[6118]-1001

M.B.A.

101 : GC-01 : MANAGERIAL ACCOUNTING

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

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

1)   *All questions are compulsory.*

2)   *Each question carries equal marks.*

Q1) Solve any FIVE :   [5 × 2 = 10]

1.   i)   Purpose of accounting is to provide financial information to

         a)   Shareholders   b)   Tax Authorities

         c)   Investors   d)   All of these

     ii) Credit may signify

         a)   Decrease in assets   b)   Increase in liability

         c)   Increase in capital   d)   All of these

2.   Write any four users of accounting information.

3.   Write any two objectives of financial statement.

4.   i)   Which one of the following is current asset?

         a)   Goodwill   b)   Machinery

         c)   Debtors   d)   Building

     ii) The Statement of Financial Position gives the information about

         a)   Assets and Liabilities   b)   Income

         c)   Expenses   d)   Credit

5.   What is Prime Cost?

6.   i)   Fixed cost includes _____.

         a)   Property taxes   b)   Rent

         c)   Insurance premium   d)   All of the above

     ii) The point of profit at which the total cost will be equal to total revenue is called :

         a)   Break-even point   b)   Margin of safety

         c)   The profit lines   d)   Contribution

7.   Define standard costing.

8. i) _____ budget is a budget which is designed to remain unchanged irrespective of the volume of output or turnover achieved.
   a) Fixed   b) Flexible
   c) Cash   d) Sales

   ii) The main objective of budgetary control is :
   a) to define the goal of the firm
   b) to coordinate different departments
   c) to plan to achieve its goals
   d) all of the above

Q2) Solve any TWO :   **[2 × 5 = 10]**
   a) Explain the different forms of organization.
   b) Explain any two accounting concepts with suitable examples.
   c) Write the element wise classification of cost.

Q3) Solve any ONE :
   a) The following trial balance has been extracted from the books of M/s Jay & Co on 31st March, 2022.   **[10]**

Trial Balance
As on 31st March 2022

Debit Balance	Amount ₹	Credit balance	Amount ₹
Plant and machinery	120000	Capital	181500
Opening stock	120000	Sales	300000
Purchases	230000	Purchase return	10000
Discount	5000	Bank Loan	150000
Salaries	70000	Sundry creditors	66000
Legal Charges	500		
Rent and taxes	20000		
Sales Return	30000		
Freight	4000		
Bills Receivables	70000		
Interest	5000		
Cash in hand	5000		
General Expenses	8000		
Cash at Bank	20000		
	7,07,500		7,07,500

The following adjustments are to be made :

a) Closing stock on 31-03-2022 was valued at Rs. 1,20,000.

b) Interest on bank loan was outstanding of Rs. 7,000.

c) Depreciate plant & Machinery at 10%.

As an Accountant you are required to prepare trading and profit and loss account for the year ended 31st March 2022 and a balance sheet as on that date.

OR

b) The following figures extracted from the books of Pune Pioneer Products Ltd. for the year ended on 31.3.2022. As a Cost Accountant you are required to prepare a statement of the cost to show the prime cost, factory cost, cost of production, total cost and calculate profit/ loss for the year 2021-22. **[10]**

Particulars	Amount (Rs.)
Direct Material	57000
Direct Wages	28500
Factory rent & rates	2500
Office rent and rates	500
Plant depreciation	1250
Factory manager's salary	2000
Factory heating & lighting	400
Plant repairs & maintenance	1000
Office salary	1600
Director's Remuneration	1500
Telephone & postage	200
Printing & Stationary	100
Administration charges	150
Salesman salaries	2500
Advertisement	1500
Showroom rent	500
Sales	116000

Q4) Solve any ONE :

a) Pepsi Company produces a single article. Following cost data is given about its product : **[10]**

Selling price per unit- Rs. 40

Marginal cost per unit-Rs. 24

Fixed cost per annum- Rs. 16000

You have appointed as Cost Accountant, analyse the following :

i) P/V ratio

ii) Break even sales

iii) Sales to earn a profit of Rs. 2,000

iv) Profit at sales of Rs. 60,000

v) New break even sales, if price is reduced by 10%.

OR

b) As a Cost Accountant, from the following information you are required to analyse : **[10]**

Year	Sales	Profit
2021	1,20,000	8,000
2022	1,40,000	13,000

i) P/V Ratio

ii) BEP

iii) Profit when sales are Rs.1,80,000

iv) Sales required to earn a profit of Rs. 12,000

v) Margin of safety in year 2022

Q5) Solve any ONE :

a) Bookhive Ltd. is appointed you as a finance executive. As a finance executive you are required to evaluate and prepare a flexible budget to present to the management for the production capacity of 80% and 60%. The expenses budgeted for production of 10,000 units at 100% capacity in a factory are furnished below: **[10]**

	Rs. Per Unit
Material	70
Labour	25
Variable overheads	20
Fixed overheads	10
Variable expenses (Direct)	5
Selling expenses (90% variable)	13
Distribution expenses (80% variable)	7
Administration expenses (Fixed Rs. 50000)	5
Total	155

Assume that administration expenses are rigid for all levels of production.

OR

b) As a finance executive you are required to assess Material Cost Variance, Material Price Variance and Material Usage Variance from the given information : **[10]**

	Standard			Actual		
	Qty. Kgs.	Price Rs.	Value Rs.	Qty. Kgs.	Price Rs.	Value Rs.
Material A	1200	10	12000	1100	12	13200
Material B	500	16	8000	600	14	8400
Material C	300	20	6000	450	18	8100
	2000		26000	2150		29700

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[6118]-1002
First Year M.B.A.
102-GC 02 : ORGANIZATIONAL BEHAVIOUR
(2019 Revised) (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) Answer any Five (2 marks each)

    a)   Define O.B.

    b)   Name any four traits of leaders.

    c)   Name the determinants of personality.

    d)   What is stereotyping?

    e)   Name any two types of formal groups.

    f)   What is Halo effect?

    g)   What is Eustress

    h)   What is workplace spirituality

Q2) Answer any two (5 marks each)

    a)   Explain the maslows need Hierachy theorey of motivation.

    b)   Explain the components of Emotional Intelligence in detail.

    c)   Explain the Kurt Lewins model of change management

Q3) a)   Using vrooms model, explain how would you motivate an employee to do work efficiently.

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

    b)   Identify and explain four strategies for stress management for employees in IT sector.

Q4) a) HR department wants to increase incentive where as finance department wants to increase the net profit. Explain which steategies the CEO will adapt to solve the conflict.

OR

b) Analyse the 5 components of Big five personality model for a marketing manager of an automobile company.

Q5) a) What is the difference between group and Team why is the cricket team called a team and not a group and why?

OR

b) According to Eric Berne what are transaction? What are 3 types of transactions and why do cross transactions not continue?

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[6118]-1003

M.B.A.

GC-03:103 : ECONOMIC ANALYSIS FOR BUSINESS DECISIONS

(Rev.2019) (Semester - I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

    1)   *All questions are compulsory.*

    2)   *Figures to the right indicate marks.*

    3)   *Draw diagrams wherever necessary.*

Q1) Attempt any five questions two marks each. **[10]**

    a)   What is Micro Economy?

    b)   What is Incremental cost?

    c)   Give the characteristics of the Deopoly market.

    d)   Write the formula for price elasticity of demand.

    e)   Give any two exceptions to the Law of Demand.

    f)   Define Skimming Price in short.

    g)   In _____ stage of Business Cycle businesses cut back production and lay off people.

    h)   In the law of variable proporction, stage one is upto the point where average product cut to marginal product. (True/False)

Q2) Attempt any two questions five marks each. **[10]**

    a)   Give the different objectives of the firm.

    b)   Explain the sales force opinion method of Demand forecasting.

    c)   Explain the Leakages of Multiplier.

P.T.O.

Q3) a) Explain the different types of Income Elasticity of Demand. **[10]**

OR

b) Discuss the Law of Variable proportion considering one variable factor.

Q4) a) Identify the major influencing factors to the market demand for - **[10]**
   i)   Food grains
   ii) Clothes
   iii) Luxurious Car

OR

b) Give the features of perfect competition and explain how the price will be fixed in the perfect competitive market.

Q5) a) Explain the concept of Investment multiplier. **[10]**

OR

b) How the Business cycle helps in business decisions?

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SEAT No. :

[Total No. of Pages : 2

[6118]-1004
M.B.A. - I
104 - GC-04 : BUSINESS RESEARCH METHODS
(2019 Revised Pattern) (Semester-I)

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 question.*
3) *Answers to the questions should be specific & to the point.*
4) *Draw sketches wherever necessary with pencils.*
5) *Graph paper will not be provided.*

Q1) Attempt any Five. [10]
  a)   Define Hypothesis.
  b)   List the Parametric tests.
  c)   Define Research Design.
  d)   List the types variables.
  e)   List the attitude scaling techniques.
  f)   List the types of Probability Sampling.
  g)   Describe the characteristics of good research report.
  h)   Define Reliability.

Q2) Attempt any Two. [10]
  a)   Differentiate between probability and Non-Probability sampling.
  b)   Differentiate between Null and Alternate Hypothesis.
  c)   Explain the concept, purpose or Research Design.

Q3) Attempt any One. [10]
  a)   Design a questionnaire to assess the usage of Electric vehicles in Pune city.
  b)   Develop a suitable sample design to assess the women entrepreneurs in your Pune.

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

a) Prepare an hypothesis (null & alternate) for following situations.

   i) Researcher wants to understand the effects of pandemic on stress level of employees in IT sector.

   ii) Researcher wants to understand the work attitude due to imbalance work life.

b) The frequency distribution is given in the table. Construct a histogram and determine the mode.

Marks	20-25	25-30	30-35	35-40	40-45	45-50	50-55	55-60
No of Persons	50	70	80	180	150	120	70	50

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

a) Develop a research proposal to Assessing the Effectiveness of Employee Training and Development Programs on Organizational Performance.

b) Develop a research proposal to examine the effects of Work-life Balance Policies on Employee Satisfaction and Retention.

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[6118]-1005

M.B.A. - I

105 - GC - 05 : BASICS OF MARKETING

(Revised 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) *Give suitable examples wherever necessary.*

Q1) Solve any five: **[5×2=10]**

     a) Define needs, Wants and demand?

     b) Define a role Gate- Keeper plays in organizational buying decision making?

     c) Define Meta marketing?

     d) Name the major four components of Holistic Marketing?

     e) List the four bases of Segmentation?

     f) Educational Qualification of the customer is a

        i) Demographic factor   ii) Cultural factor

        iii) Natural factor   iv) Economic factor

     g) Publics are the part of micro environment

        i) True   ii) False

     h) List the four stages of PLC?

Q2) Solve any two: **[2×5=10]**

     a) Explain any two approaches to the study of Marketing. Support your answer with suitable examples.

     b) Describe various factors influencing buying behaviour of consumers for choosing a home loan.

     c) Explain in detail how macro marketing environment affect the marketing strategies for FMCG goods?

P.T.O.

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

    a) Illustrate the various bases of market segmentation can be done for the smart watches for Indian market.

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

    b) With changing times, weather and space, fashion products are constantly changing. Illustrate the different PLC strategies for the Fashion wear apparels.

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

    a) Examine the various stages of consumer buying decision process for purchasing a penthouse.

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

    b) Many experts believe that Blockbuster's downfall like Kodak and Old Spice was due to marketing myopia. By staying focused on its customers and being willing to adapt to change company can able to avoid marketing myopia. Justify your answer with suitable examples.

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

    a) As a marketing manager of a company manufacturing and selling variety of health drinks products in Indian Market, develop the marketing positioning strategies for the kids market? Make necessary assumptions to justify your answer.

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

    b) Formulate Marketing mix for an insurance product selling through online platform in India.

<div align="center">✈ ✈ ✈</div>

[6118]-1006

M.B.A.

GC -06 - 106 : Digial Business

(2019 Pattern) (Revised) (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)   *Give relavant examples.*

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

    a)   What is digital business ecosystem.

    b)   List most commonly used online travel booking websites.

    c)   Define social learning.

    d)   Explain the concept IoT.

    e)   Define social shopping.

    f)   Describe virtual communities.

    g)   Define collaboration 2:00.

    h)   Define the term - E - Tailing.

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

    a)   Difference between traditional logistics and e-logistics.

    b)   List the benefits and limitations of social commerce to customers, Retailers, Employees etc.

    c)   Differentiate between mobile marketing and social media marketing.

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

a) Explain the types & participants in e-market place.

b) 'E-commerce has significantly affected government service' elaborate the statement.

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

a) 'Success of digital business ecosystem depend on smoth working of various participants in ecosystem'. Elaborate the statement with reference digital payment in digital business ecosystem.

b) Define social media marketing for promoting new product launched by FMCG company.

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

a) You are appointed as consultant for designing rating app. Design a suitable model for the same.

b) You are appointed as consultant for designing Insurance providing app. Design a suitable model for the same.

