.A.

404HR : SC-HRM-06: CURRENT TRENDS & CASES IN HUMAN RESOURCE MANAGEMENT

(2019 Pattern) (Semester - IV)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

    1)   *All questions are compulsory.*

    2)   *Each question has an internal option.*

    3)   *Each question carry 10 marks.*

Q1) Define the terms given below (Any 5) :   **[5 × 2 = 10]**

    a)   Workforce Diversity.

    b)   Succession planning.

    c)   Performance Management System.

    d)   Organizational culture.

    e)   Work life balance.

    f)   Recruitment.

    g)   Gender Pay Disparity.

    h)   Human Resource Planning.

Q2) Write short note (Any 2) :   **[2 × 5 = 10]**

    a)   Employee engagement & productivity.

    b)   Artificial Intelligence in Recruitment.

    c)   Decentralized worksites.

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

    a)   Define work process engineering & explain the process of work process engineering cycle.

    b)   Explain the objective & importance of performance management.

Q4) Answer any one question :   **[10]**

    a)   Elaborate the impact of feedback tools to engage employees & improve their productivity.

    b)   Elaborate the changing skill requirement from employees in current scenario.

Q5) Answer any one question :   **[1 × 10 = 10]**

    a)   Illustrate the importance of employee satisfaction & elaborate how company boost its employees with an example.

    b)   "The most recognizable organizations in the world sees mentorship as a competitive advantage". Elaborate the statement with an example.

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[6025]-83

S.Y. M.B.A.

SC - OSCM - 05 : E-SUPPLY CHAIN AND LOGISTICS

(2019 Pattern) (Semester - IV) (403 OSCM)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

   1)   *All questions are compulsory.*

   2)   *Each question has an internal option.*

   3)   *Each question carries 10 marks.*

   4)   *Figures to the right indicate marks for that question/sub question.*

   5)   *Draw neat diagrams and illustrations supportive to your answer.*

Q1) Answer any 5 out of 8 (2 marks each) Remembering: **[10]**

   a)   What is the Reverse E-logistics?

   b)   What is a e-Distribution?

   c)   Define e-Procurement.

   d)   Define e-business strategy.

   e)   What is the Forward Logistics?

   f)   What is the 3PL Logistics?

   g)   What do you mean by Process orientation as a basic understanding in the value creation process?

   h)   What is EDI (Electronic Data Interchange)?

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

   a)   Explain the e-supply chain management.

   b)   Describe the Holistic approach to supply chain management with examples.

   c)   Explain the structuring the e-SCM business architecture strategy.

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

    a)   Explain the data warehouses and data marts with examples.

<div align="center">OR</div>

    b)   Explain the role of Intranets and extranets in e-Logistics along with its usage.

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

    a)   What are the e-Tracking systems used in e-Logistics?

<div align="center">OR</div>

    b)   Write a comparative note on Satellite Global Positioning Systems (GPS) and Geographic Information System (GIS).

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

    a)   What are the advantages and disadvantages of Electronic procurement (e-Procurement) in e-Supply Chain?

<div align="center">OR</div>

    b)   What is e-SCM scorecard and where it is used? it?

<div align="center">✈   ✈   ✈</div>

[6025]-84

M.B.A.

404OSCM : SC-OSCM-06 : INDUSTRY 4.0

(2019 Pattern) (Semester - IV)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:
1) *All questions carry equal marks.*
2) *All questions are compulsory.*

Q1) **Answer in short (Solve any 5)** **[2 marks each]**

a) Describe Mechatronics.

b) Development of Industry 4.0 in developed countries.

c) Explain 4th Industrial Revolution.

d) Comparison of Industry 4.0 factory and today's factory.

e) Write about Network economy.

f) Western approach for manufacturing excellence.

g) Challenges for Industry 4.0.

h) Enlist various Industrial Revolution.

Q2) **Answer any two out of three.** **[5 Marks Each]**

a) Explain the concept of Smart manufacturing.

b) Comment on pillars of Industry 4.0.

c) Comment on smart transportation.

Q3) a) What are Robots & Cobots? Explain with examples. **[10]**

OR

b) Discuss about Automated Guided vehicle with examples. **[10]**

Q4) a) Describe Big data analysis anti relevant examples. **[10]**

OR

b) Explain four types of Analysis & discuss each with examples. **[10]**

Q5) a) Write the challenges and opportunities for industry with respect to industry 4.0. **[10]**

OR

b) Describe Smart Industry Readiness Index (SIRI) with relevant examples. **[10]**

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[6025]-85

M.B.A.

