

Subject : Marketing Management (*C)

M.B.A. I/H

Day : Monday

Date : 10/11/2014



Time : 02.00 PM TO 05.00 PM

Max Marks : 100 Total Pages : 1

N.B.:

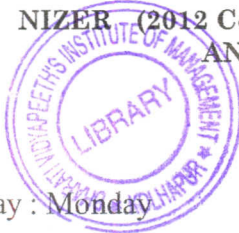
- 1) Attempt any **FOUR** questions from Section -I and any **TWO** questions from Section -II
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in **SAME** answer book.

SECTION-I

- Q.1** 'All organisations need marketing'. Do you agree with this statement? Justify (15)
your answer by citing relevant examples.
- Q.2** What is meant by Market Segmentation, Targeting and Positioning? Explain it (15)
in the context of consumer market with suitable examples.
- Q.3** Write a detailed note on e-marketing. (15)
- Q.4** How does a Product Life Cycle stage influence the Marketing Mix decisions? (15)
Explain with suitable examples.
- Q.5** What is meant by 'Marketing'? Explain, how marketing and selling are different (15)
from each other.
- Q.6** Write short notes on any **THREE** of the following: (15)
- a) Marketing control
 - b) Marketing planning
 - c) Distribution mix
 - d) Customer Relationship Management
 - e) Marketing research

SECTION-II

- Q.7** What is meant by 'Sales Promotion'? Explain what could be the sales (20)
promotion objectives for a
- i) Newly opened restaurant
 - ii) Beach-side Resort during the monsoon season and
 - iii) Mobile handset manufacturing company, which is experiencing
erosion in its market share.
- Q.8** Design a questionnaire to get the feedback of Private Airline's customer. State (20)
your assumptions clearly.
- Q.9** Suggest suitable marketing strategies for the following: (20)
- i) Desktop computers in the current scenario
 - ii) Postpaid plans of cellular services



Subject : Marketing Management (*C)

M.B. A. I / II

Day : Monday

Date : 10/11/2014



20983

Time : 02.00 PM TO 05.00 PM

Max Marks : 100 Total Pages : 1

N.B.:

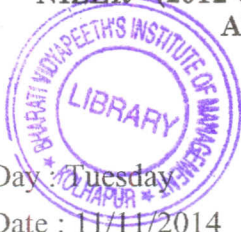
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Subject : Financial Management (*C)

M.B. A. I / II

Day : Tuesday
Date : 11/11/2014



Time : 02.00 PM TO 05.00 PM
Max Marks : 100 Total Pages : 2

N. B. :

- 1) Attempt **ANY FOUR** questions from Section - I. 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.
- 4) Use of calculator is **ALLOWED**.

SECTION - I

- Q. 1** Elaborate upon the techniques of Financial Statement Analysis.
- Q. 2** Explain in detail the scope and objectives of Financial Management.
- Q. 3** What do you mean by Capital Structure? Discuss the factors affecting Capital Structure.
- Q. 4** Discuss any four sources of Long Term Finance.
- Q. 5** Elaborate upon the services rendered by Venture Capitalist. Also comment on current scenario of Venture Capital Financing in India.
- Q. 6** Write short notes on **ANY THREE** of the following:
- a) Financing through Financial Institutions
 - b) Dividend Decision
 - c) Weighted Average Cost of Capital
 - d) Net Present Value
 - e) Cost of Debt

SECTION - II

- Q. 7** Mega Ltd. is considering investing in a project that is expected to cost Rs. 15,00,000. The expected cash inflows (before tax and depreciation) are given below. The company is using straight line method of depreciation. Assume tax rate of 50%.

P. T. O.

Cash inflows (before tax and depreciation)

Year	Rs.
1	4,00,000
2	3,50,000
3	4,50,000
4	6,50,000
5	7,50,000

Calculate :

- Pay - back period and
- Net present value if cost of capital in 10 %.
- Profitability Index if cost of capital in 11 %.

Q. 8 A company has the following specific cost of capital with the indicated book value and market value weights.

Type of Capital	Cost	Book value	Market value
		(weight)	(weight)
Equity	20 %	0.50	0.55
Preference shares	16 %	0.20	0.15
Long term debt	8 %	0.30	0.30

- Calculate the weighted average cost of capital.
- Calculate the weighted average cost of capital, using marginal weights if the company intends to raise the needed funds using 40 % long-term debt, 20 % preference shares and 40 % retained earnings.

Q. 9 The management of Sai Ltd. has called for a statement showing the working capital needed to finance a level of activity of 3, 00,000 unit of output for the year. The cost structure for the company's product for the above mentioned activity level is detailed below:

	Cost per unit (Rs.)
Raw materials	30
Direct Labour	10
Overheads	10
Total Cost	50
Profit	10
Selling price	60

Past trend indicates that raw materials are held in stock, on an average for two months.

Work in progress [50 % complete] will approximate to half a monthly production.

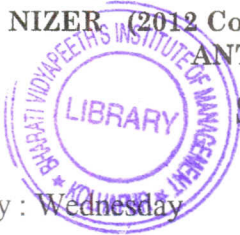
Finished goods remain in warehouse on an average for a month.