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[6118]-1007

First Year M.B.A.
107-GE-UL-01 : MANAGEMENT FUNDAMENTALS
(2019 Revised Pattern) (Semester-I)

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

Instructions to the candidates:

1) *Attempt all questions. All questions carries equal makrs.*
2) *Draw neat diagram and satate examples wherever necessary.*

Q1) Answer any 5 out of 8.   [5×2=10]

    a)   Describe the term management.

    b)   List out controlling tools.

    c)   Define planning.

    d)   Explain the concept of decentralization.

    e)   Define smart goals.

    f)   Explain work place.

    g)   What is ethical approach in decision making

    h)   List any 4 skills required for a good manager.

Q2) Answer any 2 out of 3.   [2×5=10]

    a)   Explain any 4 types of organization structure.

    b)   Discuss the characteristics of good decision making.

    c)   State and discuss the concept and purpose of MBO.

Q3) Answer the following. [1×10=10]

a) "Effective control system improves overall quality of on organization" comment on the statement in items of designing on effective control system.

OR

b) Elucidate the concept of planning as on management. Process! Discuss its role in present day organization.

Q4) Answer the following; [1×10=10]

a) Elaborate the mintzberg's managerial role? What are the three areas does mintzberg use to organize the 10 roles

OR

b) Discuss the concept of Boundary less organization and virtual organisation structure with examples.

Q5) Attempt the following: [1×10=10]

a) Management is regarded as on art by some, a science and inexact science by others. The truth seems, to be some where in between. In the light on the above statement, explain the nature of management.

OR

b) Compare the methods of span of control in government organisation and private organisation.

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[6118]-1008
First Year M.B.A.
108-GE-UL-02 : INDIAN ECONOMY
(2019 Pattern) (Revised) (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 (2 marks each) :   **[10]**

  a)   Define fiscal policy.

  b)   What is financial inclusion?

  c)   What is the age composition of population in India?

  d)   What is the sectoral composition of Indian Economy?

  e)   Define Unicorns.

  f)   Define any two models of public private partnership investment models.

  g)   Define small scale industries.

  h)   Explain hard and soft infrastructure.

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

  a)   Give an account of economic planning process of India.

  b)   Explain the theory of demographic transition.

  c)   Explain the issues in Agriculture sector in India.

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

    a)   Examine the role of monetary policy.

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

    b)   Define Human Development Index. Explain the key dimensions of human development index.

Q4) Answer any One (10 marks each) :   **[10]**

    a)   Analyze the role played by foreign trade in Indian Economy.

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

    b)   Explain the structure and role of capital market in India.

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

    a)   Critically assess the Liberalization, Privatization & Globalization (LPG) model of development.

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

    b)   Give an account of competition policy and competition law in India.

<div align="center">▽ ▽ ▽ ▽</div>

[6118]-1009
M.B.A. - I
109 : GE - UL - 03 : ENTREPRENEURSHIP DEVELOPMENT
(Revised) (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.

Q1) Answer any 5 out of 8 (2 mark each).

   a)   State any four functions of DIC?

   b)   List any four objectives of Training.

   c)   Define innovative Entrepreneur?

   d)   Define the concept "Entrepreneurship"?

   e)   List the four problems of Entrepreneurs?

   f)   What is Mobility of Entrepreneurs?

   g)   Define the term "Entrepreneurial change"?

   h)   List out the Entrepreneurial Competencies.

Q2) Answer any 2 out of 3 (5 marks each)

   a)   Discuss the functions of DIC for Entrepreneurship Development.

   b)   How would you clarify the meaning "Mobility of Entrepreneurs"?

   c)   Write in your own words "Entrepreneurial Competencies".

Q3) Answer any one out of two (10 marks each)

a) Why DIC is important for the Entrepreneurship Development of any country.

OR

b) Illustrate the Role of NIESBUD for Entrepreneurship Development.

Q4) Answer any one out of two (10 marks each)

a) What do you think about Innovation and Entrepreneur?

OR

b) Analyze the "Innovation and Entrepreneurship" will lead to better success.

Q5) Answer any one out of two (10 marks each)

a) Entrepreneurship is the process of Creating Wealth - Disucss.

OR

b) As a Young Entrepreneur, how will you start a new Food Processing unit in the backward region of Maharashtra.

[6118]-1010

M.B.A.

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

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

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

Instructions to the candidates :

   1)   *All the questions are compulsory.*

   2)   *Figure on the right indicates full marks.*

Q1) **Answer any 5 (2 mark each) :** **[10]**

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

      i)   dendrite

      ii)   axon

      iii) myelein sheath

      iv) Synapse

   b)   Name any two parts of a neuron

   c)   Name two types of long term memory

   d)   What is Hallucinations?

   e)   What is Perceptual illusions?

   f)   Define Learning

   g)   Write Goals of Psychology

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

   a)   Define perception. How perception is organized among different factors?

   b)   Define Psychology. Why is it called a science subject?

   c)   Explain in short Verbal & Non Verbal Emotional Expression

P.T.O.

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

    a)   Explain how neurons communicate with each other and with the body?

    b)   Define Learning. How a reflex is going to be learnt according to Pavlov's classical conditioning?

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

    a)   What is the concept of reinforcement in learning? How does it help in shaping behaviour of people in a desirable way?

    b)   Outline the Gestalt Theory of perception with relevant examples.

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

    a)   Explain Why it is said that faces don't always tell the truth about feelings?

    b)   Discuss-How does a basic emotion differ from simply a discrete emotion? With relevant examples.

▽ ▽ ▽ ▽

SEAT No. :

[Total No. of Pages : 2

[6118]-1111
First Year M.B.A.
111-GE-UL-05 : LEGAL ASPECTS OF BUSINESS
(2019 Pattern) (Semester - I) (Revised)

Time : 2 Hours]   *[Max. Marks : 50*
Instructions to the candidates:
  1)   All questions are compulsory.
  2)   All questions carry equal marks.

Q1) Define the following (any 5 - 2 mark each).

   a)   Negotiable Instrument in accordance with the N.I. Act 1881.

   b)   Company according to company Act 1956.

   c)   Deficincy according to consumer protection Act 1986.

   d)   Unpaid seller according to sale of goods act 1936.

   e)   Contingent contract according to Indian Contract act.

   f)   Universal agent according to contract of agency.

   g)   Continuouse gurantee as per contract of gurantee.

   h)   Types of crossing of a cheque.

   i)   Coercion as per Indian contract Act.

   j)   Suit for quantum meruit.

Q2) Answer any Two (5 marks each).

   a)   A promissory note executed on 31ˢᵗ - July 2022, is made payable one month after date. When does the note become payable? Give calculation how to find the date of payment. Also define a promissory note as per Negotiable instrument act.

P.T.O.

b) M offers to sell his house to N for Rs. 1,40,000. N says to M that if he agree to keep the offer open for 10 days he (N) will pay him Rs. 1000 extra. M agrees and then sell the house within 3 days to a third party. Analyse the case.

c) L offered to M his scooter for Rs. 4,000/- M aacepted the offer and tendered Rs. 3,900/- cash down payment, promising to pay the balance of Rs. 100 by the evening. Is there a contract justify your answer. Also define a valid contract as per the Indian contract act.

Q3) a) Explain menorandum of association of a company according to the company act 1956. **[10]**

OR

b) Define 'Goods' according to sale of Goods Act 1930. Explain provisions related to delivery of goods according to sale of goods act.

Q4) a) Define offer. Explain essentials of a valid offer, as per Indian contract Act. **[10]**

OR

b) Explain the termination of contract of agenecy by operation of Law according to the contract of agency act.

Q5) a) Explain the term & provision of Restrictive trade practices and unfair Trade Practice as per consumer protection act. **[10]**

OR

b) Define consumer Dispute. Explain the state consumer forum (state comission) in detail.

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[6118]-1111A

M.B.A.

111-GE-UL-05 : LEGAL ASPECTS OF BUSINESS

(2019 Revised Pattern) (Semester - I)

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

Instructions to the candidates:

    1)   All questions are compulsory.

    2)   All questions carry equal marks.

Q1) Define any 5 :   **[5 × 2 = 10]**

    a)   Bailment

    b)   Offer

    c)   Valid Contract

    d)   Negotiable Instrument

    e)   Unfair Trade Practices

    f)   Company Limited by guarantee

    g)   Specific Goods

    h)   Right of lien

    i)   Bill of Exchange

    j)   Consumer

Q2) Attempt any 2 :

    a)   Difference between conditions and warranties.

    b)   Difference between Memorandum of Association and Articles of Association.

    c)   Difference between Indemnity and Guarantee.

Q3) "Consideration under the Indian Contract Act, 1872 is of utmost importance in enforcing a contract." Discuss the provisions under the Act.

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

"A certification of incorporation is conclusive evidence that all the requirements of companies Act have been compiled with" Discuss the statement.

Q4) a) A draws on B a bill payable three months after sight. It passes through several hands before X becomes its holder. On presentation by X, B refuses to pay. Discuss the right of X on bill.

b) A forced B to enter into a contract at the point of pistol. What remedy is available to B if he does not want to be bound by the contract?

OR

What are the Characteristics of a Negotiable Instrument and explain the liabilities on parties involved in Negotiable instruments.

Q5) Malhar went to a shop to purchase a shirt. The shopkeeper offered him three colours of shirt. Malhar asked him to show him the shirt which was on display. The shopkeeper told him that he could not buy that shirt and would have to choose from the options provided by him. Out of necessity and lack of time Malhar purchase a shirt out of the shirt shown by the shopkeeper. He paid him cash and didn't take the cash memo. Later, when he wore the shirt at home and was about to leave, he found one button of the shirt missing. He went to the shop next day for replacement. The shopkeeper bluntly denied that the shirt was purchased from him

a) Which consumer right of Malhar is violated here?

b) Can Malhar file complaint against the shopkeeper? Why?

OR

"Consumer Protection Act provides cheap and expeditious remedies to the Consumers" - comment also discuss the rights of Consumers as per Consumer Protection Act 1986.

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[6118]-1112

F.Y. M.B.A.

112 GE-UL-06 : DEMAND ANALYSIS & FORECASTING
(Rev.2019) (Semester - I)

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

Instructions to the candidates :

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

Q1) Answer any Five (2 marks each): [10]

a) Describe Seasonal Effects.

b) Describe Expert Opinion Method.

c) What are the different Qualitative Forecasting Methods?

d) Describe a simple moving average.

e) Explain Income Elasticity of Demand with suitable example.

f) Describe Consumer Surveys.

g) Define Evolutionary New Product.

h) How to monitor forecast accuracy.

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

a) Explain how time series analysis is used by Operations manager with reallife examples.

b) Differentiate Short Run Forecast and Long Term Forecast.

c) Explain Halt's two parameter method with appropriate example.

P.T.O.

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

    a)   Illustrate Consumer Surveys, Consumer Clinics and Focus Groups.

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

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

Q4) Answer any One (10 marks each) :   **[10]**

    a)   Explain the important components of a time series.

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

    b)   Distinguish between secular trend, seasonal variations and cyclical fluctuations. How would you measure secular trend in any given data?

Q5) a)   Domestic air traffic has again picked up pace during the current financial year i.e. 2022-23 and is expected to reach around 97% of the pre-covid level. In the light of various components of time series, analyze the growth of passengers in Indian aviation sector.   **[10]**

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

    b)   What is the significance of demand forecasting in business decisions? Critically examine the various methods of Quantitative demand forecasting.

<div align="center">▽ ▽ ▽ ▽</div>

[6118]-2001
M.B.A.
201 : GC-07 : MARKETING MANAGEMENT
(Rev.2019 Pattern) (Semester - II)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

1) *Attempt all questions.*

2) *All questions carry equal marks.*

3) *Draw neat labeled diagram wherever necessary.*

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

a) Which of the following management Guru redefined Marketing in the form of value.

     i) Philip Kotter   ii) Jack Welch

     iii) Peter Drucker   iv) Henry Fayol

b) The label on the soft drink can reads "cool & refreshing for what reason are these words used?

     i) To provide information

     ii) To encourage multiple purchase

     iii) To promote the product

     iv) To satisfy legal require

c) State formulae of 'value' from customer perspective.

d) Define 'Product' with suitable example.

e) Recall 'Speciality goods' with example.

f) State the concept of 'differential pricing'.

g) Reproduce the defination of 'Strategic control".

h) State the meaning of "Warehousing".

Q2) Solve any Two out of Three :   **[2 × 5 = 10]**

a) Differentiate between 'Commodity Vs. Brand'.

b) Differentiate between 'Consumer good's Vs. Industrial goods'.

c) Explain in details 'product hierarchy' with example.

P.T.O.

Q3) Solve any <u>one</u> :   **[10]**

    a)   Design suitable distribution channel for newly launched immunity booster formulation (pdt) vaccine to safeguard the population of your territory.

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

    b)   You are appointed as a Marketing Manager of FMCG company that serves the need of Age group (2yrs-18yrs). Design a suitable distribution channel (online + offline) to Make the product available at right place, time, condition to satiate the need. (Make suitable assumptions)

Q4) Solve any <u>one</u> :   **[10]**

    a)   Develop an Integrated Marketing Communication Plan for 'Foreign university' entering in India.