403 BA : SC-BA-05 : ECONOMICS OF NETWORK INDUSTRIES

(2019 Pattern) (Semester - IV)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

    1)   *All questions carry equal marks.*

    2)   *Figures to the right indicate full marks.*

    3)   *Neat diagrams must be drawn wherever necessary.*

Q1) **Solve any five (2 marks each)**

    a)   Define Network Economics.

    b)   What is demand - side economics of scale.

    c)   Short note on software variety.

    d)   Explain Role of patent in Network industries.

    e)   Explain outline Information goods.

    f)   Define language as network.

    g)   Role of Network in Airline Industry.

    h)   Short note on Network four ATM.

Q2) **Solve any two (5 marks each)**

    a)   Discuss the software variety under hardware competition.

    b)   Explain dynamic approach to technology Revolutions.

    c)   Discuss the impact of digital convergence on the market from Information.

Q3) a) Explain demand side economics of scale of externality? **[10]**

OR

b) What is hardware Industry? What is the hardware compatibility and Network externalities approach. **[10]**

Q4) a) As a system expert you are requested to suggest the new technology advancement adoption approach? **[10]**

OR

b) Explain pricing information goods network hardware and software. **[10]**

Q5) a) Analyze the role of patents, licensing and standardization in network industries. **[10]**

OR

b) Justify the switching costs model four digital Banking initiative of Banks. **[10]**

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[6025]-86

M.B.A.

404-BA-SC-BA-06 : ARTIFICIAL INTELLIGENCE IN BUSINESS APPLICATIONS

(2019 Pattern) (Semester - IV)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates :

1)   Neat diagrams must be drawn wherever necessary.

2)   Figures to the right indicate full marks.

3)   All questions carry equal marks.

Q1) Solve any five (2 marks each) :

a)   What is Artificial Intelligence?

b)   Explain Predicate Logic.

c)   Define Depth-First Search.

d)   Define K-Means algorithm.

e)   What is machine learning?

f)   Define Artificial Neural Networks (ANN).

g)   What are the techniques used in data mining?

h)   What are the elements of propositional logic?

Q2) Solve any two (5 marks each) :

a)   What are the advantages and disadvantages of AI and society?

b)   Explain stages of NLP.

c)   Difference between supervised and unsupervised machine learning.

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Q3) Solve any one (10 marks each) :

    a)   Discuss the Applications of NLP in Business Customer Services.

<div align="center">OR</div>

    b)   Discuss the Machine Learning Workflow.

Q4) Solve any one (10 marks each) :

    a)   Explain the process of mining the World Wide Web with various types of web mining.

<div align="center">OR</div>

    b)   List the criteria to measure the performance of search strategies.

Q5) Solve any one (10 marks each) :

    a)   What is the difference between Simple Hill Generate and Test algorithm climbing?

<div align="center">OR</div>

    b)   Draw and explain the architecture of Convolutional/Neural network.

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[6025]-87
M.B.A.
404RABM: ICT for Agriculture Management
(Semester - IV) (2019 Pattern) (SC-RABM-02)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates :
1) *Answer all questions.*
2) *All questions carry equal marks.*

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

    a)   What is VRC?

    b)   Define Financial Inclusion.

    c)   APRS stands for

    d)   What is SMS?

    e)   What is e-NAM?

    f)   What is Tele - education?

    g)   RFID

    h)   What is micro - credit?

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

    a)   Discuss scope of ICT in agriculture.

    b)   Impact of PMJDY on financial inclusion.

    c)   Application of ICT in supply chain & logistics management.

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

a) What is financial inclusion & explain various services offered under financial inclusion scheme.

OR

b) Examine the impact of PMJDY on financial inclusion.

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

a) Compare e-commerce in Agriculture & tradition market.

OR

b) List & explain various issues & challenges for market access ICT services.

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

a) What is GIS and discuss issues and concern of GIS use in Agriculture activities.

OR

b) Suggest changes and possibilities in Agriculture Insurance & Banking.

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[6025]-90

S.Y.M.B.A.

SC-PHCM-02 : PHARMA & HEALTH CARE REGULATORY ENVIRONMENT IN INDIA

Minor Specialization

(2019 Pattern) (Semester-IV) (404 PHCM)

Time : 2½ Hours]   *[Max. Marks : 50*

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

Q1) Answer any 5 out of 8 questions.   **[5×2=10]**

a) Explain socio cultural Environment.

b) Define offer.

c) Enlist the Ecological factors of marketing environment in Indian Pharma Market.

d) Define copyright.

e) Define Drugs.

f) Explain the concept-trade marks.

g) Explain consumer Protection act.

h) Explain IPR.

Q2) Answer any two out of three.   **[2×5=10]**

a) Write in details the essentials of contract for selling the scheduled drugs at chemist counter.

b) Write in detail drugs & Cosmetic Act-1940

c) "Globalization leads to flow & exchang of APIS across the Globe"- What do you understand out of this statement.