Suppliers for materials extend a month's credit.

For debtors two months credit is usually allowed. Minimum cash balance of Rs. 1, 00,000/- is expected to be maintained.

The production pattern is assumed to be uniform throughout the year.

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Subject : Human Resource Management (*C)

M.B. A. I/II

Day : Wednesday

Date : 12/11/2014



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) Both the sections should be written in the **SAME** answer book.
- 4) Figures to the **RIGHT** indicate full marks.

SECTION-I

- Q.1** Explain the concept of HRM and discuss the role of HRM in the global environment. (15)
- Q.2** What is Job analysis? Explain the process of Job analysis and highlight its importance. (15)
- Q.3** What is manpower planning? Discuss the methods that can be used for forecasting of manpower. (15)
- Q.4** Discuss the objective of performance appraisal and explain any two methods of performance appraisal. (15)
- Q.5** Why there is need for training evaluation? Explain the process of training evaluation. (15)
- Q.6** Write short notes on **ANY TWO** of the following: (15)
- a) Employee Welfare
 - b) Non-monetary incentives
 - c) Components of Salary

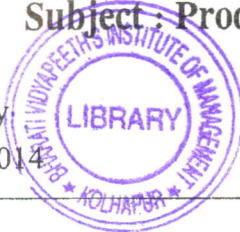
SECTION-II

- Q.7** As HR Manager, having responsibility of recruiting and selecting 150 engineering graduates for BPO. Prepare a systematic plan with suitable examples to fulfill this task. You can have your own assumption. (20)
- Q.8** For developing careers of the existing brilliant career oriented employees what action you would like to take to groom about 20 employees. (20)
- Q.9** As HR Head, design a performance based incentive plan for marketing executives. You can have your own assumption. (20)

Subject : Production & Operations Management (#C)

Day : Thursday

Date : 13/11/2014



M.B.A. I/II



20986

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** What do you understand by Production and Operations Management? (15)
Explain the relationship of production function with other departments in a manufacturing plant.
- Q.2** Explain the meaning of major functions of Production Planning and Control. (15)
- Q.3** Describe different types of Plant Layout with examples. (15)
- Q.4** Explain concept and application of Material Requirement Planning (MRP) (15)
with suitable examples.
- Q.5** Write short notes on **ANY THREE** of the following: (15)
- a) Production Scheduling
 - b) Quality Control
 - c) Responsibilities of Production Manager
 - d) Waste Disposal/ Reduction

SECTION - II

- Q.6** "Prevention is better than Cure" Discuss the statement with reference to (20)
Management of Maintenance Function.
- Q.7** Explain in details factors affecting Plant Location Decision for the (20)
following:
- a) Car Manufacturing Company
 - b) Food Processing Unit
- Q.8** A manufacturer of tire sells 9600 tires per year. The estimated cost of order (20)
placement and delivery is Rs. 36. Inventory carrying charges estimated at
1.5% of average inventory investment. The cost of tire is Rs. 700 per unit.
Calculate:
- a) Economic Order Quantity (EOQ)
 - b) Frequency of Order
 - c) Annual Ordering Cost
 - d) Annual Inventory Carrying Cost



Subject : International Business (*C)

M.B.A. 11B

Day : Friday

Date : 14/11/2014



20987

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** question from Section – II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Both the section should be written in the **SAME** answer book.

SECTION - I

- Q.1** What is globalization? Discuss the impact of globalization. (15)
- Q.2** Explain with illustration, settlement of flow of foreign currency through MOSTRO and VOSTRO accounts. (15)
- Q.3** Compare and contrast Adam Smith's 'Theory of Absolute Advantage' with that of Ricardo's 'Theory of Comparative Advantage'. (15)
- Q.4** Discuss in detail various factors affecting Foreign Exchange Rate. (15)
- Q.5** Write short notes on **ANY THREE** of the following: (15)
- a) G7
 - b) Breton Woods System
 - c) Currency Convertibility
 - d) FERA and FEMA

SECTION - II

- Q.6** Why the need for economic co-operation was felt? Describe SAARC as a regional trading block. (20)
- Q.7** Discuss various objectives and measures of exchange control. (20)
- Q.8** Critically assess the performance of World Bank. (20)



Subject : Macro Economics

M.B. A. I / II



Day : Saturday
Date : 15/11/2014

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 Circular Flow of Income. Why investment spending viewed as an injection into the circular flow? (15)
- Q.2 "Macroeconomics is the study of employment, output and prices in a decentralized market economy". Discuss. (15)
- Q.3 With diagram explain 'Marginal Propensity to Consume'. (15)
- Q.4 Write a brief note on IS/LM framework. (15)
- Q.5 Write short notes on **ANY TWO** of the following: (15)
- a) Macroeconomic variables
 - b) Transaction Demand for Money
 - c) Business Cycles

SECTION - II

- Q.6 "Every Supply creates its own Demand" - Discuss. (20)
- Q.7 Write a detailed note on: 'Union Budget' of India. In this context explain Fiscal Deficit. (20)
- Q.8 Explain the concept of GDP Deflator. (20)