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

    b)   Explain Booz, Allen and Hamilton's (BAH) classification for new products. Where you will classify following products : (Any Two)

        i)   TATA Nexon EV Segment

        ii)   TATA JET Edition (Harrer, Safari, Nexon, etc)

        iii) Apple i-phone 15

Q5) Solve any <u>one</u> :   **[10]**

    a)   India is largest Producer & Consumer of Millets in the world. The millet market size was valued at USD 10.86 Billion in 2022. In recent years there has been a surge in demand for Millet due to the health benefit. A famous Indian Company is planning to offer Millet Brand in Indian Market. Design a Marketing plan for the company to be successful in Market.

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

    b)   You are appointed as a Marketing Manager of 'DVKS Studio' & DVKS Studio wants to release 'New Movie'. Design a Marketing plan for successful launch & success of the Movie.

<div align="center">▢▢▢</div>

[6118]-2002

First Year M.BA.

202-GC-08 : FINANCIAL MANAGEMENT

(2019 Pattern Revised) (Semester-II)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

   1)   *All questions are compulsory.*

   2)   *Each question carry equal marks.*

   3)   *Use of simple calculator is allowed.*

Q1) Solve any five   **[5×2=10]**

   a)   maximisation of wealth of Shareholders is reflected in.

       i)   Sales maximisation   ii)   Number of Shareholders

       iii)   Market price of equity shares iv)   Stock market index

   b)   Which of the following is a measure of debt service capacity of a firm

       i)   Current Ratio   ii)   Debt-equity Ratio

       iii)   Debtors turnover Ratio   iv)   Interest coverage ratio

   c)   In case, the firm is all equity financed, WACC would be equal to

       i)   Cost of debt   ii)   Cost of equity

       iii)   Neither (i) Nor (ii)   iv)   Cost of equity plus cost of debt

   d)   Which is not a part of investment decision in financial management.

       i)   Dividend payout decision

       ii)   Capital budgeting decision

       iii)   Working capital management

       iv)   Credit policy towards customers

   e)   The figures shown in financial statement are converted to percentage so as to establish each element to the level of the statement in

       i)   Common size statement   ii)   Comparative statement

       iii)   Cash flow statement   iv)   Trend ratios

   f)   How wealth of shareholder is calculated ?

   g)   Write the formula to compute operating leverage and financial leverage.

   h)   Define fund flow statement.

P.T.O.

Q2) Solve any 2 [2×5=10]

    a) How the wealth maximisation is better operative criterion than profit maximisation.

    b) Write a note on comparative financial statements.

    c) Explain the concept of trading on equity.

Q3) a) JKL Ltd. has the following book value capital structure as on 31-03-2023: [10]

Source	Amount (₹)
Equity share capital (2,00,000 shares)	40,00,000
11.5% preference shares	10,00,000
10% Debentures	30,00,000

The equity share of the company sells for ₹ 20 the next expected dividend is Rs. 2 per share. It is expected to grow at 5% p.a. for ever. Assume a 35% corporate tax Rate. Required.

    i) Compute WACC of the company based on the existing capital structure.

    ii) Compute the new WACC, if the company raises an additional ₹ 20 lakhs debt by issuing 12% debentures this would result in increasing the expected equity dividend to ₹ 2.40 and leave the growth rate unchanged, but the price of equity share will fall to ₹ 16 per share.

OR

    b) ABC Ltd. has an annual sale of 50,000 units at ₹100 per unit the company works for 50 weeks in the year. The cost break up is given as below.

Element of Cost	Cost/Unit (₹)
Raw material	30
Labour	10
Overheads (including depreciation ₹5)	20
Total cost	60
Profit	40
Selling price	100

The company has the practice of storing raw materials for 4 weeks requirement. Wages and other expenses are paid after a las of 2 weeks. The debtors enjoy a credit of 10 weeks and company gets a credit of 4 weeks from supplier. The processing time is 2 weeks and finished goods inventory is maintained for 4 weeks.

From the above information determine a working capital requirement. Allowing for 15% contingencies by cash cost approach.

Q4) a) AB Ltd. has the following profit & loss A/c for the year. Ending 31st March 2023 and the Balance sheet as on that date **[10]**

Profit & Loss Account

Particulars	Amount (₹ in Lakhs)	Particulars	Amount (₹ in Lakhs)
Opening stock	1.75	Sales : Credit	12.00
Add : manufacturing cost	10.75	Sales : Cash	3.00
Less : Closing stock	(1.50)		
Cost of goods sold	11.00		
Gross profit	4.00		
	15.00		15.00
Administrative exp	0.35	Gross profit	4.00
Selling exp	0.25	Royalty income	0.09
Depreciation	0.50		
Interest	0.47		
Income tax	1.26		
Net profit	1.26		
	4.09		4.09

Balance Sheet

Liabilities	Amount (₹ in Lakhs)	Assests	Amount (₹ in Lakh)
Equity shares of Rs. 10	3.50	Plant & Machinery	7.50
10% preference shares	2.00	Goodwill	1.40
Reserve & surplus	2.00	Stock	1.50
Long term loan (12%)	1.00	Debtors	1.00
Debentures (14%)	2.50	Prepaid expenses	0.25
Creditors	0.60	marketable Securities	0.75
Bills payable	0.20	Cash	0.25
Accrued expenses	0.20		
Provision for tax	0.65		
	12.65		12.65

Comment on the financial position of the company on the basis of following ratios.

i)   Current ratio

ii)   Debt equity Ratio

iii)   Interest coverage Ratio

iv)   Stock Turnover Ratio.

v)   Debtors turnover Ratio

OR

b)   XYZ Ltd. has obtained the following data concerning the average working capital cycle for other companies in the same industry. Using the data determine working capital cycle for the company and briefly comment on it

Raw material stock turnover	20 days
Credit received	40 days
WIP turnover	15 days
Finished goods stock turnover	40 days
Debtors collection period	60 days
	95 days

The company has provided following information

Particular	Amount
Sales	30,00,000
Cost of production	21,00,000
Purchases	6,00,000
Average raw material in stock	80,000
Average WIP	85,000
Average FG	1,80,000
Average creditors	90,000
Average Debtors	3,50,000

Q5) a) Machine a Cost ₹ 1,00,000 payable immediately. Machine B costs ₹1,20,000 half payable immediately and half payable in one year's time. The cash receipts expected are as follows. **[10]**

year (at end)	Machine A (₹)	Machine B (₹)
1	20,000	0
2	60,000	60,000
3	40,000	60,000
4	30,000	80,000
5	20,000	0

At 7% opportunity cost. Which machine should be selected on the basis of NPV ? Will your decision change if proposals are evaluated on the basis of IRR?

OR

b)   A firm whose cost of capital is 10% is considering two mutually exclusive project X and Y. the details of which are.

Year	Project X (₹)	Project Y(₹)
0	1,00,000	1,00,000
1	10,000	50,000
2	20,000	40,000
3	30,000	20,000
4	45,000	10,000
5	60,000	10,000

Evaluate the project on the basis of Net present value, profitability Index and IRR and suggest most profitable investment.

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[6118]-2003

M.B.A.

GC-09 : 203 : HUMAN RESOURCES MANAGEMENT

(Revised 2019) (Semester - II)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

    1)   *All questions are compulsory.*

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

Q1) Attempt any 5 (2 marks each) :   **[10]**

    a)   Define SHRM.

    b)   What is Job Description?

    c)   Give 2 points of Distinction of Job Enlargement and Job Enrichment.

    d)   What is Employee Referral.

    e)   List 2 uses of Performance Appraisal for the organization.

    f)   Define HR Audit.

    g)   List any 2 fringe Benefits.

    h)   What is suspension?

Q2) Attempt any 2 of the following (5 marks each) :

    a)   Discuss the importance of Training Need Assessment.

    b)   Explain any 2 methods for Job Analysis.

    c)   Discuss the financial and non financial incentives.

Q3) a)   Distinguish between Recruitment & selection and discuss the steps in selection process.

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

    b)   Discuss the process of Human Resource Planning.

Q4) a) Define HRIS. Explain advantages and uses of HRIS.

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

b) Which techniques of Recruitment may be used for the selection of a finance executive at a private sector bank. Also discuss the selection tools for the same.

Q5) a) Design a Job Description and Job specification for a marketing manager for a premium automobile company.

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

b) Mr. Kartik wants to design a performance appraisal process for the employees working in front office of a 3 star hotel. What method should Mr. Kartik use and why?

<div align="center">ঙ্কঙ্কঙ্ক</div>

[6118]-2004
First Year M.B.A.
GC-10 (204) : OPERATIONS AND SUPPLY CHAIN MANAGEMENT
(Revised 2019 Pattern) (Semester-II)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:
1) *All questions are compulsory.*
2) *Each question has internal options.*
3) *Each questions carry equal marks.*
4) *Use of non-scientific calculation is allowed.*

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

     a)   Define learn management.

     b)   Define quality in perspective of customer's view.

     c)   Recall the concept of Job production.

     d)   List the types of operation processes.

     e)   Define loading.

     f)   List any four types of Inventories.

     g)   Define supply chain management.

     h)   State the full form of TQM and GIT.

Q2) Attempt any two out of three from the following.   **[10]**

     a)   Summarize the functions of operation management.

     b)   Paraphrase the concepts of assembly line and batch production.

     c)   Express the roles and functions of production planning and control (PPC).

Q3) a)   "Forecasting in operation management can help to plan production activities of goods and service production in Advance". Illustrate the statement with suitable example.   **[10]**

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

     b)   Illustrate the challenges in supply chain collaborations.

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

Item	Average Number of Units of Inventory Rs.	Average Cost per unit Rs.
I001	10,000	110
I002	20,000	50
I003	30,000	15
I004	25,000	10
I005	70,000	5
I006	25,000	4
I007	20,000	2

OR

b) Categorise the various Inventory cost Appraise EOQ by using graphical representation.

Q5) a) Design the service blue printing for self service food outlet. (consider assumptions). **[10]**

OR

b) Design generalized supply chain model for electronic goods manufacturing company of your choice.
(Consider assumptions).

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[6118]-2005

M.B.A. - I

205 FIN - SC FIN - 01 : FINANCIAL MARKETS AND BANKING OPERATIONS

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

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

1) *Attempt all questions.*

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

Q1) Solve any Five out of Eight: **[10]**

     a)   What is Foreign Exchange Market?

     b)   Define Electronic banking.

     c)   Define ADR.

     d)   List out the types of financial Market.

     e)   Insurance companies in India are regulated by

         i)   RBI

         ii)   AMFI

         iii)   SEBI

         iv)   IRDA

     f)   What is 'Cryptocurrency'?

         i)   New Currency launched by RBI

         ii)   Currency issued by Central Government

         iii)   Plastic Money

         iv)   Digital Medium of Exchange

P.T.O.

g) When money lent for more than a day but up to a fortnight is called
   i) Call money
   ii) Term money
   iii) Money at short notice
   iv) None of the above

h) _____ is an unsecured short term promissory note issued by creditworthy companies?
   i) Commercial paper
   ii) Interbank participation certificate
   iii) Repo
   iv) Certificate of deposit

Q2) Solve any Two out of Three: [10]
   a) Explain the reforms in Indian Money market.
   b) State any five functions of the Securities and Exchange Board of India.
   c) Distinguish between Debentures and Bonds.

Q3) Solve any One: [10]
   a) Differentiate between American Depository Receipts (ADR) and Global Depositary Receipts (GDR).
   b) What is meant by 'New Issue Market'. Explain the various methods of floatation of new securities issue in this market.

Q4) Solve any One: [10]
   a) Ganesh Steel Ltd.' is a large and creditworthy company manufacturing steel for the Indian market. It now wants to cater to the Asian market and decides to invest in new hi-tech machines. Since the investment is large, it requires long-term finance. It decides to raise funds by issuing equity shares. The issue of equity shares involves huge floatation cost. To meet the expenses of floatation cost the company decides to tap the money-market.
      i) Name and explain the money-market instrument the company can use for the above purpose.
      ii) What is the duration for which the company can get funds through this instrument?
      iii) State any other purpose for which this instrument can be used.

[6118]-2005 2

b) Ashish selects a person who is authenticated to buy or sell securities on his behalf. He is registered by SEBI. Then through this person Ashish opens an account with a bank. Then he takes the next step. He gives this person an order in which he specifies the number and types of securities to be bought or sold. The process moves forward. After getting the instructions from Ashish the selected person buys and issues d' paper. The paper contains the name and price of securities, brokerage charges and the name of the parties involved. Then comes the concluding stage of the process. Here, the trading of securities is done by the selected persons on behalf of Ashish.

  i) Identify the process highlighted in the above case.

  ii) Which type of account is being indicated here?

  iii) What is the role of bank here?

  iv) What is the role of the person he has chosen?

  v) What one condition should be met when giving orders for the purchase of securities?

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

a) Summarise the role of primary & secondary market in mobilization of savings of households in our economy.

b) Evaluate the services other than accepting deposits and lending money provided by Banks.

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[6118]-2006
First Year M.B.A.
205 : COMPETENCY BASED HUMAN RESOURCE MANAGEMENT
(2019 Pattern) (Semester - II) (Revised) (HRSC-HRM-I)

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

Q1) Attempt any five questions out of eight: (2 marks each)

   a)   What is performance planning?

   b)   Define competency.

   c)   What is meaning of skill?

   d)   What is KSA?

   e)   Define succession planning.

   f)   List types of competencies.

   g)   Define the term performance management.

   h)   What are basic components of competency?

Q2) Attempt any two: (5 marks)

   a)   Tools for competency mapping

   b)   Leadership core competencies.

   c)   Components of performance management system.

Q3) Answer any one: (10 marks each)

   a)   Explain the benefits of competency mapping to an individual &
        organisation.

   b)   Analyse managerial competencies required to perform role of marketing
        manager in a multinational company.

Q4) Answer any one out of two: (10 marks each)

   a)   Classify competencies required for managerial job at various ten levels
        for an organisation.

   b)   What are leadership, management & functional competencies?

Q5) Answer any one out of two: (10 marks each)

   a)   Describe the Lancaster model of managerial competency.

   b)   Explain process of competency mapping for the post of sales executive.

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[6118]-2007
M.B.A.
205-SC-OSCM-01 : SERVICES OPERATIONS
MANAGEMENT - I
(Rev.2019 Pattern) (Semester - II)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

   1)   *All questions are compulsory.*

   2)   *Each question carries 10 marks.*

   3)   *Each question has internal option.*

Q1) Solve any five out of eight-following sub questions.

   a)   Define service concept.

   b)   Define New service development (NSD).

   c)   State the role of services in an economy.

   d)   Define the term Consumer Service Economy.

   e)   What is Business service experience?

   f)   State the concept of 'Service Dominant Logic'.

   g)   What are the characteristics of service operations?

   h)   List any two types of facility location modelling.

Q2) Solve any two of following sub questions.   **[10]**

   a)   Differentiate & compare the terms Facility layout & Process layout.

   b)   Write a short note on Facility Location.

   c)   Paraphrase the pre-requisities of New Service Development.

Q3) a)   Prepare a note on CRM with it's example.   **[10]**

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

   b)   Demonstrate the steps of contact personnel-selection & training with example.

<div align="right">*P.T.O.*</div>

Q4) a) "Designing the enterprise requires the new service development process" analyze the statement with suitable example.

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

b) Service blue printing for restaurant Business improves employee satisfaction inter the statement.

Q5) a) Evaluate the customer experience and outcomes for food delivery services provided by mobile apps.

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

b) Compare and contrast the services of fashion clothing e-retailer organizations.

<div align="center">ॐॐॐ</div>

[6118]-2008
First Year M.B.A.
205 BA- SC - BA-01: BASIC BUSINESS ANALYTICS USING R
(Revised 2019 Pattern) (Semester-II)

Time : 2½Hours]   *[Max. Marks : 50*
Instructions to the candidates:
  1)   *All questions carry equal marks.*
  2)   *All questions are compulsory.*

Q1) Answer the following questions (Any five)   **[10]**

   a)   List any two SQL basic queries in R

   b)   Define Business Intelligence

   c)   Explain describe () function in R.

   d)   Explain the difference between c bind ( ) and r bind ( ) functions in R.

   e)   Write instruction code to read and write from file in R.

   f)   Explain the concept of data visualization

   g)   What types of analytics uses statistical and machine learning techniques

        i)   Predictive

        ii)   Descriptive

        iii)   Prescriptive

        iv)   Decisive

   h)   Capacity analytics is used to study the impact on

        i)   Culture

        ii)   Employee

        iii)   Customer

        iv)   Revenue

Q2) Answer the following questions (Any two)   **[10]**

    a)   What are the characteristics of good questions?

    b)   Discuss the connectivity to RDBMS from R using ODBC.

    c)   Explain different types of data structures in R with examples.

Q3) Answer the following questions (Any one)   **[10]**

    a)   What are the different types of Business Analytics

    b)   What is Data visualization Explain minimum Five types of Plot with diagram.

Q4) Answer the following questions (Any one)   **[10]**

    a)   Explain the application of Business Analytics in transportation analytics

    b)   Explain the application of Business Analytics in web and social media analytics

Q5) Answer the following questions (Any one)   **[10]**

    a)   Write a R program to get the following output

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    b)   Explain the application of business analytics in healthcare analytics.

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SEAT No. :

[Total No. of Pages : 2

[6118]-2009

First Year M.B.A.

MKT 205 - SC - MKT - 01 : MARKETING RESEARCH

(Revised 2019 Pattern) (Semester - II)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

   1)   *All questions are compulsory.*

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

Q1) Define the following terms. Attempt any Five: **[5×2=10]**

   a)   Define Marketing Research.

   b)   Define Market Research.

   c)   Recall Construct and Questionnaire.

   d)   Enlist various Steps in Marketing Research Process.

   e)   Recall Research Design.

   f)   State the Application of Marketing Research.

   g)   Compare and Contrast Marketing Information System and Marketing Intelligence System (2 Points).

   h)   Write full form of SPSS, AMOS, AI, and ML.

Q2) Attempt any Two: **[2×5=10]**

   a)   Write in details various functions of Marketing Research with suitable example.

   b)   Explain ethical issues encountered in Marketing Research with live example from Industry.

   c)   Compare and Contrast Qualitative and Quantitative research with suitable example (5 points minimum).

Q3) Attempt any One: **[1×10=10]**

a) Create combination of attributes and Levels for 3*3 metric for soft drink Attribute are Price, Volume and Color. Consider yourself as Consumer and Highlight most feasible/Preferred combination with explanation.

Price in Rupees	Volume inML	Color
200	1000	Red
100	700	Green
50	250	Blue

b) Positioning of company's Offering plays a crucial role in Success of Product- state and articulate the methods used to Position the product in the Market with suitable example from Automobile Industry.

Q4) Attempt any One: **[1×10=10]**

a) Draft a Marketing Research Proposal for the Automobile company wants to find out the acceptance of electric vehicle (SUV Segment) in Indian Market.

b) Relate GTM (Go to Market Strategy) for the product of your choice and explain the same in details.

Q5) Attempt any One: **[1×10=10]**

a) Design a Questionnaire to carry out Brand research for Product of your choice from FMCG sector and highlight Construct, items and variables in the Questionnaire.

b) Create Research design for International Marketing Research for product of your choice from Automobile Industry.

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[6118]-2010
F.Y. M.B.A.
206 - FIN: Personal Financial Planning
(2019 Pattern) (Revised) (Semester - II)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates :

1) *Assume suitable data if necessary.*

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

3) *All questions are compulsory.*

4) *All questions have internal options.*

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

a) Define liquidity.

b) Define risk.

c) Define present value.

d) List out two responsibilities of financial planner.

e) Which of the following is considered a risk- free investment?

   i) Equity share

   ii) High grade corporate bond

   iii) Treasury bills

   iv) Gold.

f) Mr. Ram has deposited Rs. 1,00,000 in a saving bank account at 7% simple interest interested to keep the deposit for a period of 5 years. Calculate simple interest.

   i) 35200

   ii) 35000

   iii) 55000

   iv) 45000

P.T.O.

g) Under which section of the Income tax Act can an individual claim deductions for investment such as life insurance premiums, provident fund contributions and tuition fees?

    i)   Section 80 C

    ii)   Section 80 D

    iii) Section 80 E

    iv) Section 80 G

h) Define wealth creation?

Q2) Attempt any Two :   **[10]**

a) Discuss risk avoidance and risk reduction with examples.

b) Discuss briefly the financial planning process.

c) Mr. Amit borrows Rs. 5,00,000 from a bank for purchase of the flat at 8% per annum. Find EMI for a period of 10 years using flat interest rate.

Q3) a)   i) Mr. Naveen deposits Rs. 500 at the end of every year for 6 years at an interest rate of 6% calculate Naveens money value at the end of 6 years.   **[5]**

      ii) From the following information, calculate the present value at 10% interest rate.   **[5]**

Year	0	1	2	3	4	5
Cash in flow (Rs)	2000	3000	4000	5000	4500	5500

OR

b) Identify various investment options available for retirement planning.**[10]**

Q4) a) Compare different types of mutual funds with suitable examples **[10]**

OR

b) Examine the way in which a financial product can be mis-sold. Analyze ways in which one can save one self from onslaught of misselling. **[10]**

Q5) a) Examine various deductions that are available to individuals to save tax under old regime of income tax Act 1962. **[10]**

OR

b) Critically evaluate the ULIP, Term Insurance and life insurance. And how do they impact personal financial planning? **[10]**

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[6118]-2011

F.Y. M.B.A.

HRSC-HRM-02 : EMPLOYEE RELATIONS AND LABOUR LEGISLATION - II

(Revised 2019 Pattern) (Semester - II) (206)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

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

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

a) What are the factors that influence employee relations?

b) What are the key elements of Dunlop's approach to employee relations?

c) Define grievance.

d) State the provisions regarding workers who work fewer hours than the normal working day

e) Name two types of trade unions based on their structure.

f) Enlist two important provisions of the Contract Labour (Regulation and Abolition) Act, 1970.

g) Name two Acts that govern Working Environment?

h) Who fixes the hours for a normal working day? State the section and Act which specifies it.

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

a) Define Industrial Dispute Act 1947. Discuss about the Works Committee

b) Describe the scope of Maharashtra Shops & Establishment (Regulation of Employment and Conditions of Service) Act, 2017. Outline the steps involved in the registration of new establishments.

c) Explain the role and functions of advisory boards and committees established under the Minimum Wages Act, 1948.

P.T.O.

Q3) a) XYZ Manufacturing Company is facing a labour dispute between its workers and management concerning the closure of one of its divisions. The workers claim that the closure is illegal and have demanded compensation and reinstatement. On the other hand, the company argues that the closure was necessary due to financial difficulties. Evaluate the following aspects related to the Industrial Disputes Act, 1947, regarding strikes in this scenario. **[10]**

   i) Analyze the legal provisions and conditions outlined in the Industrial Disputes Act, 1947, that govern strikes initiated by the workers of XYZ Manufacturing Company.

   ii) Determine whether the workers are obligated to provide any prior notice before initiating a strike and under what circumstances the strike could potentially be deemed illegal.

OR

   b) Collective bargaining focuses on the interactions between labor unions representing employees and employers (or their representatives). Enumerate the definition, Nature and Various forms of collective bargaining as well as the prerequisites for achieving successful collective bargaining. **[10]**

Q4) a) Explain the process of formation and registration of "Trade Unions" by highlighting the requirements and benefits of registration. Outline the rights granted to recognized trade unions under the Trade Union Act, 1926?**[10]**

OR

   b) Discuss the establishment and functions of advisory boards and committees under the Minimum Wages Act, 1948 by emphasizing their role to provide advice to the government regarding minimum wages. Highlight their crucial role in facilitating a participatory approach to decision-making in matters related to minimum wages. **[10]**

Q5) a) Veena, is serving as a marketing manager at a mid-sized company, she was diagnosed that she is pregnant and is thrilled about the upcoming addition to her family. However, she is uncertain about her entitlements and rights under the Maternity Benefit Act. Explain the key provisions of the Maternity Benefit Act that Veena can benefit from. **[10]**

OR

   b) In what ways does the Factories Act, 1948 ensure a healthy working environment in factories through its health and welfare provisions? Explain in detail the precautionary measures that an Industrial Relations (IR) manager should take in accordance with the Act's provisions to safeguard the well-being of workers. **[10]**

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[6118]-2012

M.B.A.

SC-OSCM-02 (206 OSCM) : SUPPLY CHAIN MANAGEMENT

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

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

   1)   *All questions are compulsory.*

   2)   *Each questions carries 10 marks.*

   3)   *Each question has internal option.*

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

   a)   Enumerate the types of Kanban.

   b)   Define the term CRM.

   c)   Explain Forward and Reverse SC.

   d)   Define VMI.

   e)   Define Linear SC.

   f)   Define push based supply chain.

   g)   Define the term core competency.

   h)   Define JIT production.

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

   a)   Explain value added services provided by Telecom operator.

   b)   Compare and contrast Pull based SC and Push based SC.

   c)   Describe JIT purchasing and JIT Transportation used by auto assembly plant.

Q3) Answer any one question (10 marks) :   **[10]**

   a)   Contrast anticipatory based business model and response based business model.

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

   b)   Explain in brief customer value requirement mapping.

Q4) a) Critically analyze operational challenges to make shift from linear SC to collaborative network in reality.

OR

b) Elaborate the necessity outsourcing.

[10]

Q5) a) Mr. Ramesh has visited the automotive assembly plant, he has seen visual signals are used to control the material. What is the system of controlling the material? How this system gives high level of Sophistication for OEM?

OR

b) Draw the generalized supply chain model and highlight supplier network Integrated enterprise & Distributed Network.

[10]

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[6118]-2013

F.Y. M.B.A.

