

Subject : Marketing Management (*C)

Day : Saturday

Date : 12/04/2014



M.B. A. I / II



Time : 02.00 PM TO 05.00 PM

Max Marks : 100 Total Pages : 2

N.B.:

- 1) Attempt any **FOUR** questions from Section-I and any **TWO** questions from Section-II.
- 2) Both the sections should be written in **SAME** answer book.
- 3) Figures to the **RIGHT** indicate full marks.

SECTION-I

- Q.1** How does 'Marketing' differ from 'Selling' in its scope and activity? Justify with (15)
special reference to cosmetics market.
- Q.2** "Marketing mix is blending of submixes which forms an effective marketing (15)
system." Comment on this statement with reference to "Tablet PC" market.
- Q.3** "E-marketing is the master key to industrial prosperity." Do you agree with this (15)
statement? Explain fully by citing examples.
- Q.4** What is 'U.S.P.'? Why it is called 'inherent drama' of marketing? Suggest U.S.P. (15)
strategies for marketers of -
a) Smart phone
b) Life insurance.
- Q.5** Write short notes on any **TWO** of the following: (15)
a) Ansoff matrix
b) 'Hi-tech' marketing
c) Skimming pricing
d) Push-Pull strategies.

SECTION-II

- Q.6** How does 'Project Report' differ from 'Feasibility Report'? Draft a market (20)
feasibility report to start Five-Star Hotel at Singapore.
- Q.7** Develop 'STP' plan for marketers of each of the following: (20)
a) 4-Stroke bike
b) Shoes
c) Magazine
d) Coffee shop
Explain fully with reasonings.

P.T.O.

Q.8 Ajay Sinha was graduate with innovative mind and abilities. He had developed a detergent which could wash clothes better and was less harmful to fabric. (20)

The detergent was developed in two colours, the blue shade costing Rs.95 per kg and the ivory shade costing Rs.105 per kg to Ajay Sinha. Both these varieties were absolutely identical in properties except the shades.

Ajay Sinha was ready to offer 20% commission to wholesalers on the selling price of Rs.120 per kg of blue shade and Rs.135 per kg for ivory shade powder to consumer respectively.

Competing brands of reputed multinationals were sold to consumer in the range of Rs.145 to 175 per kg and 10% commission was offered to wholesalers on these prices.

Ajay Sinha wanted to approach a marketing consultant to advice him on the following issues:

- a) What should be advertising and promotional campaign for this product?
 - b) How would the product be distributed?
 - c) Whether test marketing should be undertaken?
 - d) Whether detergent cake also should be introduced?
 - e) What should be the name of the product and packing of the product?
- If you are appointed as consultant by Ajay Sinha, what will be your advice? Why?

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Subject : Financial Management (*C)

M.B. A. I / II

Day : Sunday

Date : 04/05/2014



Time : 02.00 PM TO 05.00 PM

Max Marks : 100 Total Pages : 2

N.B.:

- 1) Attempt any **FOUR** questions from Section-I and any **TWO** questions from Section-II.
- 2) Both the sections should be written in the **SAME** answer books.
- 3) Figures to the **RIGHT** indicate full marks.
- 4) Use of non-programmable calculator is allowed.

SECTION-I

- Q.1** Explain the concept of Financial Management and also explain decisions involved (15)
in Financial Management with suitable examples.
- Q.2** What do you mean by Venture Capital and also explain the scenario and (15)
developments of venture financing in India.
- Q.3** Elaborate upon various techniques of Financial Statement Analysis. (15)
- Q.4** Explain the concept and principles of Capital Structure and also explain the factors (15)
affecting capital structure.
- Q.5** Write short notes on any **THREE** of the following: (15)
- a) Payback period and NPV
 - b) Components of working capital
 - c) Debentures
 - d) Profit V/s Wealth Maximization.
 - e) Scope of financial management.

SECTION-II

- Q.6** A firm whose cost of capital is 10%, is considering two mutually exclusive (20)
proposals x and y, the details of which are as follows:

Particulars	Project X (Rs.)	Project Y (Rs.)
Investments		
cash inflows at the end of	18,00,000	18,00,000
1	4,00,000	7,00,000
2	5,50,000	5,50,000
3	6,00,000	4,50,000
4	7,50,000	4,00,000
5	7,00,000	4,00,000
	30,00,000	25,00,000

Calculate :

- a) Pay-back period
- b) Net Present value @ 10%
- c) Profitability Index @ 10%
- d) Internal rate of return.

P.T.O.

