



NIZER / VEDGANGA - II (C.B.C.S.) (2012 Course) : OCT. / NOV. - 2013

Subject : Marketing Management (\*C)

M.B.A. I / II

Day : Monday

Date : 18/11/2013



Time : 10.00 AM TO 01.00 PM

Max Marks : 100 Total Pages : 1

N.B.:

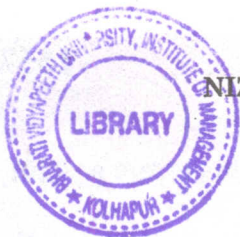
- 1) Attempt any **FOUR** questions from Section-I and any **TWO** questions from Section-II.
- 2) Both the sections should be written in **SAME** answer book.
- 3) Figures to the **RIGHT** indicate full marks.

### SECTION-I

- Q.1** "Marketing is creation of utilities". Justify this statement with reference to FMCG (15)  
of your choice.
- Q.2** What is BCG Matrix? Demonstrate BCG Matrix with reference to an MNC (15)  
operating in India.
- Q.3** "Marketing Information System is the essence of modern marketing" Comment on (15)  
this statement and frame an effective marketing research plan for Pen drive market.
- Q.4** "Market leader creates market". Justify this statement with special reference to (15)  
marketing strategies adopted by market leader in car market.
- Q.5** Write short notes on any **TWO** of the following: (15)
- a) Product Flanking
  - b) Economic Reforms – 1991
  - c) Marketing Audit
  - d) Logistics in Marketing.

### SECTION-II

- Q.6** Develop an effective 'Target Marketing' plan for marketers of each of the (20)  
following:
- a) Computer Stationary
  - b) Readymade Garments
  - c) Life Insurance
  - d) Holiday Resorts.
- Q.7** You want to launch a new brand of mineral water during summers in the state of (20)  
Rajasthan. Frame an effective 'Marketing Mix' for your company, with  
assumptions and reasoning's behind the same.
- Q.8** Explain Internal Marketing, External Marketing and Interactive Marketing models (20)  
to the service providers of each of the following:
- a) International Call Center
  - b) Ad-Agency.



NIZER / VEDGANGA - II (C.B.C.S.) (2012 Course) : OCT. / NOV. - 2013

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

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

Day : Wednesday

Date : 20/11/2013



Time : 10.00 AM TO 01.00 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** What do you mean by financial management? Explain scope and functions of (15)  
financial management with relevant examples.
- Q.2** Elaborate upon the various long term sources of finance available in India. (15)
- Q.3** Distinguish between Cash flow and Fund flow statement with relevant examples. (15)
- Q.4** "Ratio Analysis facilitates Financial Statement Analysis". Comment. (15)
- Q.5** Write short notes on any **THREE** of the following: (15)
- a) Principles of Capital Structure
  - b) Common Size Statement
  - c) Factors affecting Working Capital
  - d) Difference between NPV and IRR.
  - e) Importance of capital budgeting.

**SECTION-II**

- Q.6** A firm whose cost of capital is 9 %, is considering two mutually exclusive (20)  
proposals M and N, the details of which are as follows:

Particulars	Project M (Rs.)	Project N (Rs.)
Investments cash inflows at the end of		
	16,00,000	16,00,000
1	1,00,000	6,50,000
2	2,50,000	6,00,000
3	3,50,000	6,00,000
4	5,00,000	5,50,000
5	8,00,000	6,00,000
	20,00,000	30,00,000

Calculate :

- a) Pay-back period
- b) Net present value @ 9 %
- c) Profitability index @ 9 %
- d) Internal rate of return.

**P.T.O.**



- Q.7** The Board of directors of PQR Engineering Co. Pvt. Ltd. requests you to prepare a statement showing the working capital requirements for a level of activity of 1,50,000 units of production. The following information is available for your consideration. (20)

	Per unit (Rs.)
A) Raw materials	90
Direct labour	40
Overheads	70
<b>Total cost</b>	<b>200</b>
Profit	60
Selling price per unit	260

- B) i) Raw materials are in stock on an average two month.  
 ii) Materials are in process 50% complete on an average four 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 on month. 20% of the output is sold against cash. Cash in hand and bank expected Rs .1, 00,000.

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.