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

(Revised 2019 Pattern) (Semester - II)

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 out of Eight : **[10]**

a) Define Business Intelligence.

b) List important data mining tasks.

c) Name the 6Vs of Big Data.

d) What is descriptive modeling?

e) Can you recall and state the concept of support in SVM.

f) State the components of a confusion matrix?

g) List 2 BI tools.

h) Give 2 examples of real world Data mining applications.

Q2) Solve any two out of three : **[10]**

a) Compare and contrast Decision - tree based and Rule - based approaches in classification.

b) Explain the importance of feature selection with reference to Big Data scenario?

c) Describe the process of Hierarchical clustering by providing suitable example.

Q3) a) Apply Apriori Algorithm to the given dataset to find out frequent itemsets. (minimum support 3 items) **[10]**

TID	Items Bought
1	Milk, Tea, Cake
2	Eggs, Tea, Cold Drinks
3	Milk, Eggs, Tea, Cold drinks
4	Eggs, Cold drinks
5	Juice

OR

b) Explain the concept of association learning and why it is commonly referred to as market basket analysis, highlighting its significance in uncovering patterns and relationships within customer transaction data. **[10]**

Q4) a) Critically evaluate different types of data attributes and their properties. Explain data normalization and Data cleaning techniques. **[10]**

OR

b) Explain Density - based clustering method with suitable example. **[10]**

Q5) a) Discuss how Data mining contributes to fraud detection in Business environment. **[10]**

OR

b) Elaborate how Anomaly detection helps businesses to identify unused behaviour or irregular pattern. **[10]**

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[6118]-2014
F.Y. M.B.A.
206 MKT : SC - MKT - 02 CONSUMER BEHAVIOUR
(Rev.2019 Pattern) (Semester - II)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates :
1) *All questions are compulsory*
2) *Each question carries 10 marks*
3) *Draw diagrams wherever necessary*

Q1) Answer any five (2 marks each) :   **[10]**

    a)   Define Consumer Behaviour

    b)   List any 2 applications of Consumer Behaviour

    c)   State lowest-level and highest-level needs as per Maslows Hierarchy

    d)   List any 2 motive arousal

    e)   State any 2 sources of external information

    f)   Define opinion leaders

    g)   What is customer satisfaction?

    h)   Mention any 2 types of organizational buying situations

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

    a)   Describe the process of consumer decision making.

    b)   Explain the use of market segmentation in consumer behaviour.

    c)   Discuss the organizational buying roles.

P.T.O.

Q3) Answer any one : [10]

    a) Explain Nicosia Model of Consumer Decision-making.

    b) Write a brief outline on Indian consumers.

Q4) Answer any one : [10]

    a) Compare and contrast consumer and organizational buying behaviour.

    b) Family stages often have a significant impact on the kinds of goods and services they desire, their patterns of consumption and how much of a certain product they consume overall. Analyse this statement.

Q5) Answer any one : [10]

    a) Assume that you are a marketing manager of a company selling wrist watch. How would you help company's marketing efforts to understand individual and environmental influences on consumer behaviour while purchasing a wrist watch? Make necessary assumptions.

    b) Perceived risk works by creating doubt in the mind of consumers before buying a product. Assess types of risk that a consumer might perceive when buying a Smartphone. Also mention the measures a company can take to counter them.

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[6118]-2015

M.B.A. - I

207 GE-UL-07 : CONTEMPORARY FRAMEWORKS
IN MANAGEMENT

(Revised 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) Answer any 5 : (2 Marks each)   **[10]**

   a)   What is the 'EQ brain'?

   b)   What are the three habits under public victory?

   c)   What is Habit?
      i)   An everyday thing we do that "makes" or "breaks"

      ii)   A routine

      iii)   A result of what we do

      iv)   A schedule we follow

   d)   Leadership is about advancing others, not about advancing yourself. The critical question is this; Are you making things better for the people who follow you?
      i)   Law of addition

      ii)   Law of the respect

      iii)   Law of the lid

      iv)   Law of the connection

   e)   Teams that lack of commitment doesn't show the following attribute
      i)   Lack confidence and are in fear of failure

      ii)   Make ambiguity and second-guessing thrive

      iii)   Fail to seize opportunity spending too much time on making a decision

      iv)   Are willing to sign long term bonds

P.T.O.

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

g) What is Emotional Intelligence?

h) Recognizing your own emotions and how they affect your thoughts and behavior is -
    i)   Self-regulation
    ii) Self-awareness
    iii) Self-motivation
    iv) Social skill

Q2) Answer any 2 :   [2×5=10]

a) What are the benefits of emotional intelligence?

b) What do you mean by dysfunctions of teams?

c) Explain in details the law of legacy.

Q3) Answer any 1 :   [10]

a) What do you understand by social skills? What is importance of social skills in human life?

                              OR

b) As per the Law of Navigation what is a role of a good leader?

Q4) Answer any 1 :   [10]

a) What are the two concepts that come under the umbrella of "disciplined people" for organizations who want to move from good to great?

                              OR

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 organization can do to build trust among team members?

                              OR

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

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[6118]-2016
M.B.A.
GE-UL-08 : Geopolitics & World Economic System
(2019 Pattern) (Revised) (208) (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/Define any 5 (any five out of eight) :**   **[5 × 2 = 10]**

    a)   Define "Globalization".

    b)   Expand OECD.

    c)   Define trade war.

    d)   Two impacts of fluctuating price of crude oil.

    e)   Meaning of " copyright."

    f)   Define - ASEAN.

    g)   Meaning of "Intellectual Property Rights".

    h)   Explain in short about "EU".

Q2) **Attempt any 2 out of 4 :**   **[2 × 5 = 10]**

    a)   State and explain " Theory of Hegemonic stability".

    b)   Explain "SAARC".

    c)   Explain "IMF" and its responsibility.

    d)   Explain "capitalism" and it's advantages and dis-advantages.

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

OR

b) Explain "Globalisation" and it's advocacy, also elaborate its impact on India, after 1991.

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

OR

b) Analyse the "Bretton wood system" and explain its elements in details.

Q5) a) Evaluate the term "Recession" and elaborate the reasons of recession in 1930 and 2009 **[10]**

OR

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

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[6118]-2017
M.B.A. - I
209 - GE-UL 09 : START UP AND NEW VENTURE MANAGEMENT
(2019 Revised Pattern) (Semester - II)

Time : 2 Hours]   *[Max. Marks : 50*
Instructions to the candidates:
  1)   All questions are compulsory.
  2)   All questions carry equl marks.

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

  a)   State the meaning of lean start up.

  b)   Define what "customer validation" means.

  c)   Recall the components of financial statement.

  d)   State suitable features of an entrepreneural board.

  e)   Name the riske born by an entrepreneur.

  f)   Label the contents of a business plan.

  g)   State the difficulties an entrepreur faces.

  h)   Recognize a possibility of value proposition in entrepreneurship.

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

  a)   Recall the competencies and motivations required for entrepreneurship.

  b)   Describe product launch goals and go-to-market strategy in entrepreneurship.

  c)   Restate the factors that venture capitalists take into consideration while funding the start UPS.

P.T.O.

Q3) a) Explain the concept of a lean start up indetail.   **[10]**

                                 OR

b) Evaluate the government's support for new start UPS.

Q4) a) Create a business plan for any new consumer durable product.   **[10]**

                                 OR

b) Recommend any two schemes provided by the government for entrepreneurs.

Q5) a) Illustrate the legal matters that a start up must take into account.   **[10]**

                                 OR

b) Estimate the approaches used in an entrepreneural budgeting and opportunity identificatior.

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[6118]-2018

F.Y. M.B.A.

GE-UL-10 : QUALITATIVE RESEARCH METHODS

(2019 Pattern Revised) (Semester - II) (210)

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

Instructions to the candidates:

1) *All questions are compulsory.*

2) *All questions carry equal marks.*

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

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

    a)   Focus Group

    b)   Sampling

    c)   Saturation

    d)   Purposive Sampling

    e)   Phenomenology

    f)   Qualitative Research

    g)   Quality Management

    h)   Triangulation

Q2) Answer any 2 out of 3 :   **[5 Marks each]**

    a)   Explain various types of interviews with example.

    b)   What is the purpose of using qualitative research methods?

    c)   Describe Lactman's Metaphor Elicitation techniques.

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

    a)   Explain the role of moderator in focused group discussion in detail, what are the prerequisites of focus group discussion venue.

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

b) You are conducting a focus group study to explore the attitudes of parents towards vaccination. Describe how you would analyse the data & what types of themes you might expect to find.

Q4) Answer any one out of 2 : **[10]**

a) Critically evaluate the process of sampling for data collection in qualitative research.

OR

b) How can qualitative research methods be used to explore the impact of new technologies & social media on society & culture?

Q5) Answer any one out of 2 : **[10]**

a) Brief in detail about quality criteria in Qualitative research.

OR

b) What is quality assessment, what are the methods of quality assessment in qualitative research?

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First Year M.B.A.
211-GE-UL.11 : BUSINESS, GOVERNMENT & SOCIETY
(2019 Revised Pattern) (Semester - II)

Time : 2 Hours]   *[Max. Marks : 50*
Instructions to the candidates:
  1)   *All questions are compulsory.*
  2)   *All questions carry 10 marks.*
  3)   *All questions have internal options.*

Q1) Solve any five (2 Marks Each)   **[10]**

  a)   What factors have contributed to Indias overall economic growth in recent decades?

   i)   Limited access to global markets.

   ii)   Lack of foreign direct investment.

   iii) Technological advancement and skilled work force.

   iv)   Hight Inflation rates and fiscal deficits.

  b)   Poverty is commonly defined as

   i)   Lack of access to basic necessities and resources

   ii)   Unequal distribution of wealth in society

   iii) Limited economic growth and development

   iv)   High levels of inflation and unemployment.

  c)   Institutions are important for economic growth because they:

   i)   Stifle innovation and hinder development.

   ii)   Ensure efficient resources allocation

   iii) Create income inequality within society

   iv)   Impede foreign direct investment.

  d)   Industrial relations focus on the interactions between:

   i)   Employers and employees in the workplace

   ii)   Business and government regulator

   iii) Domestic and international markets

   iv)   Competing firms in the same industry

e)   BREXIT refers to the process of:

   i)   Promoting global economic integration

   ii)   Establishing trade alliances within Europe

   iii) The united kingdom withdrawal from the Europiean union

   iv)   Strengthening International cooperation and collaboration

f)   The privatisation experience in the railways sector in India has included:

   i)   Improved infrastructure and passenger services

   ii)   Decreased train fares for all routes

   iii) Nationalisation of railways operation

   iv)   Limited private sector participation in railway projects

g)   What is a Global brand?

h)   What is privatisation.

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

   a)   Write short note on Build operate and transfer model.

   b)   Write short note on role of Foreign Direct Investment (FDI) in economic development.

   c)   Write short note on Impact of population on Development.

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

   a)   What are the potential benefits drawbacks of inter dependences in global supply chains?

   b)   What strategies can be implemented to promote balanced regional development and reduce urban-rural in equalities?

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

    a)   What are the potential benefits and risks associated with implementing public-private partnerships (PPP) projects?

    b)   Explain the characteristics and distinguishing features of multinational corporations (MNCs) in the context of globalization.

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

    a)   What are the key factors driving and globalisation of Indian businesses and firms and what challenges do they face in the global market?

    b)   How does the blending of people, technology and ethical behaviour contribute to the success of businesses in the global environment?

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[6118]-2020
F.Y. M.B.A.
212 GE-UL-12 : Business Process Re-Engineering
(2019 Revised) (Semester - II)

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

Instructions to the candidates :

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

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

    i)   _____is the most challenging part of change management process.

       a)   Motivation   b)   Invalid reason

       c)   With reason   d)   Without reason

    ii)   Designed an E-R diagram for a _____.

       a)   Database   b)   E-R diagram

       c)   Diagram   d)   Graphics

    iii)   Product Content Management is include _____.

       a)   Change generation   b)   Change impact assessment

       c)   Change release   d)   All of Above

    iv)   Cost reduction is reduced _____.

       a)   Costs   b)   Quality products

       c)   Efficiency   d)   Service improvement

    v)   State any 2 objectives of BPR.

    vi)   What is reduced cost?

    vii)   Define ISO standard.

    viii) State the role of IT in Reengineering.

P.T.O.

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

    a)   Discuss ERP in detail.

    b)   Explain importance of ERD.

    c)   What is feasibility? Explain with neat diagram of Feasibility.

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

    a)   What is lean manufacturing and discuss characteristics of lean process in a manufacturing company.

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

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

    a)   Define Framework of reengineering in detail.

    b)   Differentiate between TQM and BPR.

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

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

    b)   List out the functions of BPR.

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[6118]-3001

S.Y. M.B.A.
301 GC - 11 : STRATEGIC MANAGEMENT
(2019 Revised 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: **[10]**

   a)   Define vision.

   b)   Define KPI (Key Performance Indicator).

   c)   Define Portfolio Analysis.

   d)   Define Strategic Management.

   e)   What is Strategic Alliance?

   f)   Explain Management by Objectives (MBO).

   g)   Explain SBU.

   h)   ETOP.