- Q.7** The Board of directors of ABC Engineering Co. Pvt. Ltd. requests you to prepare a statement showing the working capital requirements for a level of activity of 1,60,000 units of production. The following information is available for your consideration. (20)

	Per unit (Rs.)
A) Raw materials	90
Direct labour	40
Overheads	60
Total cost	190
Profit	50
Selling price per unit	240

B) i) Raw materials are in stock on an average one month.
 ii) Materials are in process 50% complete on an average two weeks.
 iii) Finished goods are in stock on an average one month.
 iv) Credit allowed by suppliers one month.
 v) Time lag in payment from debtors two months.
 vi) Lag in payment of wages 1.5 weeks.
 vii) Lag in payment of overheads one month. 20% of the output is sold against cash. Cash in hand and bank expected Rs.90,000.

Assume that production is carried on evenly throughout the year, wages and overheads accrue similarly and a time period of a 4 weeks is equivalent to a month.

- Q.8** M/s ABC & Co. has the following capital structure as on 31st March 2012. (20)

Particulars	Amount (Rs.)
12% Debentures	3,00,000
9% Preference shares of face value 100	2,00,000
Equity – 5,000 shares of Rs.100 each	5,00,000
Total	10,00,000

The equity shares of the company are quoted at Rs.102 and expected dividend is Rs.9 per share. A growth rate of 7% was registered in the past which is expected to be maintained. Net proceeds of the Preference shares after 10 years are Rs.90. On the assumption that the applicable income tax rate for the company is 40%, calculate the weighted average cost of capital.

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Subject : Human Resource Management (*C)

Day : Monday

Date : 21/04/2014



M.B. A. I / II



Time : 02.00 PM TO 05.00 PM

Max Marks : 100 Total Pages : 1

N.B.:

- 1) Attempt any **FOUR** questions from Section- I. Each question carries **15** marks.
- 2) Attempt any **TWO** questions from Section -II. Each question carries **20** marks.
- 3) Answers to both the sections should be written in **SAME** answer book.

SECTION-I

- Q.1** Why it is important for HR manager to introduce Strategic HRM in their organisation?
- Q.2** What do you mean by Job Analysis? What are its uses?
- Q.3** Explain the various steps involved in the process of recruitment.
- Q.4** Define the term 'training and development'. Bring out the importance of training and development.
- Q.5** Discuss in detail the different types of compensation using relevant examples.
- Q.6** Write short notes on Any **THREE** of the following:
- a) Global HR Management
 - b) Career Management
 - c) Employee Welfare
 - d) Evolution of HRM

SECTION- II

- Q.7** You have been asked to train employees to use personal computers. What factors would you consider in designing a training programme for the given purpose? Make your own assumptions.
- Q.8** Many managers describe performance appraisal as the responsibility which they like the least. Why is this so? What could be done to improve the perception?
- Q.9** Design a process for promoting internal candidates. How does the process differ from the one used for selecting external applicants?

Subject : Production & Operations Management (#C)

M.B. A. I / II

Day : Sunday

Date : 18/05/2014



18271

Time : 02.00 PM TO 05.00 PM

Max Marks : 100 Total Pages : 1

N.B.:

- 1) Attempt **ANY FOUR** questions from Section - I.
- 2) Attempt **ANY TWO** questions from Section - II.
- 3) Answers to both the sections should be written in the **SAME** answer book.
- 4) Marks to right indicate full marks.

SECTION - I

- Q.1** Explain the concept of Production. Describe in brief relation of Production function with Marketing, Finance and Human Resource Management (HRM). (15)
- Q.2** Describe main features of Breakdown Maintenance and Preventive Maintenance. (15)
- Q.3** Discuss the meaning and importance of Work Culture and Employee Involvement in context of Productivity. (15)
- Q.4** Explain the concept of Supply Chain Management. Describe in brief common prerequisites for managing Supply Chain Efficiency. (15)
- Q.5** Write short notes on **ANY THREE** of the following: (15)
- a) Objectives of Production Planning and Control
 - b) Plant Layout
 - c) Importance of Maintenance Function
 - d) Product Selection

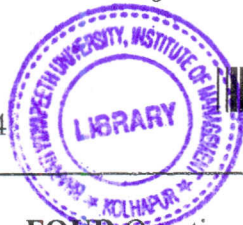
SECTION - II

- Q.6** Describe the problems faced in sequencing and scheduling of jobs in manufacturing organisations with examples. (20)
- Q.7** Explain in details factors affecting Plant Location Decision for the following: (20)
- a) Super Specialty Hospital
 - b) Soft Drink Bottling Plant
- Q.8** A company manufactures special clip 12,000 per year the estimated cost of order placement and delivery is Rs. 40. Inventory carrying charges estimated at 10% of average inventory investment. The cost of special clip is Rs. 50 per unit. (20)
- Calculate:
- a) Economic Order Quantity (EOQ) and Frequency of Order
 - b) Annual Total Cost

Subject : International Business (*C)

Day : Tuesday

Date : 29/04/2014



M.B. A. I/-II

Time : 02.00 PM TO 05.00 PM

Max Marks : 100 Total Pages : 1

N.B.

