

Subject : Strategic Management (#C)

M.B. A. I/ II

Day : Tuesday

Date : 15/04/2014



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) Answer to both the sections must be written in the **SAME** answer book.

SECTION-I

- Q.1 What is strategic Management? Explain the components of strategic intent, strategy formulation, strategy implementation and strategic control.
- Q.2 Strategy operates at Corporate level, Business level and Functional level. Explain in brief Business level strategy practiced by leading companies in India.
- Q.3 Compare and contrast between strategic and operation control. What are the tools and techniques used in strategic control?
- Q.4 Explain the general framework of strategy implementation. Write in brief the broad components of strategy implementation.
- Q.5 Write short notes on any **THREE** of the following:
 - a) Blue ocean strategy
 - b) Diversification
 - c) Innovation as a tool for Business strategy.
 - d) Environmental Scanning

SECTION-II

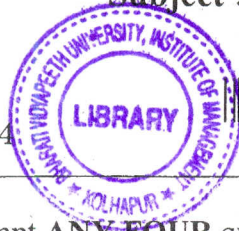
- Q.6 Analyze the Michael Porter's Five forces model for Indian Automobile Industry.
- Q.7 As a chief executive of Consumer Product company carry out SWOT analysis. Imagine YOU as a CEO of any Consumer Product company operating in India for justifying your analysis.
- Q.8 Is there any relevance of behavioral aspects of employees in successful implementation of Business strategy? If yes, what factors of behavioral aspects should be considered for effective implementation of Business strategy?

Subject : Operations Research (*C)

M.B. A. I/II

Day : Sunday

Date : 20/04/2014



Time : 10.00 AM TO 01.00 PM

Max Marks : 100 Total Pages : 3

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.
- 4) Use of electronic pocket **CALCULATOR** is allowed.
- 5) Graph papers will be supplied on request.

SECTION - I

- Q.1 While completing the construction of his house Mr. Sharma discovers that 100 square feet of plywood scrap and 80 square feet of white pine scrap are in unusable form for the construction of tables and bookcases. It takes 10 square feet of plywood and 16 square feet of white pine to construct a book case. By selling the finished products to a local furniture store, Mr. Sharma can realize a profit of Rs. 25 on each table and Rs. 20 on each bookcase. How may he most profitably use the leftover wood? [15]
- a) Formulate problem as LPP.
 - b) Use graphical method to solve this LPP.

- Q.2 The demand and supply is considered as follows: [15]

To \ From	I	II	III	Supply
I	5	1	7	10
II	6	4	6	80
III	3	2	5	15
Demand	75	20	50	

Since there is not enough supply some of the demands at these destinations may not be satisfied. Suppose that there are penalty costs for every unsatisfied demand unit which are given by 5, 3 and 2 for destinations I, II and III respectively, find the optimal solution.

- Q.3 Consider problem of assigning five operators to five machines. The assignment costs are as follows: [15]

Operator	Machine				
	M ₁	M ₂	M ₃	M ₄	M ₅
A	7	7	--	4	8
B	9	6	4	5	6
C	11	5	7	---	5
D	9	4	8	9	4
E	8	7	9	11	3

Operator A cannot be assigned to machine M₃ and operator C cannot be assigned to machine M₄. Find the optimum assignment schedule.

P.T.O.

Q.4 a) Explain sensitivity analysis with suitable examples. Discuss significance of sensitivity analysis from managerial view point. [07]

b) Explain assignment problem of balanced and unbalanced nature. State the steps to resolve the same. [08]

Q.5 Write short notes on **ANY THREE** of the following: [15]

- Applications of Operation Research
- Network Diagrams
- Monte Carlo Technique
- Vogel's approximation method

SECTION - II

Q.6 The plant methods and standards section has furnished the following data. The precedent for each activity has been determined and shown below with duration of activity. [20]

Activity	Time (Hrs)	Predecessor
A	8	---
B	200	A
C	12	---
D	4	H, M
E	8	---
F	40	B
G	32	F, K
H	8	G, J
I	225	A
J	8	I, K
K	35	C, E
L	24	G, J
M	6	H
N	4	D, M

- Construct Networks diagram for project.
- Calculate critical path and its length.
- Calculate total float and free float for each of the non critical activities.

Q.7 The management of ABC company is considering the question of marketing a new product. The fixed cost required in the project is Rs. 4,000. Three factors are uncertain, viz., the selling price, variable cost and annual sales volume. The product has a life of only one year. The management has the data on these three factors as under. [20]

Selling price (Rs.)	Probability	Variable cost (Rs.)	Probability	Sales volume (units)	Probability
3	0.2	1	0.3	2000	0.3
4	0.5	2	0.6	3000	0.3
5	0.3	3	0.1	5000	0.4

Considering the following sequence of thirty random numbers:

81, 32, 60, 04, 46, 31, 67, 25, 24, 10, 40, 02, 39, 68, 08, 59, 66, 90, 12, 64, 79, 31, 86, 68, 82, 89, 25, 11, 98, 16.

Using sequence [first 3 random numbers for the first trial etc]. simulate the average profit for the above project on the basis of 10 trials.

Q.8

A City Corporation has decided to carry out road repairs on four main arteries of the city. The government has agreed to make a special grant of Rs. 50 lakhs towards the cost with a condition that the repairs be done at the lowest cost and quickest time. If the conditions warrant, a supplementary taken grant will also be considered favourably. The corporation has floated tenders and five contractors have sent in their bids. In order to expedite work, one road will be awarded to only one contractor. [20]

		Cost of Repairs (Rs. in lakhs): Roads			
		R ₁	R ₂	R ₃	R ₄
Contractors	C ₁	9	14	19	15
	C ₂	7	17	20	19
	C ₃	9	18	21	18
	C ₄	10	12	18	19
	C ₅	10	15	21	16

- Find best way of assigning the repair work to the contractors and the costs.
- If it is necessary to seek supplementary grants what should be the amount sought?
- Which of the five contractors will be unsuccessful in this bid?

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Subject : Marketing Management - I : Advertising and Media Management (C)

Day : Saturday

Date : 19/04/2014



M.B. A. I/II

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) Answer to both the sections should be written in **SAME** answer book.

SECTION-I

- Q.1** "In today's competitive scenario, role of advertising agencies has gone much beyond just advertising". Comment. (15)
- Q.2** What is advertising? Explain in detail the process of advertising? (15)
- Q.3** Explain in detail push- pull strategies with reference to any FMCG product of your choice. (15)
- Q.4** What is the difference between pre- testing and post testing techniques with suitable examples? (15)
- Q.5** Write short notes on any **THREE** of the following: (15)
- a) Media Clutter
 - b) Ambush Marketing
 - c) Media Scheduling
 - d) Corporate Advertising

SECTION-II

- Q.6** Assume that you are appointed as marketing manager of Hindustan Unilever for Rin detergent for promotional activities in Maharashtra state. From your point of view, what are the ethical and social issues involved in advertising. Discuss. (20)
- Q.7** Imagine you wish to set up an advertising agency in your city. How would you go about it? State your assumptions clearly. (20)
- Q.8** Design a copy illustration for a print media for consumer durable product of your choice. State your assumptions clearly. (20)

Subject : Finance Management - I : Investment Analysis and Portfolio Management (C) M.B. A. I/II

Day : Thursday

Date : 08/05/2014



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 **SAME** answer book.
- 4) Use of non programmable calculator is allowed.
- 5) Assume suitable data if necessary.

SECTION – I

- Q.1** Define investment. Discuss in detail various avenues of investment with their merits and demerits. (15)
- Q.2** "Mutual Funds Provide stability to share prices, safety to investors and resources to the prospective entrepreneurs". Critical examine this statement. (15)
- Q.3** Discuss in brief Economy-Industry-Company (EIC) framework of fundamental analysis. (15)
- Q.4** Define Efficient Market Hypothesis (EMH) and discuss various levels of EMH. (15)
- Q.5** Write short notes on any **THREE** of the following: (15)
- a) Distinction between Forwards and Futures
 - b) Call option and put Option
 - c) Yield to Maturity
 - d) Arbitrage Pricing Theory (APT)

SECTION - II

- Q.6** a) What are the Support Levels and Resistance Levels? How do they affect the market behaviour? (10)
- b) Mr. Rajesh is keen to purchase HDFC shares if the stock gives a return more than that of the market. He has gathered the price movement of HDFC and SENSEX (Index) for the past six months recorded on the last trading day of each month. Use Sensex data as proxy for market portfolio and advise Mr. Rajesh, if we hold CAPM to be true. (10)

Month	Share price of HDFC (Rs)	SENSEX
January	404	6000
February	409	6015
March	422	6250
April	418	6215
May	415	6160
June	404	6000

- Q.7** Consider the following information for three mutual funds P, Q and R and the market: (20)

Month	Mean return (%)	Standard deviation (%)	Beta
P	12	18	1.1
Q	10	15	0.9
R	13	20	1.2
Market Index	11	17	1.00

The mean risk free rate was 6% calculate the Treynor measure, Sharpe measure and Jensen measure for the three mutual funds and the market index.

- Q.8** Describe the Portfolio management process. What are the various problems of portfolio management? (20)

Subject : Finance Management - II : Management of Financial Services (C)

Day : Monday

Date : 12/05/2014



M.B. A. - I / II



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 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** State the various financial intermediaries functioning in the Indian Financial System and bring out their features. [15]
- Q.2** Explain the concept of Hire Purchase system. What are the features of Hire Purchase system? [15]
- Q.3** What is meant by Mutual Fund? State the importance and types of mutual funds. [15]
- Q.4** Explain the working of various credit rating agencies in India. [15]
- Q.5** Write short notes on **ANY THREE** of the following: [15]
- a) Initial Public Offer
 - b) Book Building Process
 - c) Types of Lease
 - d) Characteristics of Money Market
 - e) OTCEI

SECTION - II

- Q.6** What is Venture Capital? Explain its scope and importance. [20]
- Q.7** What is Merchant Banking? Explain various services provided by Merchant Banks. [20]
- Q.8** What is Micro Finance? Explain its advantages and limitations. [20]

Subject : Human Resource Management - III : Performance Management Systems (C) M.B. A. I/II

Day : Thursday

Date : 22/05/2014



18295

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) Make your own assumptions for Section – II (If required).

SECTION - I

- Q. 1** What is Performance Management? Explain why it has assumed more importance these days? **(15)**
- Q. 2** What precautions one has to take while setting the “Performance Standards”? **(15)**
- Q. 3** Provide the linkage between Performance Management and pay. **(15)**
- Q. 4** What is 360° