

NIZAM (2012 Course) / VEDGANGA (2012 Course) / ANTURGAD (2013 Course)- II (C.B.C.S.) :  
SUMMER - 2016

Subject : Marketing Management (\*C)

M.B. A. I / II

Day : Monday

Date : 11/04/2016



Time : 02.00 PM TO 05.00 PM

Max Marks : 100 Total Pages : 1

N.B.:

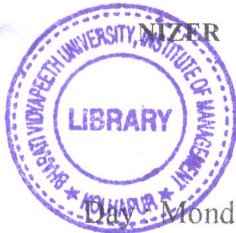
- 1) Attempt any **FOUR** questions from Section -I and any **TWO** questions from Section -II
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in **SAME** answer book.

#### SECTION-I

- Q.1** What is meant by 'Personal Selling'? As a sales representative of a solar water heater company, explain how you would deal with the following objections raised by the prospect? (15)
- i) Your product is too expensive
  - ii) I am satisfied with my water heater
  - iii) I don't have time
- Q.2** Write a detailed note on marketing mix for a manufacturing company of your choice. (15)
- Q.3** What is 'Marketing Research'? Discuss in detail the process of marketing research. (15)
- Q.4** What is meant by 'Product Life Cycle'? Discuss various marketing strategies for each stage of PLC. (15)
- Q.5** What is meant by 'Database Marketing'? Explain how it can be used for devising marketing strategies. (15)
- Q.6** Write short notes on any **THREE** of the following: (15)
- a) Evolution of Marketing
  - b) Marketing control techniques
  - c) Marketing Vs Selling
  - d) Distribution mix
  - e) Strategic Marketing Vs Marketing Strategies

#### SECTION-II

- Q.7** Critically comment on the Tata Nano's segmentation, targeting and positioning in the Indian Market. (20)
- Q.8** Develop a marketing plan for fresh vegetable, fruits and flowers marketed by a retail store, which uses Internet as a medium to reach customers. This store would not have any physical store anywhere in the country. (20)
- Q.9** What are the factors that should always be considered while making pricing decisions? Would these change in the case of a new product? Why? (20)



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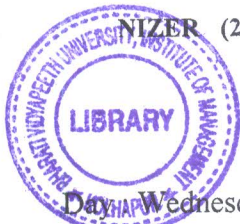
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NIZER (2012 Course)/VEDGANGA (2012 Course) / ANTURGAD (2013 Course)- II (C.B.C.S.) :  
SUMMER - 2016

Subject : Financial Management (\*C)

M.B. A. I / II

Day: Wednesday

Date : 13/04/2016



29309

Time : 02.00 PM TO 05.00 PM

Max Marks : 100 Total Pages : 2

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 the **SAME** answer book.

### SECTION-I

- Q.1 Elaborate upon the concept and types of working capital. Explain various (15)  
factors determining Working Capital.
- Q.2 What do you mean by Venture Capital Financing? Discuss Venture Capital (15)  
scenario in India.
- Q.3 Explain in detail various Finance Functions with suitable examples. (15)
- Q.4 Discuss any three techniques of Financial Statement Analysis. (15)
- Q.5 Write short notes on (ANY THREE) (15)
- a) Profit Vs Wealth Maximization
  - b) Cost of Capital
  - c) Retained Earnings
  - d) Net Present Value
  - e) Objectives of Financial Management

### SECTION-II

- Q.6 A firm whose cost of capital is 12 % is considering two mutually exclusive (20)  
projects X and Y. For projects X and Y initial investment is Rs 1,20,000 The  
details of which are as follows:

Year	Project X (Rs.)	Project Y (Rs)
1	20,000	30,000
2	30,000	40,000
3	40,000	50,000
4	50,000	30,000
5	60,000	50,000

Compute for project X and Y -

- i) Pay back period
- ii) Net Present Value at 12%
- iii) Profitability Index at 12 %

P.T.O



Q.7

Gamma Ltd. has the following Capital Structure-

(20)

Particulars	Amount (Rs.)
Equity share capital ( 20,000 shares)	6,00,000
8 % preference shares of face value 100	1,00,000
10 % debentures	4,00,000
<b>Total</b>	<b>11,00,000</b>

The market price of equity share is Rs 30. It is expected that company will pay a current dividend of Rs 5 per share which will grow at 7% forever. Rate of tax is 40 %. Net proceeds of the preference shares after 10 years are Rs. 90. Calculate the weighted average cost of capital.

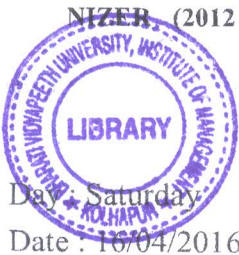
Q.8

The Board of directors of Xylo Engineering Co. Pvt. Ltd. request you to prepare statement showing the Working Capital requirements for a level of activity of 2,00,000 units of production. The following information is available for your consideration. (20)

Particulars	Per Unit (Rs.)
Raw Materials	80
Direct labour	50
Overheads	60
<b>Total cost</b>	<b>190</b>
Profit	50
<b>Selling Price per unit</b>	<b>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 two months.
  - iv) Credit allowed by suppliers two months.
  - v) Time lag in payment of wages two months.
  - vi) Lag in payment of overheads two months. 50 % 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 4 weeks is equivalent to a month.

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**Subject : Human Resource Management (\*C)**

**M.B. A. I / H**



Time : 02.00 PM TO 05.00 PM

Max Marks : 100 Total Pages : 1

N.B.:

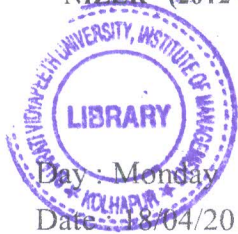
- 1) Attempt **ANY FOUR** questions from Section – I and attempt **ANY TWO** questions from Section - II.
- 2) Answers to both the questions should be written in the **SAME** answer book.
- 3) Figures to the right indicate **FULL** marks.

**SECTION - I**

- Q.1 Define Human Resource Management. Discuss in detail strategic role of Human Resource Management. [15]
- Q.2 Explain, in detail, factors affecting manpower planning. [15]
- Q.3 Why there is a need for training and development activities in today's competitive environment? [15]
- Q.4 Discuss, in detail, performance management process. [15]
- Q.5 Explain the role of HR Manager in managing careers of employees. [15]
- Q.6 Write short notes on **ANY THREE** of the following: [15]
- a) Health and safety of employees
  - b) Global perspective of Human Resource Management
  - c) Reward Management
  - d) Recruitment Process

**SECTION - II**

- Q.7 As a HR – Head in Manufacturing organization, prepare a Job Analysis for the following positions: [20]
- a) Executive – Production
  - b) Executive – Marketing
- Q.8 Prepare a training calendar for newly recruited trainee engineers in software company (make necessary assumptions). [20]
- Q.9 As a HR Manager, prepare a performance based incentive plan for Sales Executives. [20]



**Subject : Production & Operations Management (#C)**

**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** and **ANY TWO** questions from Section – **II**.
2. Figures to the right indicate **FULL** marks.
3. Answers to both the sections should be written in the **SAME** answer book.
4. Use of Non-programmable calculator is allowed.

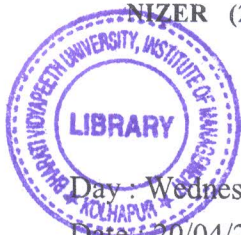
**SECTION – I**

- Q.1** Explain the inter-relationship of different departments in a manufacturing unit. (15)
- Q.2** What do you understand by Production Planning and Control (PPC)? Explain its objectives and major optional functions. (15)
- Q.3** Describe features of any two types of plant layout with illustrations. (15)
- Q.4** Explain different types of maintenance which can be carried out in a manufacturing organization. (15)
- Q.5** Write short notes on **ANY THREE** of the following: (15)
- a) Importance of Maintenance
  - b) Scheduling
  - c) Classification of Inventory System
  - d) ERP

**SECTION - II**

- Q.6** A manufacturing company requires a certain type of item in its Final Assembly. The company uses 100 units of this item per month. Each unit costs the company Rs. 3. The cost of putting through each order and inventory carrying charges are computed at Rs. 28 and 14% of average inventory investment respectively. (20)
- a) Calculate Economic order quantity (EOQ).
  - b) If the supplier offers 3% discount if you increase your order size to one and half times, should you do it?
- Q.7** Explain the relevance of Quality Control in the Production and Operations Management with examples. (20)
- Q.8** Describe various factors affecting the plant location decision for a Food Processing Unit. (20)





NIZER (2012 Course)/VEDGANGA (2012 Course) / ANTURGAD (2013 Course)- II (C.B.C.S.) :  
SUMMER - 2016

Subject : International Business (\*C)

M.B. A. I / II

Day : Wednesday

Date : 20/04/2016



Time : 02.00 PM TO 05.00 PM

Max Marks : 100 Total Pages : 1

N.B.

- 1) Answer any **FOUR** questions from Section – I and any **TWO** from Section – II.
- 2) Answers to both the section should be written in the **SAME** answer book.
- 3) Figures to the right indicate **FULL** marks.