Q3) Answer any one out of two: **[1×10=10]**

a) "Nano Technology is one of the reason for advancement in pharma & healthcare mgmt" Comment.

OR

b) Demonstrate the use of PESTLE in changing pharma and Healthcare market in India.

Q4) Answer any one out two **[1×10=10]**

a) Analyes changing role of IPR for pharma companies.

OR

b) Analyses the current pharma & Healthcare market Scenario with reference to trends in this industry.

Q5) Answer any one out of two **[1×10=10]**

a) Elaborate the different laws developed by constitutions. to support & protect pharma & Health care sector.

OR

b) Enlist various legal problems in relation to healthcare administration with provisions to overcome the same.

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[6025]-93

M.B.A.

SC-THM-02 : TOURISM & TRAVEL MANAGEMENT
(2019 Pattern) (Semester - IV) (404THM)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

1) All questions are compulsory.

2) Figures to the right indicate full marks.

Q1) **Attempt any 5 questions:**   **[5 × 2 = 10]**

     a) Eco - tourism relates to

         i) Economic system   ii) Financial system

         iii) Nature   iv) E-commerce

     b) International tourism helps to earn

         i) Goodwill   ii) Foreign exchange

         iii) Image building   iv) Collaborative Business

     c) _____ is the cultural capital of India.

         i) Mumbai   ii) Delhi

         iii) Nagpur   iv) Banglore

     d) _____ Holidays are one of the type of tourism.

         i) Wellness & health   ii) Music & Recreation

         iii) Sports   iv) Entertainment

     e) Tourism destination planning relates to planning of _____

         i) Carvings   ii) Sculpture

         iii) Architecture   iv) Places

     f) The place at which a traveler terminates his journey is called.

         i) Destination   ii) Domestic tourism

         iii) Excursionist   iv) Mass tourism

Q2) **Write short notes on any two :** [2 × 5 =10]

   a)   Visiting friends and Relatives (VFR).

   b)   Travel and Health Insurance.

   c)   Cargo & MICE.

   d)   Sports Tourism.

Q3) Define tourism concepts along with components of tourism. [10]

                                OR

   Explain travel Agency and tour operation Business. What are the functions of travel Agent.

Q4) Elaborate tour planning importance of tour and classifications of tour Packages.
                                                                              [10]

                                OR

   Explain Eco tourism. Evolution, Principles trends and functions of Ecotourism.

Q5) Define role and functions of travel Agencies and challenges they face while doing business in India. [10]

                                OR

   Explain any 5 tourist places in India and elaborate the specialities of them.

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[6025]-96

M.B.A.

SC - IB - 02 : GLOBAL TRADE & LOGISTICS MANAGEMENT

(2019 Pattern) (Semester - IV) (404 IB)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

    1)   *All questions are compulsory.*

    2)   *All questions carry equal marks.*

Q1) **Solve any five (2 marks each)**

    a)   What is CFA?

    b)   Dumping refers to

         i)   Reducing tariffs

         ii)   Sales of goods abroad at lower price, below their cost and price in their home market.

         iii)   Buying goods at low prices abroad & selling at higher prices locally.

         iv)   Expensive goods selling for low prices.

    c)   Which of the following is international trade?

         i)   Trade between countries.

         ii)   Trade between regions.

         iii)   Trade between provinces

         iv)   Both (ii) & (iii)

d) Transportation cost trade effects :

i) Pattern of trade

ii) Boundaries between tradable and non-tradable goods.

iii) Global supply chains.

iv) All of the above

e) Define & explain ex works.

f) Define & explain FOB

g) Define & explain FCA

h) What are the Freight types.

Q2) Solve any two (5 marks each)

a) Explain multimodal transport system.

b) Explain Heckscher - ohlin model.

c) Explain Mercantilism.

Q3) Solve any one (10 marks)

a) List the documents used for import of goods.

b) List the documents used for export of goods.

Q4) Solve any one (10 marks)

a) Explain different modes of shipment.

b) Explain port operations in detail.

Q5) **Solve any one (10 marks)**

    a)   Mr. Pranav is a tin manufacturer in India. Mr. Jack of England sells goods to M/s. Frank corporation in North America & Mr. Williams of USA buys various goods from Brazil.

        i)   Who is importer?

        ii)   Who is manufacturer?

        iii)   Who is exporter?

        also explain answers of all above questions.

    b)   Anurag is selling goods to Japan. Kavita is buying goods from USA where as Ganesh is buying raw materials from South Africa & after processing it sells finished goods to Malaysia.

        i)   Who is exporter?

        ii)   Who is importer?

        iii)   What is Enterpot Trade?

        also explain answers of all above questions.

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