

**Subject : Marketing Management (\*C)**

**M.B. A. I / II**

Day : Wednesday

Date : 18/11/2015

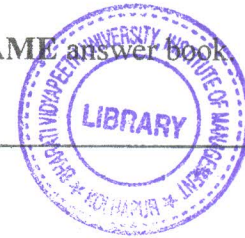


Time : 02.00 PM TO 05.00 PM

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 sections should be written in the **SAME** answer book.
- 3) Figures to the right indicate **FULL** marks.



**SECTION – I**

- Q.1** What is meant by Marketing Mix? Is there any relationship between marketing mix decisions and product life cycle stage? Explain. [15]
- Q.2** Write a detailed note on E-marketing. [15]
- Q.3** Define the term 'Marketing'. Distinguish between marketing and selling. [15]
- Q.4** Discuss in detail the concept of promotion mix. Give suitable examples. [15]
- Q.5** What are the different factors that affect the pricing decisions? Discuss in detail the pricing strategies with suitable examples. [15]
- Q.6** Write short notes on **ANY THREE** of the following: [15]
- a) Customer Relationship Management
  - b) Strategy formulation process
  - c) Evolution of marketing
  - d) Ansoff matrix
  - e) Competitive marketing strategies

**SECTION – II**

- Q.7** Design a questionnaire for a holiday resort who wants to take customer feedback so as to improve their services. State your assumptions clearly. [20]
- Q.8** Critically comment on repositioning of Maruti Omni Car. [20]
- Q.9** Suggest suitable marketing strategies for a hotel situated at a tourist destination which experiences uneven demand for its service. [20]

\* \* \* \*

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Date : 18/11/2015

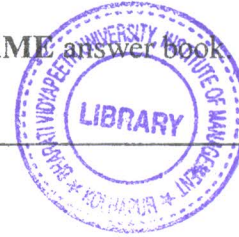


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**Subject : Financial Management (\*C)**

**M.B. A. I / II**

Day : Saturday

Date : 21/11/2015

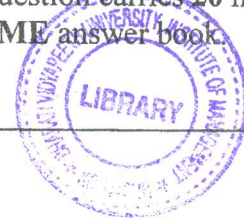


Time : 02.00 PM TO 05.00 PM

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 What do you mean by Financial Management? Explain the functions of Financial Management.
- Q. 2 Elaborate upon time adjusted techniques of capital budgeting with suitable examples.
- Q. 3 Discuss the concept and current scenario of venture capital in India.
- Q. 4 Explain in detail various factors considered in working capital decisions.
- Q. 5 Distinguish between Fund Flow Statement and Cash Flow Statement with suitable examples.
- Q. 6 Write short notes on **ANY THREE** of the following:
  - a) Cost of Retained Earnings
  - b) International Financing
  - c) Ratio Analysis
  - d) Profit Maximization
  - e) Types of Working Capital

**SECTION - II**

- Q. 7 Tata Ltd. is considering investing in a project that is expected to cost Rs. 10, 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	2,50,000
2	3,00,000
3	4,00,000
4	4,50,000
5	6,50,000

Calculate :

- Pay - back period and
- Net present value if cost of capital in 10 %.
- Profitability Index if cost of capital in 12 %.

**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	18 %	0.60	0.60
Preference shares	15 %	0.20	0.15
Long term debt	7 %	0.20	0.25

- 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 50 % long-term debt, 35 % preference shares and 15 % retained earnings.

**Q. 9**

The management of Ritu Ltd. has called for a statement showing the working capital needed to finance a level of activity of 4, 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	15
<b>Total Cost</b>	<b>55</b>
Profit	10
<b>Selling price</b>	<b>65</b>

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. 50,000/- 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 : Monday

Date : 23/11/2015



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** Explain the concept of Human Resource Management and discuss the role of Human Resource Manager in Strategic Management. [15]
- Q.2** What is Job Analysis? Explain, in detail, process of Job Analysis. [15]
- Q.3** Why there is a need for training and discuss process of training need assessment? [15]
- Q.4** Explain, in detail, role of HR – Manager in employee welfare and why employee welfare is necessary? [15]
- Q.5** What is objective of Performance Management System? Discuss any two Performance appraisal methods. [15]
- Q.6** Write short notes on **ANY THREE** of the following: [15]
- a) Job Design
  - b) Health and Safety of Employees
  - c) Career Path
  - d) Training Evaluation

**SECTION - II**

- Q.7** Design a training Calendar for newly joined Trainee Engineers in any manufacturing organization. [20]
- Q.8** Prepare a Career Path for newly joined management trainees in Marketing Department for motivating new employees. [20]
- Q.9** Design a performance based compensation plan for the sales executives working in any Retail Company. [20]