#### SECTION – I

- Q.1** Define International Business. What are the natures and scopes of International Business? (15)
- Q.2** What is Globalization? Explain various drivers of Globalization at length. (15)
- Q.3** Explain Heckscher – Ohlin's theory of International Trade with the help of appropriate diagrams. (15)
- Q.4** Elaborate the structure and components of Balance of Payments. (15)
- Q.5** Write short notes on any **THREE**: (15)
- a) SAARC
  - b) Exchange Control
  - c) FERA & FEMA
  - d) Porter's Diamond Theory

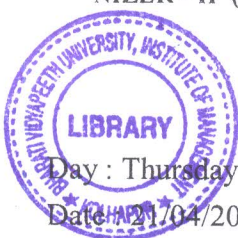
#### SECTION – II

- Q.6** Write a detailed note on Indian's Foreign Trade Policy. (20)
- Q.7** Critically analyze the impact of Globalization on Indian economy with the help of suitable examples. (20)
- Q.8** Describe the organizational structure of WTO. Explain how WTO is different from GATT. (20)

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**Subject : Macro Economics (\*\*C)**

**M.B. A. I/H**



Time : 02.00 PM TO 05.00 PM

Max Marks : 100 Total Pages : 1

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**N.B:**

- 1) Attempt **ANY FOUR** from Section-I and **ANY TWO** from Section-II.
  - 2) Figures to the right indicate **FULL** marks.
  - 3) Both the sections should be written in the **SAME** answer book.
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**SECTION-I**

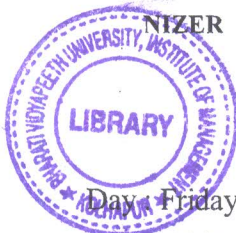
- Q.1** "Macroeconomics is policy oriented"- Discuss. (15)
- Q.2** With reference to Gross Domestic Product explain following. (15)
- a) Currently Produced Goods & Service
  - b) Final Goods & Services
- Q.3** What factors are major determinants of 'Output' and 'Employment' in the Classical system? (15)
- Q.4** State and explain conditions for equilibrium output in the simple Keynesian Model. (15)
- Q.5** Write short notes on (**ANY TWO**) of the following: (15)
- a) Velocity of Money
  - b) National Income
  - c) Circular Flow of Income

**SECTION-II**

- Q.6** Show how IS & LM curves look in the monetarist view. (20)
- Q.7** Draw the diagram of Phillips curve from the Keynesian Model. (20)
- Q.8** Write a brief note on "Union Budget" In this context explain the meaning 'Balanced Budget Multiplier'. (20)

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NIZER (2012 Course)/VEDGANGA (2012 Course) / ANTURGAD (2013 Course)- II (C.B.C.S.) :  
SUMMER - 2016

Subject : Research Methodology (\*C)

M.B. A. I/H

Day : Friday

Date : 22/04/2016



Time : 02.00 PM TO 05.00 PM

Max Marks : 100 Total Pages : 1

N.B.:

- 1) Attempt **ANY FOUR** from Section – I. Each question carries **15** marks.
- 2) Answer **ANY TWO** questions from Section – II. Each question carries **20** marks.
- 3) Both the sections should be written in the **SAME** answer book.
- 4) Use of non programmable calculator is **ALLOWED**.
- 5) Statistical tables will be provided if required.

#### SECTION – I

- Q.1 How does a research problem originate? What are the key characteristics of a good research problem? (15)
- Q.2 What is stratified sampling? Under what circumstances is stratified random sampling considered appropriate? Explain, giving suitable illustrations. (15)
- Q.3 Describe in detail the steps of a research process. (15)
- Q.4 Explain the significance of writing a research report. Narrate the precautions to be taken in writing a good research report. (15)
- Q.5 Write short notes on **ANY THREE** of the following: (15)
- a) Statistical tools for analysis of data
  - b) Snowball Sampling
  - c) Type I and Type II error
  - d) Qualities of Good Researcher
  - e) Sources of errors in measurement

#### SECTION - II

- Q.6 Data were collected about the injury to car drivers involved in accidents - both before and after compulsion of seat belt legislation. Cross tabulated data are as given below: (20)

Time Period	No Injury	Minimal Injury	Minor Injury	Major / Fatal injury
After Compulsion	1281	64	25	14
Before Compulsion	6596	400	264	30

Apply Chi-square test and conclude whether there is relationship between compulsion of seat belts and extent of Injury suffered.

- Q.7 A leading bank is interested in determining how to improve the existing services offered to its customers and their feedback regarding the same. You, as a researcher, are required to prepare a detailed plan of study highlighting the key points as - type of customers, services availed, facilities desired etc. Design tentative questionnaire, if applicable. (20)
- Q.8 (a) Discuss the applications of research in functional areas of management. (12)
- (b) Give the requisites of a good questionnaire. (08)