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

Particulars	Amount (Rs.)
10% 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
<b>Total</b>	<b>10,00,000</b>

The equity shares of the company are quoted at Rs.110 and expected dividend is Rs.9 per share. A growth rate of 8 % 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 : Production & Operations Management (#C)

M.B. A. I / II

Day : Friday

Date : 22/11/2013



15572

Time : 10.00 AM TO 01.00 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** What is production and operations management? Explain its scope with suitable examples. (15)
- Q.2** What do you mean by production planning and control? Explain production planning and control functions with suitable examples. (15)
- Q.3** What is plant location? Explain factors affecting plant location by citing examples. (15)
- Q.4** Explain the term 'Maintenance Management'. Discuss various types of maintenance with suitable examples. (15)
- Q.5** Write short notes on any **THREE** of the following: (15)
- a) Principles of materials management
  - b) Inventory management
  - c) Problems in sequencing
  - d) Production administration and responsibilities
  - e) Objectives of maintenance

SECTION-II

- Q.6** If you are consulted for a factory layout, what information will you collect to develop an efficient factory layout? Discuss the factors that influence layout decisions. (20)
- Q.7** A company uses annually 48000 nos. of bearings costing Rs. 1.25 per bearing. Each order costs Rs. 45 and carrying cost is 15% of the average inventory. Find the economic order quantity. Suppose the company follows EOQ purchasing policy and it operates for 300 days a year and the procurement time is 12 days with safety stock of 500 units, find the re-order point, the maximum, minimum and average inventory. (20)
- Q.8** "Supply chain management is the integrated management of all the linkages and value added activities from the supplier-organization-customer". Discuss. (20)



NIZER / VEDGANGA - II (C.B.C.S.) (2012 Course) : OCT. / NOV. - 2013

Subject : International Business (\*C)

M.B. A. I / II

Day : Saturday

Date : 23/11/2013



15573

Time : 10.00 AM TO 01.00 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** Explain meaning & dimensions of Globalisation. Define Globalisation in the context of
- i) Globalisation of Market
  - ii) Globalisation of Production
- Q.2** Define 'Foreign Exchange Market'. How do you determine Exchange Rates? What are advantages & disadvantages of Fixed Exchange Rate system?
- Q.3** Discuss the theory of Absolute Cost Advantage. What are its assumptions and implications? Explain the ground on which this theory was criticized.
- Q.4** Describe the organisation structure of the World Trade Organisation (WTO). Explain how WTO differs from GATT.
- Q.5** Write short notes on any **THREE**
- a) Functions of World Bank
  - b) Convertibility
  - c) Counter Trade
  - d) Country Risk Analysis

### SECTION - II

- Q.7** Analyze the steps taken by Indian Government to Globalize the economy.
- Q.8** Explain how the Management of disequilibrium in the Balance of Payments helps the growth of International Business.
- Q.9** State the different approaches to International Business.





NIZER - II (C.B.C.S.) (2012 Course) : OCT. / NOV. - 2013

Subject : Macro Economics

M.B. A. I / H

Day : Monday

Date : 25/11/2013



Time : 10.00 AM TO 01.00 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 Discuss the concept, applications and limitations of Say's Law. [10]
- Q.2 "Money Supply leads to Credit Creation". Comment with examples. [10]
- Q.3 Explain the Quantity Theory of Money Supply with its applications. [10]
- Q.4 What do you mean by Business Cycle and also explain the Phases of Business Cycle? [10]
- Q.5 Discuss the relation between Consumption, Investment and Saving Functions. [10]
- Q.6 Explain in detail the concept of aggregate demand and aggregate supply. [10]
- Q.7 Explain how Budget affects the Economic Condition. [10]
- Q.8 Write short notes on **ANY TWO** of the following: [10]  
a) IS / LM Model  
b) Application of Schumpeter Model of Economic growth  
c) Concept and Importance of Multipliers

### SECTION - II

- Q.9 Explain the concept of inflation and how it affects the macro economic. [20]  
Explain in detail by using the Philip's Curve.
- Q.10 Discuss the concept and measurement of National Income and explain how it affects the Economic conditions. [20]
- Q.11 State and explain the Macro Economic measures undertaken by the Government to ensure target accomplishment of level of GDP [20]