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

**M.B. A. I / II**

Day : Tuesday

Date : 24/11/2015

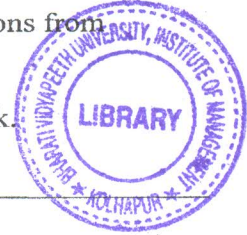


Time : 02.00 PM TO 05.00 PM

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 concept and scope of Production and Operations Management (POM) with suitable examples. (15)
- Q.2** Describe various common functions of Production Planning and Control (PPC). (15)
- Q.3** Explain different factors to be considered while selecting a product for manufacturing. (15)
- Q.4** What do you understand by Maintenance? Explain importance and objectives of Maintenance management. (15)
- Q.5** Write short notes on **ANY THREE** of the following: (15)
- a) Balancing the Load
  - b) Preventive Maintenance
  - c) Importance of Inventory Managements
  - d) Environment Health and Safety(EHS)

**SECTION - II**

- Q.6** A company requires 2000 kgs of Cold Drawn Bar material per month which costs Rs. 13.50 per kg. The company has to spend Rs. 150 for processing and executing an order for the supply of raw material. Total storage cost is 20%. (20)
- a) What is the economic order quantity?
  - b) Calculate Annual Total Cost (ATC)
- Q.7** Explain the role of Just-in-Time system in making supply chain efficient. (20)
- Q.8** Describe different factors affecting plant location decision for cement manufacturing company. (20)



Subject : International Business (\*C)

**M.B. A. I / II**

Day : Thursday

Date : 26/11/2015

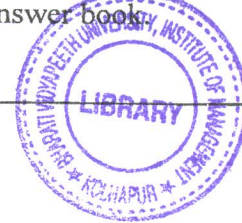


Time : 02.00 PM TO 05.00 PM

Max Marks : 100 Total Pages : 1

N.B.

- 1) Answer any **FOUR** questions from Section – I and any **TWO** from Section – II.
- 3) 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 Give an overview of International Business in terms of nature and scope. (15)
- Q.2 Define Globalization. Enumerate the impacts of Globalization (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**: (15)
- a) BRIC
  - b) World Bank
  - c) Exchange Control
  - d) GATT

SECTION – II

- Q.6 Write a detailed note on the recent developments in International Monetary Scenario. (20)
- Q.7 'Balance of Payment always balances'. Comment. (20)
- Q.8 Discuss recent trends in Foreign Exchange Market. (20)

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Subject : Macro Economics (\*\*C)

M.B. A. I / II

Day : Friday

Date : 27/11/2015



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 Define G.D.P. Why inclusion of intermediate goods in measuring G.D.P. involve double counting? (15)
- Q.2 "Macroeconomics is the study of employment, output and prices in a decentralized market economy". Discuss. (15)
- Q.3 What does the Marginal Propensity to Consume measure? What is the relationship between marginal propensity to consume and marginal propensity to save? (15)
- Q.4 Explain IS schedule for a two sector model. (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 Discuss various instruments of Monetary Policy. (20)
- Q.7 Write a detailed note on: 'Union Budget' of India. In this context explain Fiscal Deficit. (20)
- Q.8 What is Phillips Curve? What are its policy implications? (20)



Subject : Research Methodology (\*C)

M.B.A. I/II

Day : Saturday

Date : 28/11/2015

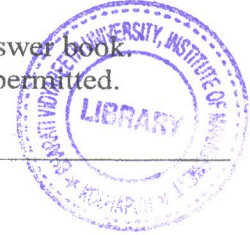


Time : 02.00 PM TO 05.00 PM

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 sections should be written in the **SAME** answer book.
- 3) Use of non - programmable Calculator and Statistical Tables is permitted.
- 4) Figures to the right indicate **FULL** marks.



SECTION - I

- Q.1 How does a research problem originate? Discuss the different steps involved in defining a research problem. [15]
- Q.2 Explain the term 'sampling'. What is the importance of sampling in research? [15]
- Q.3 What is a hypothesis? Discuss the characteristics of a good hypothesis. [15]
- Q.4 Distinguish between primary and secondary data giving suitable illustrations. [15]
- Q.5 Write short notes on **ANY THREE** of the following: [15]
- a) Pure and Applied research
  - b) Research proposal
  - c) Type I and Type II error
  - d) Levels of measurement
  - e) Importance of research design

SECTION - II

- Q.6 State the essentials of a good research report. Discuss the steps involved in writing a research report. [20]
- Q.7 For the following data, use  $\chi^2$  - test and conclude whether vaccination is effective in preventing Typhoid: [20]

	Affected	Not affected
vaccinated	81	469
Not vaccinated	185	1315

[Given for  $\nu = 1, \chi^2_{0.05} = 3.84$ ]

- Q.8 Hope Hospital is a renowned multi specialty hospital where many patients come for treatment. The hospital authorities want to collect information about the patients visits and the quality of their experience with the support staff, facility etc., so as to enable continuous improvement. Suggest a proper research plan to carry out this survey. Give a draft questionnaire to be used for the survey. [20]

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