



Subject : Marketing Management (*C)

M.B. A. I / II

Day : Monday

Date : 13/05/2013



Time : 10.00 AM TO 01.00 PM

Max Marks : 100 Total Pages : 1

N.B.:

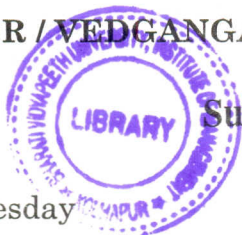
- 1) Attempt any **FOUR** questions from Section-I and any **TWO** questions from Section-II.
- 2) Both the sections should be written in **SAME** answer book.
- 3) Figures to the **RIGHT** indicate full marks.

SECTION-I

- Q.1 "Business is strategic marketing". Justify this statement with special reference to (15)
electronic goods company of your choice.
- Q.2 What is marketing strategy? What are the controllable and uncontrollable variables (15)
influencing marketing strategies of a large scale business unit manufacturing
toothpaste, toothpowder, toothbrush etc. in India?
- Q.3 "There exists difference between: (15)
a) Consumer goods and Industrial goods
b) Marketing and selling".
Explain by citing examples.
- Q.4 Demonstrate 'Growth – Share Matrix' with special reference to 'IT' Company of (15)
your choice.
- Q.5 Write short notes on any **TWO** of the following: (15)
a) U.S.P.
b) Virtual Marketing
c) Consumer Delight
d) Service Mix.

SECTION-II

- Q.6 Frame an effective "Marketing plan" for successful introduction of a new brand of (20)
sugar free ice-cream in India.
- Q.7 What is market survey? How will you conduct readership survey on behalf of your (20)
client, who has recently introduced magazine targeted towards 'IT' professionals?
- Q.8 Design an effective 'Price Mix for marketers of' - (20)
a) Greeting cards
b) Tablet PC
c) Digital camera
d) Car accessories
e) Branded curd.



Subject : Financial Management (*C)

M.B.A. I/II

Day : Tuesday

Date : 14/05/2013



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 and also explain finance functions. (15)
- Q.2** Elaborate upon various sources of long term finance available in India. (15)
- Q.3** How techniques of financial statement analysis facilitate financial decisions. (15)
- Q.4** Explain in detail the meaning and components of cost of capital. (15)
- Q.5** Write short notes on any **THREE** of the following: (15)
- a) Difference between NPV and IRR
 - b) Venture capital scenario in India
 - c) Types of working capital
 - d) International financing.
 - e) Cost of equity capital.

SECTION-II

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

Particulars	Project P (Rs.)	Project Q (Rs.)
Investments		
cash inflows at the end of		
1	15,00,000	15,00,000
2	1,50,000	7,00,000
3	3,00,000	6,00,000
4	4,00,000	6,00,000
5	6,00,000	5,75,000
	7,50,000	5,25,000
	22,00,000	30,00,000

Calculate :

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

- Q.7 The Board of directors of Sai Engineering Co. Pvt. Ltd. requests you to prepare a statement showing the working capital requirements for a level of activity of 1,75,000 units of production. The following information is available for your consideration. (20)

	Per unit (Rs.)
A) Raw materials	80
Direct labour	50
Overheads	80
Total cost	210
Profit	60
Selling price per unit	270

- 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 on 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 4 weeks is equivalent to a month.

- Q.8 M/s Ohm & Co. has the following Capital Structure as on 31st March 2012. (20)

Particulars	Amount (Rs.)
12% Debentures	4,00,000
9% Preference shares of face value 100	2,00,000
Equity – 5,000 shares of Rs.100 each	4,00,000
Total	10,00,000

The equity shares of the company are quoted at Rs.105 and expected dividend is Rs.10 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. 100. 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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NIZER / VEDGANGA - II (C.B.C.S.) (2012 Course) : APRIL / MAY - 2013

Subject : Human Resource Management (*C)

Day : Thursday

Date : 16/05/2013

M.B.A. I/II



12959

Time : 10.00 AM TO 01.00 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.

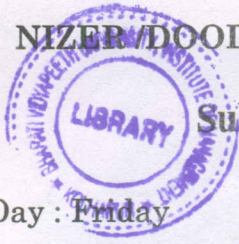
SECTION-I

- Q.1 Define HRM. Trace its evolution.
- Q.2 "Human Resource Planning is a precondition for efficient management of human resource". Elucidate.
- Q.3 Discuss critically the various external sources of requirement. What are the relative merits and demerits of this source?
- Q.4 Discuss in detail on -the job training methods with relevant example.
- Q.5 Describe the need for and ways of ensuring employee health and safety.
- Q.6 Write short notes on Any **THREE** of the following:
- a) Job Analysis
 - b) Strategies Business Unit (SBU)
 - c) e- Recruiting
 - d) Job Description

SECTION- II

- Q.7 Describe an organisation you know well. In what ways did its HR policies and practices contribute to the firm's strategic management process?
- Q.8 During the HR planning process it was estimated that because of several technological innovations your company will need 25% less employees in next three years. What action would you take today?
- Q.9 Identify and explain the training methods suitable for:
- i) Manufacturing company
 - ii) Pharmaceutical company
 - iii) Government department
 - iv) Charitable organisation

NIZER/DOODHGANGA- II (C.B.C.S.) (2012 Course) : APRIL / MAY - 2013



Subject : Production & Operations Management (#C)

M.B.A. I/II

Day : Friday

Date : 17/05/2013



12960

Time : 10.00 AM TO 01.00 PM

Max Marks : 100 Total Pages : 1

N.B.:

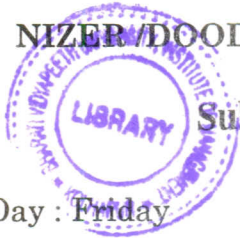
- 1) Attempt any **FOUR** questions from Section -I and any **TWO** questions from Section - II.
- 2) Figures to the **RIGHT** indicate full marks.
- 3) Answers to both the sections should be written in the **SAME** answer book.
- 4) Use of non programmable **CALCULATOR** is allowed.