Q2) Answer Any two of the following: **[10]**

   a)   Describe VRIO Framework.

   b)   Explain meaning & components of Business Models.

   c)   Explain Gramin Strategy & its types.

Q3) a) Differentiate between Red ocean & Blue ocean strategy.   **[10]**

OR

b) Explain Mc-Kinsey's 7s framework.

Q4) a) Explain Merger & Acquisition strategy with example.   **[10]**

OR

b) Explain Portfolio Analysis with BCG Mature.

Q5) a) What is meant by Business Model? Prepare Business Model for consumer durables.   **[10]**

OR

b) Explain Porter five forces model with suitable example.

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[6118]-3002

M.B.A.

302-GC-12 : DECISION SCIENCE

(Revised 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.*

     3)   *Each question has an internal option.*

     4)   *Use of simple calculator is allowed.*

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

     a)   What is Pure Strategy Game?

     b)   Explain CPM and PERT.

     c)   What is Flood's Technique! Hungarian Method?

     d)   Explain Principal of Dominance

     e)   Explain Modified Distribution Method

     f)   What is Hurwicz Alpha Criterion?

     g)   What is Single Server Queuing Model?

Q2) Solve any two out of the three questions :   **[10]**

     a)   Elaborate with suitable example any five applications of Markov-chain in Management field.

     b)   Describe Network crashing and various components of project cost.

     c)   Describe Importance of Decision Science in Organisational Decision Making Process.

P.T.O.

Q3) Solve Any One :   [10]

a)   Solve the following LPP graphically :

Maximise   Z = 120*x* + 100*y*

Subject to;   10*x* + 5*y* ≤ 80

6*x* + 6*y* ≤ 66

4*x* + 8*y* ≥ 24

5*x* + 6*y* ≤ 90

x ≥ 0, *y* ≥ 0

b)   A company manufactures around 150 mopeds. The daily production varies from 146 - 154 depending upon the availability of raw materials and other working conditions.

Production Per Day	146	147	148	149	150	151	152	153	154
Probability	0.04	0.09	0.12	0.14	0.11	0.10	0.20	0.12	0.08

The finished mopeds are transported in a specially arranged lorry accommodating only 150 mopeds. Using following random numbers : 80, 81, 76, 75, 64, 43, 18, 26, 10, 12, 65, 68, 69, 61, 57. Simulate the process to find out :

i)   What will be the average number of mopeds waiting in the factory?

ii)   What will be the average Number of empty spaces on the lorry?

Q4) Solve Any One :   [10]

a)   A self-service store employs one cashier at its counter. Nine customers arrive on an average every 5 minutes while the cashier can serve 10 customers in 5 minutes. Assuming poission distribution for arrival rate and exponential distribution for service rate find :

i)   Average number of customers in the system.

ii)   Average number of customers in the queue or average queue length

iii)   Average time a customer spends in the system

iv)   Average time a customer waits before being served.

b) The following information is gathered for a project :

Activity	Preceding Activity	Duration (Week)
A	-	1
B	A	3
C	A	4
D	A	3
E	D	2
F	B,C,E	4
G	D	9
H	D	5
I	H	2
J	F,G,I	2

i) Draw the network diagram.

ii) Determine critical path and project Duration.

iii) What is the Effect on the project duration if :

1) D is changed to 6 weeks.

2) F is changed to 8 weeks.

Q5) Solve Any One : [10]

a) Two breakfast food manufacturing firms A and B are competing for an increased market share. To improve its market share both the firms decide to launch the following strategies.

A_1B_1 = Give coupons

A_2B_2 = Decrease price

A_3B_3 = Maintain Present strategy

A_4B_4 = Increase Advertising

The pay-off matrix shown in the following table describes the increase in the market share for firm A and decrease in the market share for firm B.

Firm A	Firm B			
	B_1	B_2	B_3	B_4
A_1	35	65	25	5
A_2	30	20	15	0
A_3	40	50	0	10
A_4	55	60	10	15

Determine the optimal strategies for each firm and the value of the Game.

b) Four cards are drawn at random from a pack of 52 cards, Find the probability that :

i) They are a king, a queen, a jack and an ace

ii) Two are kings and two are jacks.

iii) All are clubs

iv) All are red or all are blacks

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[6118]-3003

S.Y.M.B.A.

304 MKT-SC-MKT-03 : SERVICES MARKETING

(Revised 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)   What is services Blueprint?

   b)   Explain briefly Service - Continuum.

   c)   Define Service Profit Chain.

   d)   Explain concept of GAP Model.

   e)   List the impacts of service Failure.

   f)   What is service encounter?

   g)   List the characteristics of services.

   h)   Define customer Life time value.

Q2) Solve any two. [2×5=10]

   a)   Illustrate the Services Marketing Triangle.

   b)   Explain the Demand and Capacity concept.

   c)   Explain the Services Marketing opportunities available in 20th Century.

[P.T.O]

Q3) Solve any one   **[1×10=10]**

    a)   Demonstrate the bases of Segmentation strategy with real examples.

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

    b)   Explain the Services Marketing Mix?

Q4) Solve any one.   **[1×10=10]**

    a)   Criticize the concept of "Work from Home".

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

    b)   Elaborate the Automation and New Technologies in Services.

Q5) Solve any one.   **[1×10=10]**

    a)   Explain the importance of service Recovery. Also draft the services recovery strategies for Online Education academy.

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

    b)   Define the Services Blueprint process? Also sketch Diagram of service Blue print for Disney + Hotstar?

<div align="center">❄   ❄   ❄</div>

[6118]-3004
S.Y. M.B.A.
SC - PHCM - 01 : FUNDAMENTALS OF PHARMA AND HEALTHCARE MANAGEMENT
(2019 Pattern) (Semester - III) (Revised)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates :

1) *All questions are compulsory.*
2) *Each questions has an internal options.*
3) *Your answer should be specific and to the point.*

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

a) Define Medical tourism.

b) What is the role Asha worker in healthcare system?

c) What is nature and scope of pharmaceutical marketing?

d) Define "Organizational Learning".

e) Define "Holistic Approach" in healthcare.

f) Ensures a safe, secure and legal work environment is a responsibility of

    i) Manager

    ii) Owner

    iii) Executive

    iv) Leader

g) What referes to essential healthcare?

    i) Primary Healthcare

    ii) Secondary Healthcare

    iii) Healthcare

    iv) None of the above

h) Which committee drafted the National Health Policy in India?

    i) Bhore Committee

    ii) Mudaliar Committee

    iii) Shrivastava Committee

    iv) Patel Committee

P.T.O.

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

a) Describe concept of alternative system of medicine in the healthcare sector.

b) Explain duties and responsibilities of healthcare manager.

c) What is the significance of Health Planning in India?

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

a) What is telemedicine? Discuss the role of telemedicine and robotics in pharma and healthcare industry.

b) Explain the role of various committees in Health planning in India.

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

a) Discuss Artificial Intelligence (AI) in the context of healthcare and analyze the impact of AI in healthcare focusing on its advantages and limitations.

b) Analyze the organizational structures of health systems at different hierarchical levels in India.

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

a) Develop marketing strategies with emphasis on STP for OTC pharmaceutical products.

b) Construct a model of training and development for multispecialty hospital.

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SEAT No. :

P-7901

[6118]-3005

M.B.A.

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

(2019 Revised Pattern) (Semester - III)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) *All questions are compulsory.*

2) *Make appropriate assumptions wherever required.*

Q1) Answer the following questions (any five) : **[10]**

a) What is a Z-test used for?

b) How do you calculate Anova in R?

c) What is the principal component analysis?

d) What are variables in R programming?

e) What are the data cleaning packages in R?

f) What is the Linear Discriminant analysis?

g) What is an ACF plot?

h) What is the basic probability Distributions in R?

Q2) Answer the following questions (any two) : **[10]**

a) Write short note on cross tabulation.

b) Explain the binominal distribution with formula & examples.

c) What is difference between linear & multiple regression.

Q3) Answer the following questions (any one) :   **[10]**

a) What is ANOVA in R? Explain one way ANOVA in details. State the Limitations of ANOVA?

b) How to perform step-by-step logistic Regression in R?

Q4) Answer the following questions (Any one) :   **[10]**

a) Describe the factor analysis? What are the types and examples of factor analysis?

b) Write down the step-by-step procedure of linear regression model?

Q5) Answer the following questions (any one) :   **[10]**

a) Describe descriptive analysis in R? Explain any three functions of descriptive analysis in R?

b) Explain the concept of time series analysis? Explain the any four types of time series analysis with examples?

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[6118]-3006

S.Y. M.B.A.

304 - HR - SC - HRM - 03 : STRATEGIC HUMAN RESOURCE MANAGEMENT

(2019 Revised 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 questions: **[10]**

   a)   Define Human Capital.

   b)   List any two objectives of SHRM.

   c)   List the factors considered in the calculation of HR costs.

   d)   List the steps involved in the Human Resource Planning Process.

   e)   Define Succession Planning.

   f)   Define Job Analysis.

   g)   Define Talent Management.

   h)   What do you mean by cross cultural management?

Q2) Answer any two questions: **[10]**

   a)   Write the evolution of SHRM in detail.

   b)   Elaborate compensation & reward strategies.

   c)   Summarize the differences between domestic & international SHRM.

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

    a)   Assess the effectiveness of a talent management strategy in enhancing employee engagement & retention. Justify your answer with example.

    b)   Explain how each component of OCTAPACE contributes to organizational effectiveness.

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

    a)   Evaluate the potential challenges in aligning HR strategies with business strategies.

    b)   Elaborate the supply forcasting methods considering both external & internal factors.

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

    a)   Develop a sample job analysis questionnaire for any specific role within an organization.

    b)   Elaborate the significance of career planning in achieving organizational goal with suitable example.

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[6118]-3007

M.B.A. - II

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

(Revised 2019 Pattern) (Semester - III)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

1)   *Answer all questions.*

2)   *Assume suitable data, if necessary.*

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

Q1) Solve any five.   **[5×2=10]**

   a)   Define customer loyalty considering tourism industry.

   b)   Enlist any three changing trends in hospitality industry.

   c)   Enlist any three challenges in hospitality industry.

   d)   Name critical factors affecting on hospitality and tourism industry.

   e)   Give any three importance of tourism industry to society.

   f)   What are star rating Hotel's?

   g)   Enlist the advantages of hotel industry to Indian economy.

Q2) Solve any two.   **[2×5=10]**

   a)   Describe the employment opportunities in hospitality industries.

   b)   Describe the ownership structure of hotel's.

   c)   Explain the importance of tourism industry with it's features and types of tourist.

Q3) Solve any one. [1×10=10]

    a) How does sustainable tourism contribute to the environmental conservation?

    b) What economic benefits does tourism brings to local communities.

Q4) Solve any one. [1×10=10]

    a) What role does technology play in transporting the future of hotel industry? Explain with suitable example and justification.

    b) How does personalised services contribute to customer satisfaction in the hospitality industry?

Q5) Solve any one. [1×10=10]

    a) What strategies can hotel industries employ to adapt to changing preferences and expectations? Give suitable example and justifications.

    b) Elaborate the impact of science and technology and travel and transport industry. Also explain different types of transport.

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[6118]-3008

M.B.A.

SC-RABM-01 : AGRICULTURE AND INDIAN ECONOMY

(Revised 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) Answer any five out of following :   **[5 × 2 = 10]**

   i)   In India the first phase of green revolution was from mid _____ upto mid _____.

      a)   1940, 1950   b)   1970, 1980

      c)   1960, 1970   d)   1950, 1960

   ii)   Scope of land reforms does not include _____

      a)   abolition of intermediaries

      b)   consolidation of land holdings

      c)   cooperative forming

      d)   housing loans to farmers

   iii)   Which of following Indian Government scheme aim to prevent rural youth migration?

      a)   PURA   b)   NSAP

      c)   SAGY   d)   SGRY

      e)   None of this

iv) In which year Rationing (PDS) introduced in India?

    a)   1940   b)   1970

    c)   1950   d)   1960

v) Which 5 year planning affected by two war and drought?

    a)   First   b)   Third

    c)   Fifth   d)   Sixth

vi) Which Indian state is worlds first organic state

    a)   Punjab   b)   Assam

    c)   Arunachal Pradesh   d)   Sikkim

vii) When land reforms act was passed?

    a)   1950   b)   1952

    c)   1953   d)   1957

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

    a)   Write brief note on National Commission on Rural Labour (NCRL).

    b)   Explain policy options for reforms in public distribution system.

    c)   Highlight role and issues about contribution of private sector in Indian agriculture development.

Q3) a)   Briefly analyse crop pattern in India since 1951.   **[10]**

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

    b)   Analyse composition and objectives of constitution of National commission of Farmers Also highlight its role in Green revolution in India.

Q4) a)   Define land Reforms : Write a detail note on development of consolidation of agriculture holding in India.   **[10]**

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

    b)   Elaborate concept 'economic land holding. Explain in detail problems in sub division and fragmentation of holding as pattern of ownership with example.

Q5) a) Which irrigation system is mostly used in Indian farming? Elaborate with example problems and challenges about Irrigation in India. **[10]**

OR

b) Write a detail note on any two :

i) Irrigation in 12th plan

ii) Multipurpose river valley project

iii) Mechanisation of agriculture.

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[6118] - 3009

M.B.A.

SC - IB - 01: Import Export Documentation & Procedures

(2019 Revised Pattern) (Semester - III)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates :

   1)   *Question no. 1 is compulosry.*

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

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

   a)   I.E.C. number

   b)   Pre-shipment inspection.

   c)   Customs Act.

   d)   ISO 9000 series.

   e)   Bill of Entry.

   f)   Warehousing

   g)   Bills of Landing.

Q2) Solve any Two :   **[2 × 5 = 10]**

   a)   Legalization and attestation of documents.

   b)   How to obtain import export code to enter into cross border trade?

   c)   Explain role of EXIM Bank in Import & Export.

Q3) Solve any One :   **[1 × 10 = 10]**

   a)   Explain export & import documentation & procedure.

   b)   Explain provisions regarding export of software & Floricultural product.

P.T.O.

Q4) Solve any One :   [1 × 10 = 10]

   a) Discuss the need & importance of recently updated export & import policy.

   b) Examine significance of canalization to the import procedure.

Q5) Solve any One :   [1 × 10 = 10]

   a) Describe any 2 commodity boards in export.

   b) Explain various promotion schemes of export.

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[6118]-3009   2

[6118]-3010
S.Y. M.B.A.
304 FIN : ADVANCED FINANCIAL MANAGEMENT
(2019 Pattern) (Semester - III) (Revised)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates :

   1)   *All questions are compulsory.*

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

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

   a)   What are the components of cash-flow statements?

   b)   Give any two reasons for companies to merge.

   c)   What is trade-off theory in capital structure?

   d)   Which two factors influence Dividend policy.

   e)   What do you mean by portfolio restructuring?

   f)   What are the two objectives of share buyback?

   g)   State any two cash management models.

   h)   State any two financial distress predictors.

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

   a)   What is LBO? Explain its advantages?

   b)   Explain in detail role of Factoring in receivables management.

   c)   Define Dividend policy & what are the factors affecting it.

Q3) a) From the following balance sheet as on 31ˢᵗ March 2021 and 31ˢᵗ March 2022 of XYZ Ltd. you are required to prepare funds flow statement.**[10]**

Liabilities	2021 (Rs.)	2022 (Rs.)	Assets	2021 (Rs.)	2022 (Rs.)
Equity share capital	3,00,000	4,00,000	Goodwill	1,15,000	90,000
Redeemable preference Share capital	1,50,000	1,00,000	Land & Building	2,00,000	1,70,000
General Reserve	40,000	70,000	Plant	80,000	2,00,000
Profit & Loss	30,000	48,000	Debtors	1,60,000	2,00,000
Proposed dividend	42,000	50,000	Stock	77,000	1,09,000
Creditors	55,000	83,000	Bills Receivable	20,000	30,000
Bills payable	20,000	16,000	Cash in hand	15,000	10,000
Provision for taxation	40,000	50,000	Cash at bank	10,000	8,000
	6,77,000	8,17,000		6,77,000	8,17,000

Additional information :

i) Depreciation of Rs. 10,000 & Rs. 20,000 have been charged on plant and Land & Building respectively in 2022.

ii) A dividend of Rs. 20,000 has been paid in 2022.

iii) Income tax of Rs. 35,000 has been paid during 2022.

OR

b) i) Following information is available from the bocks of paramount Ltd. for the year ended 31st March 2022 :

I) Total sales for the year was Rs. 14,00,000.

II) Cash sales for the year was Rs. 12,00,000.

III) Rs. 8,50,000 were collected during the year from debtors.

IV) Salary of Rs. 1,50,000 remained outstanding during the year.

V) Company paid Rs. 9,60,000 to its creditors.

VI) During the year, company paid income-tax to the tune of Rs. 75,000.

Prepare cash from operating activities using direct method.

ii) Calculate EVA from the following information for the year ended 31st March, 2023.

Particulars	Amount (Rs.)
Average Debt	1500
Average Equity	28,660
Profit after tax before exceptional items	16,410
Interest after taxes	50
Cost of debt (Post tax)	7.72%
Cost of Equity	16.70%
Weighted Average Cost of Capital (WACC)	16.54%

Q4) a) ABC Ltd. has a share capital of Rs. 1,00,000 divided into shares of Rs. 10 each. It has a major expansion program requiring an investment of another Rs. 50,000. The management is considering following alternatives for raising this amount : **[10]**

- Issue of 5,000 equity shares of Rs. 10 each
- Issue of 5,000 12% preference shares of Rs. 10 each.
- Issue of 10% debentures of Rs. 50,000

The company present Earning Before Interest & Tax (EBIT) are Rs. 40,000 per annum subject to tax @ 50%.

You are required to calculate the effect of the above financial plan on the earning per share when :

i) EBIT continues to be the same even after expansion.

ii) EBIT increases by Rs. 10,000.

OR

b) i) An organization expects a net income of Rs. 1,00,000. It has Rs. 1,50,000, 10% debentures. The equity capitalization rate of the company is 12%. Calculate the value of the firm and overall capitalization rate according to the Net Income Approach (ignoring income-tax).

ii) If the debenture debt increased to Rs. 2,00,000, what shall be the value of the firm and the overall capitalization rate.

Q5) a) From the following information supplied to you, determine the market value or equity shares of a company as per Walter's Model : **[10]**

Earnings of the company	Rs. 5,00,000
Dividend paid	Rs. 3,00,000
Number of shares outstanding	1,00,000
Price-earning ratio	8
Rate of return on investment	15%

Are you satisfied with the current dividend policy of the firm? If not, what should be the optimal dividend pay-out ratio in this case.

OR

b) S3 Ltd. has present Annual sales of 20,000 units at Rs. 150 per unit. The variable cost is Rs. 100 per unit and the fixed cost is Rs. 1,50,000 p.a. The present credit period allowed by company is 1 month. The company is considering a proposal to increase the credit period to 2 months and 3 months and has made following forecasts :

Credit Policy	Existing Policy	Proposed Policy	
	1 month	2 months	3 months
Increase in Sales	–	15%	30%
% of bad debts	1%	3%	5%

There will be increase in fixed cost by Rs. 25,000 on account of increase of sales beyond 25% of present level. The company plans on a pre-tax return of 20% on investment in receivables. You are required to calculate the most beneficial credit policy for the company. Assume cash cost method for finding out investment in Debtors & receivables.

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[6118]-3010   4

[6118]-3011
S.Y. M.B.A. (Management)
304-OSCM-SC-OSCM-03 : SERVICES OPERATION MANAGEMENT - II
(2019 Pattern Revised) (Semester - III)

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) Define Focus strategy.

b) Explain Quality Function Deployment (QFD).

c) Name two elements of overall cost Leadership approach in services.

d) What is Poka-Yoke (Fail safe) and how does it relate to service quality?

e) Explain the concept of SCM.

f) What are the principles of service design?

g) What is the purpose of a "Walk Through Audit" in service quality assessment.

h) Discuss the importance of Customer Retention.

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

a) Differentiate between Qualifiers and Service Winners in the marketplace.

b) Describe 4 p's of service Design.

c) What are the attributes of professional service firms.

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

a) Discuss Buyer's Decision-Making process in service Management and stages in Engel kollat Blackwell Model of consumer Behaviour.

b) What is meant by setting Direction, policy and strategy for IT services.

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

a) What is meant by the virtual value chain in relation to services? What are the stages from the marketplace to marketspace?

b) Define service Quality. What are the dimensions of service Quality?

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

a) What are the competitive service strategies? Discuss with Examples.

b) What is meant by Basics of Service Design? Narrate the Evolution of Service Design.

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[6118]-3012

S.Y. M.B.A.

SC-MKT-04-305 MKT : SALES & DISTRIBUTION MANAGEMENT (Theory)

(2019 Revised 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) Attempt any - 05 questions (2 Marks each) - **[10]**

  a) Mention any 04 functions of Sales Management.

  b) How are "Wholesalers" classified according to their functions?

  c) Mention various compensation methods for sales force.

  d) Explain the term "Sales Quotas".

  e) What do you mean by levels of distribution channels?

  f) Define Vertical Marketing system.

  g) What are the advantages of Franchisee in a Franchise agreement?

  h) Mention the various types of Retailers.

Q2) Attempt any 02 questions (5 marks each) : **[10]**

  a) Explain the possible careers in Sales Management available for a fresh MBA student in service industry.

  b) Which marketing distribution channel level would you prefer as a marketing manager for a premium brand of modular furniture? Explain.

  c) What factors will you consider during the selection and recruitment of channel partners for a product such as "Industrial Safety Shoes"?

P.T.O.

Q3) Attempt any one question : **[10]**

    a)   Explain the concept of Reverse Logistics. Explain with examples, how does it contribute to the concept of "recycling" & "sustainable development"?

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

    b)   What are various types of Sales Organisations? Which type is according to you the best option for an organisation selling pharmaceutical products? Why?

Q4) Attempt any one question : **[10]**

    a)   What do you understand by a "Channel Information System"? Which elements of channel Information system would you consider in the design of C.I.S. for a firm selling consumer electronic goods?

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

    b)   Analyse various practical applications of EOQ and JIT by taking an example of the Manufacturing Industry.

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

    a)   Design Distribution channel model for a ready-made garment manufacturer of industrial estate in Pune who wants to distribute the product in the Maharashtra State.

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

    b)   Design a format for :

        i)   Daily Sales Call Report

        ii)   Expired goods and breakage return Report

        For a sales representative of FMCG food product selling organisation.

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[6118]-3013

M.B.A.

305-HR : SC-HRM-04 : HR OPERATIONS

(2019 Pattern) (Revised) (Semester - III)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

   1)   *All questions are compulsory.*

   2)   *All questions carry equal marks.*

   3)   *Use of simple calculator is allowed.*

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

   a)   Explain the importance of personal files & records.

   b)   Elaborate the theory of notional extension.

   c)   Explain the term perquisites.

   d)   Explain the concept "Arising out of and in the course of" employment.

   e)   Explain the term forfeiture of gratuity.

   f)   Explain the term reinstatement in service.

   g)   Explain the standard deductions from salary.

   h)   Explain the concept of pf.

Q2) Answer any two out of three (5 marks each) : **[10]**

   a)   Describe the concept of 'set on and set off' under the payment of Bonus Act.

   b)   Differentiate between show cause notice and charge sheet.

   c)   Discuss the elements of compensation.

Q3) Answer any one (10 marks each) : **[10]**

   a)   Explain the six benefits under the ESIC Act, 1948.

   b)   What is disablement? How the compensation calculation is done in case of partial disablement total disablement and death?

P.T.O.

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

a) Explain Human Resource Administration. State it's nature, objectives and scope.

b) Draft a "Appointment letter" for the position of "HR Executive" in "ABC Ltd".

Q5) Answer any one (10 marks each) :   **[10]**

a) Mr. Prakash worked in the organisation, he resigned from organisation. His last Basic salary was 14,500 and DA. 9,500. He has completed 14 years and 10 months of service. Calculate Gratuity payable to him.

b) Calculate minimum and maximum bonus Basic salary = 18,500, DA = 14,500.

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[6118]-3014

M.B.A.

305-FIN SC-FIN-04 : INTERNATIONAL FINANCE

(2019 Revised 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) *Every question has an internal option.*

Q1) Solve any five out of Eight :   **[10]**

     a)   Explain the concept of Arbitrage.

     b)   What is Purchasing Power Parity?

     c)   Explain the concept of zero coupon Bond.

     d)   What do You understand by term 'Tax Evasion'?

     e)   What is Money laundering?

     f)   Define future contract.

     g)   What you understand by the term 'Floating Rate Notes'.

     h)   What is dual currency Bond?

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

     a)   Describe 'International Monetary fund' in detail.

     b)   Define 'International finance'. Explain its scope and importance.

     c)   What do you understand by the term money laundering? State the stages and methods of money laundering.

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

     a)   Explain 'International credit rating agencies' and 'World Bank' in brief.

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

     b)   What is the difference between forward contract and future contract?

<div align="right">***P.T.O.***</div>

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

    a)   What do you mean by 'Bond'? Explain different types of bonds in detail?

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

    b)   Explain the following terms in detail :

        i)   SWIFT

        ii)   CHIPS

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

    a)   How you would differentiate spot transaction and swap transaction.

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

    b)   How you would analyse 'Efficient market approach' and 'Fundamental approach'?

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[6118] - 3015

M.B.A.

305-OSCM-SC-04: LOGISTICS MANAGEMENT

(2019 Revised 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) Solve any Five :   **[5 × 2 = 10]**

   a)   Name any two benefits of warehousing.

   b)   Define the ordering cost.

   c)   Define logistics management.

   d)   Enlist the modes of transport.

   e)   Name any two significance of Logistics management.

   f)   Define inventory carrying cost.

Q2) Solve any One :   **[1 × 10 = 10]**

   a)   It's "Information technology" which helped logistics system to reach the level what it is today? "Explain this statement with suitable example.

   b)   Define distribution logistics & explain how corporate strategies are formed on the basis of Logistics system.

Q3) Solve any One :   **[1 × 10 = 10]**

   a)   Elaborate and compare the concept of material management V/S physical distribution.

   b)   Define logistics management along with its significance. What are the Logistics elements which enhance it's standard.

P.T.O.

Q4) Solve any One :   [1 × 10 = 10]

   a)   Define "Freight", what are the types of freights & how it is calculated.
        (Road freight / Rail freight etc).

   b)   Explain the relation between transport system & logistics services. Explain
        modes of transport & transport technologies emerging now.

Q5) Solve any One :   [1 × 10 = 10]

   a)   What do you understand by C & F & Road permit. Elaborate the logistics
        system of "RELIANCE FRESH".

   b)   Write short notes on any two :

        i)   Cost center.

        ii)   Level of optimality.

        iii) Logistics channel.

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[6118]-3016

M.B.A. - II (Business Analytics)

305BA-SC-BA-04 : MACHINE LEARNING AND COGNITIVE INTELLIGENCE USING PYTHON

(2019 Pattern Revised) (Semester - III)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

  1) *Draw neat labeled diagram wherever necessary.*
  2) *Figures to the right side indicate full marks.*
  3) *Assume suitable data if necessary.*
  4) *All questions are compulsory.*

Q1) Answer the following questions. (Any 5)   **[10]**

  a) Enlist any four python features.

  b) What do you mean by operator overloading?

  c) Find the basic operators in python?

  d) Define supervised machine learning.

  e) Recall any four features of cognitive intelligence.

  f) Define machine learning. Enlist its categories.

  g) What do you mean by classification in ML?

  h) What is pandas in python?

Q2) Answer the following questions. (Any 2)   **[10]**

  a) Differentiate between supervised and unsupervised learning.

  b) Explain KDD machine learning framework for building machine learning system.

  c) Differentiate between list, tuple, set and dictionary.

Q3) Answer the following questions. (Any 1) **[10]**

    a)   Explain how regression analysis is used for making sales projections

    b)   Explain the decision tree algorithm in machine learning with example.

Q4) Answer the following questions. (Any 1) **[10]**

    a)   Explain how K-mean clustering algorithm helps in market segmentation.

    b)   Write a program program to print elements in reverse order.

Q5) Answer the following questions. (Any 1) **[10]**

    a)   Write python program to find factorial of a number entered by the user.

    b)   A bank intends to group its loan applicants into high/medium/low risk based on attributes such as credit score, principal amount, annual income, debt to income ratio, etc. Explain how hierarchical clustering will be applicable?

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[6118] - 3017

M.B.A.

306-GE UL - 13: International Business Economics

(2019 Revised Pattern) (Semester - III)

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

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

   a) Define forward Markets

   b) Define International Trade.

   c) What is TRINs?

   d) Define foreign exchange Market.

   e) Define fix rate?

   f) Define WTO

   g) What do you understand by tarrif?

   h) Define currency market.

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

   a) Discuss how countries bargain within the world trade organisation to liberate trade.

   b) Through light on special Drawing Rights (SDR) and its significance in International Business.

   c) Critically evaluate the role of RBI in foreign exchange management.

P.T.O.

Q3) a) Critically evaluate the barriers to International Trade with suitable examples. **[10]**

OR

b) Through light on the differences between fix and flexible rates with relevent example.

Q4) a) Examine the comparative advantage theory by David Ricardo. with suitable example. **[10]**

OR

b) Analys the currency market and its role in central bank operations.

Q5) a) Critically discuss krugman Intra Industry trade theory with relevant example. **[10]**

b) Critically discuss the statement "Interest Rate plays a crucial role in determining the income and expenses faced by the bank".

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[6118]-3018

S.Y. M.B.A.

GE-UL-14-307 : INTERNATIONAL BUSINESS ENVIRONMENT

(2019 Revised 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) Solve any five out of following.   **[5×2=10]**

　　a)　Which of following not driver of glabalisation?

　　　　i)　The fragmantation of consumer tastes between countries.

　　　　ii)　The competative process

　　　　iii)　MNC successfully persuading Government to lower trading barriers

　　　　iv)　Need to grain economics of scale

　　b)　WTO was formed in year _____ with GATT Basis.

　　　　i)　1993　　　　　　　　ii)　1994

　　　　iii)　1994　　　　　　　iv)　1996

　　c) NAFTA is an example of -

　　　　i)　Common Market　　　ii)　Customer Union

　　　　iii)　Economic Community　iv)　The free trade area

　　d)　Which one out of following is not international organisation.

　　　　i)　SAARC　　　　　　　ii)　ASEM

　　　　iii)　ASEAN　　　　　　iv)　CBDT

　　e)　Which of the following is not international financial institution

　　　　i)　ICICI　　　　　　　　ii)　IMF

　　　　iii)　IDA　　　　　　　　iv)　World Bank

f)   The balance of payment includes which of following?

i)   Country Balance of trade   ii)   Foregin Invesntment

iii)   Foregin Aid   iv)   All of the above

g)   TRIMS doesn't Apply for

i)   Measures that affect trade

ii)   Measures lead to quantity ristrictions

iii)   Discouraging, measure, that limit company's export

iv)   Discouraging measurs that limit company's import

h)   Which of the following is pull factor in emigration?

i)   Political oppression   ii)   Sub opportunities

iii)   Food shortage   iv)   War

i)   Ultimatly _____ was replaced by ____ on 1st Jan 1995.

i)   GATs, WTO   ii)   WTO, GATT

iii)   GATT, WTO   iv)   TMF, GATT

Q2) Solve any two out of following.   **[2×5=10]**

a)   Examine the impact of world Trade organisation on business.

b)   Elaborate ethical issues in international trade.

c)   Explain any 5 strategic way to enter into international Market.

d)   Critically examine Ricardian Theory of trade.

Q3) a) Differentaite between tariff and not tariff barriers and its impact over internation trade. **[10]**

OR

b) Analyse Financial tools and quantitative limitations implied to avaid dumpping in international trade. Give suitable example.

Q4) a) Elaborate with example impact of pandemic Covid 19 on International trade. **[10]**

OR

b) Analyse role of digitalisation and its impact over internation trade and glabal value chains.

Q5) a) "Firms need glabal orintation even to survive the domestic market"? Elucide. **[10]**

OR

b) Explain various challanges of global business. Elaborate limitations and advantages of trade blocks in same regards.

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[6118] - 3019
M.B.A.
308-GE-UL-15: Project Management
(2019 Revised Pattern) (Semester - III)

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

Instruction for the candidates:

   1)   *All questions are compulsory.*

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

   3)   *Draw diagram wherever necessary*

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

   a)   List down the factors influencing quality of project estimates

   b)   Define work Breakdown Structure

   c)   Write different stakeholders in project

   d)   What are the requirements of effective share vision?

   e)   What is dysfunctional conflict?

   f)   Mention different techniques of risk assesment in project.

   g)   Write techniques of estimation in project

   h)   List different project management structure.

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

   a)   Explain network computation process in project.

   b)   Describe the process of project management.

   c)   What is project audit? Explain process of project audit.

P.T.O.

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

    a)   Explain project management. Also process of creating 'Work Breakdown Structure' with example.

    b)   What are different trade-off parameter exist in project management? Take the example of organizing a college festival in project management mode of planning & control. Give examples how these trade-offs apply to this project while involving in decision making process.

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

    a)   The technical & Sociocultural dimensions of project management are two sides to the same coin. Explain.

    b)   How does resource leveling differ from resource allocation? Discuss various methods of resource leveling in project management.

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

    a)   Project risks can/cannot be eliminated in project is carefully planned. Explain. Discuss the risk management process.

    b)   You work for XYZ electronics. Your R & D people believe they have come up with an affordable technology that will double the capacity of existing MP3 Players and uses audio formats which create superior MP3. The project name is SIRO. What kind of project management structure would you recommend they use for SIRO Project? What information would you like to have to make this recommendation and why?

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[6118] - 3020

M.B.A.

309-GE-UL-16: Knowledge Management

(2019 Pattern) (Revised) (Semester - III)

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.*

Q1) Answer any five (2 Marks Each)   **[10]**

   a)   Define Data and Information.

   b)   Explain the concept of expertise.

   c)   What is the role of knowledge infrastructure in Knowledge Management systems?

   d)   Define "Organizational Culture" in the context of Knowledge Management.

   e)   What are the dimensions of KM impact on organizational performance?

   f)   Enlist the steps in Knowledge Management Cycle.

   g)   What are the Quantitative measures in Knowledge Management?

Q2) Answer any Two of the following (5 Marks Each)   **[10]**

   a)   Discuss the difference between procedural and declarative knowledge with examples.

   b)   How does the type of knowledge (e.g., tacit and explicit) influence Knowledge Management? Provide examples.

   c)   Explain the process of conducting a knowledge audit. What are the steps involved, and how can it benefit an organization's Knowledge Management efforts?

P.T.O.

Q3) Answer any One of the following (10 Marks Each)   **[10]**

   a)   Explain the concept of tacit and explicit knowledge. How does tacit knowledge impact organizational success and innovation?

   b)   Provide an in-depth analysis of the characteristics of knowledge and their importance in managing knowledge within an organization.

Q4) Answer any One of the following (10 Marks Each)   **[10]**

   a)   Explain the concept of Knowledge Management and why it is essential for organizations. Discuss the benefits and challenges associated with implementing Knowledge Management.

   b)   How can data mining and knowledge portals enhance the effectiveness of Knowledge Management systems? Provide real-world examples of organizations using these tools to improve their knowledge management practices.

Q5) Answer any One of the following (10 Marks Each)   **[10]**

   a)   Explore the idea of "Common Knowledge" and its importance in organizational decision- making. How can organizations ensure that essential knowledge is widely shared and understood?

   b)   Explore the future of Knowledge Management. How is KM evolving, and what trends and innovations can we expect in the field? Provide insights from both a global and Indian context.

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[6118]-3021

S.Y.M.B.A.

GE-UL-17-310 : CORPORATE GOVERNANCE

(Revised 2019 Pattern) (Semester - III)

Time : 2 Hours]   *[Max. Marks : 50*
Instructions to the candidates:
  1)   All questions are compulsory.
  2)   All question carry equal marks.

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

   a)   Define stakeholders.

   b)   Enlist the pillar's of corporate governance.

   c)   What do you mean by Audit Committee.

   d)   Define corporate governance.

   e)   What is enterprise Risk Management.

   f)   Define related party transcation.

   g)   List the types of directors.

   h)   Define ESG stand for in corporate governance.

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

   a)   Examine the role of board of directors in internal control.

   b)   Explain the concept of whistle blower.

   c)   What are the objective of corporate governance.

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

   a)   Describe the various ways in which risk can be managed.

OR

   b)   Discuss the need to separate the role of chairman and managing director.

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

   a)   Discuss about the disclosure that are required to be made in terms of clause 49 of the listing agreement.

OR

   b)   Analyse the role of corporate governance in the modern organisation and discuss the way to improve the corporate governance in such organisation.

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

   a)   Explain corporate social responsibility and suggest the best corporate social responsibility practices that could be adopted by the corporates.

OR

   b)   Evaluate the role of Chanda Kochhar in the ICICI Bank fraud and suggest the way to handle such a kind of frauds in future.

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SEAT No. :

P-8718

[6118]-3022

M.B.A.

(311) : GE-UL-18 : MANAGEMENT OF NON PROFIT ORGANISATION

(2019 Pattern) (Semester - III) (Revised)

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

Instructions to the candidates:

　1)　All questions are compulsory.

　2)　Figures to the right indicate full marks.

Q1) Solve Any Five (Two marks each) (Any 5) :   **[10]**

　a)　List down any Four Non-Profit Organisation.

　b)　Illustrate skills of the leaders of Non-Profit Organisation.

　c)　Define Trust and Society.

　d)　Define Conflict.

　e)　Define the term volunteerism.

　f)　State the meaning of Governance.

　g)　Clarify the concept of Memorandum of Association.

　h)　What do you mean by Ethical issues?

Q2) Answer the following (5 marks each) (Any 2) :   **[10]**

　a)　Explain the tools used to facilitate assessments of board performance.

　b)　Differentiate between Profit and Non-Profit Organisation.

　c)　Discuss the various responsibilities of the board members.

Q3) a)　Restate the factors affecting development & challenges of managing a non-profit organisation.

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

　b)　Enlist the list of Documents required for registration of Non-Profit Organisation.

[1 × 10 = 10]

P.T.O.

Q4) a) Explain the various legal procedures & documentations required for formation & registration of Non-Profit Organisation.

OR

b) Explain volunteers & their role in Non-Profit Organisation.

[1 × 10 = 10]

Q5) a) Describe sales promotion and public relations for Non-Profit Organisation.

OR

b) Enumerate the role of executive in building effective and sustainable organisation.

[1 × 10 = 10]

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