- 1) Attempt any **FOUR** Questions from Section - I carrying **15** marks.
- 2) Answer any **TWO** questions from section - II carrying **20** marks.
- 3) Solve both sections in the **SAME** answer book

SECTION - I

- Q.1 Define International Business. Explain in detail difference between Domestic Business & International Business.
- Q.2 Explain the term Globalization of markets. What are the features of Globalization of markets?
- Q.3 What is IMF ? States its objectives & functions.
- Q.4 Analyze the Product Life Cycle theory of International Trade in detail. What are the implications leveled against this theory?
- Q.5 Write short notes on any **THREE**
- a) Country Risk Analysis
 - b) Fixed Vs Flexible Exchange Rate
 - c) Exchange Control
 - d) Mercantilism

SECTION - II

- Q.7 Explain the trends in the India's Balance of Payments position. What are the reasons for disequilibrium in the Balance of Payments?
- Q.8 Describe the Organisation structure of WTO. How the WTO differs from GATT?
- Q.9 Explain Stages of Internationalization. Why do Business firm of a country go to other countries? Give your answer with suitable examples.

Subject : Macro Economics

M.B. A. I / II

Day : Friday

Date : 02/05/2014



Time : 02.00 PM TO 05.00 PM

Max Marks : 100 Total Pages : 1

N.B.:

- 1) Attempt **ANY SIX** questions from Section - I and attempt **ANY TWO** questions from Section - II.
- 2) Answers to both the sections should be written in the same answer book.
- 3) Figures to the right indicate **FULL** marks.

SECTION - I

- Q.1 Explain the Keynes Theory of Money. [10]
- Q.2 Examine the role of money supply in 'Credit Creation Process'. [10]
- Q.3 What do you mean by Circular flow of Income? Explain its importance in Economic Growth of the Country. [10]
- Q.4 Elaborate upon the applications and limitations of Say's Law of Markets. [10]
- Q.5 Explain the impact of investments, consumption and savings in 'national income'. [10]
- Q.6 Critically examine the various phases of 'Business Cycle'. [10]
- Q.7 Write a detailed note on India's Monetary Policy. [10]
- Q.8 Write short notes on **ANY TWO** of the following: [10]
- a) Quantity theory of money
 - b) Aggregate demand and aggregate supply
 - c) Friedman's theory of money

SECTION - II

- Q.9 'Measurement of National Income is difficult task in India'. Do you agree explain with suitable example. [20]
- Q.10 Explain in detail the Schumpeter and Solow Models of economic growth. [20]
- Q.11 State and explain the Macro Economic measures undertaken by the Government to ensure target accomplishment of level of GDP. [20]

Subject : Research Methodology (*C)

Day : Monday

Date : 05/05/2014



M.B. A. I / II



18274

Time : 02.00 PM TO 05.00 PM

Max Marks : 100 Total Pages : 1

N.B.:

- 1) Answer any **FOUR** questions from Section -I. Each question carries **15** marks.
- 2) Answer any **TWO** questions from Section -II. Each question carries **20** marks.
- 3) Answers to both the sections should be written in **SAME** answer book.
- 4) Use of non programmable **CALCULATOR** is allowed.

SECTION-I

- Q.1** Explain the importance of research in managerial decision making.
- Q.2** What is a research design? Discuss the characteristics of a good research design.
- Q.3** Discuss the importance of sampling in research. Explain the non-probability sampling techniques giving suitable illustrations.
- Q.4** What are secondary data? Explain the importance of secondary data to a researcher and the precautions to be taken while using secondary data.
- Q.5** Write short notes on **ANY THREE**.
- a) Pilot survey
 - b) Characteristics of a good hypothesis
 - c) Requisites of a good questionnaire
 - d) Type I and Type II error.

SECTION II

- Q.6.** The manager of shopping mall is interested in knowing the feedback of the shoppers regarding facilities, schemes, preferences, ambience etc. How should he proceed for the study? Give a detailed plan for the study and also design a suitable questionnaire for the same. Make necessary assumptions.
- Q.7.** Discuss the different steps involved in processing of data.
- Q.8.** The following data relates to the sales of an article during depression. Do the data suggest that the sales are significantly affected by the depression? Use Chi-square test.

Sales	Cities hit by depression	Cities not hot by depression
Good	320	130
Bad	290	60