SECTION-I

- Q.1** What is Production Planning and Control? Explain the need of Production Planning and control activities in the organization. (15)
- Q.2** What is plant location? Explain factors affecting plant location with suitable examples. (15)
- Q.3** Discuss supply chain management concept with suitable examples. (15)
- Q.4** What do you mean by 'maintenance'? Explain different 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) Waste Reduction
 - c) Employee Involvement Concept
 - d) Problems in sequencing
 - e) Responsibilities of a production manager

SECTION-II

- Q.6** What do you understand from production and operations management? Explain the inter-management functional relationship of production and operations management and following other functions: (20)
- i) Marketing
 - ii) Finance
 - iii) Personnel and administration
- Q.7** A company has made a decision to transfer certain products and machines from a process layout production scheme to product layout. Discuss how the company might have chosen the likely products for manufacture on the product layout, and the advantages and problems of this type of layout. (20)
- Q.8** ABC manufacturing company has determined from an analysis of its accounting and production data for part No. 625, that its cost to purchase is Rs. 36 per order and Rs. 2 per part. Its inventory carrying charge is 18 % of the average inventory. The demand of this part is 10,000 units per annum. (20)
- i) What should the economic order quantity be?
 - ii) What is the optimum number of days supply per optimum order?



Subject : Production & Operations Management (#C)

Day : Friday

Date : 17/05/2013



12960

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.
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NIZER / VEDGANGA - II (C.B.C.S.) (2012 Course) : APRIL / MAY - 2013



Subject : International Business (*C)

M.B. A. I/II

Day : Saturday
Date : 18/05/2013



Time : 10.00 AM TO 01.00 PM
Max Marks : 100 Total Pages : 1

N.B.

- 1) Attempt any **FOUR** Questions from Section - I 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 Is Globalisation desirable? Explain advantages and disadvantages of Globalisation?
- Q.2 What is IMF? State its objectives & functions.
- Q.3 Discuss the theory of Comparative Cost Advantage with example. What are its assumptions & implications?
- Q.4 Define 'Foreign Exchange Market'. How do you determine Exchange Rates? Elaborate advantages and disadvantages of Fixed Exchange Rate system.
- Q.5 Write short notes on any **THREE**
- a) Counter Trade
 - b) Functions of World Bank
 - c) Convertibility
 - d) Compare FERA and FEMA

SECTION - II

- Q.7 Explain the causes and effects of Balance of Payments crisis of 1990.
- Q.8 State the different approaches to International Business.
- Q.9 Discuss the salient features of International Monetary system under the Bretton woods system to EURO.



NIZER - II (C.B.C.S.) (2012 Course) : APRIL / MAY - 2013

Subject : Macro Economics

M.B.A. I/II

Day : Monday

Date : 20/05/2013



12962

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** Explain how National Income accounting facilitates in Macro Economics analysis. [10]
- Q.2** Discuss the assumptions and applications of Say's Law. [10]
- Q.3** "Money Supply leads to creation of Credit". Comment with examples. [10]
- Q.4** Write about the aggregate demand and aggregate supply with suitable examples. [10]
- Q.5** Elaborate upon the Philip's Curve and its criticism. [10]
- Q.6** Explain in detail the phases of Business Cycle with relevant examples. [10]
- Q.7** What do you mean by Circular flow of Income? Explain its importance in Economic Growth of the Country. [10]
- Q.8** Write short notes on ANY TWO of the following: [10]
a) GDP
b) Concept of Multipliers
c) Inflation

SECTION - II

- Q.9** Discuss in detail the Schumpeter and Solow Models of Economic growth. [20]
- Q.10** State and explain the Macro Economic measures undertaken by the Government to ensure target accomplishment of level of GDP. [20]
- Q.11** Distinguish between the Keynes and Friedman's Theory of Money Supply and also explain in real situation which will be applicable and why? [20]



Subject : Research Methodology (*C)

M.B. A. 1/II

Day : Tuesday

Date : 21/05/2013



Time : 10.00 AM TO 01.00 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** Define the term 'research'. State the desirable qualities of a good researcher.
- Q.2** How does a research problem originate? Explain the steps involved in formulation of a research problem.
- Q.3** Distinguish between primary data and secondary data. Give suitable illustrations.
- Q.4** Explain the importance of sampling in research. Explain any two probability sampling techniques.
- Q.5** Write short notes on **ANY THREE**.
- a) Survey method
 - b) Exploratory research
 - c) Classification and tabulation
 - d) Importance of computers in research

SECTION II

- Q.6.** A dealer of a car showroom is interested in finding out the general experience of a customer on his visit to the showroom. Design a suitable plan for the study and also draft a questionnaire to collect information from the customer about the aspects such as purpose of visit, staff interaction, query handling, general environment etc. Make necessary assumptions.
- Q.7.** Explain the importance of a research report. State the precautions to be taken while drafting a research report.
- Q.8.** The number of good and bad parts produced during each of the three shifts in a factory are given below:

Shift	Good	Bad
Day	900	130
Evening	700	170
Night	400	200

Is there any relationship between the shift and quality of parts produced? Test at five percent level of significance using chi-square test.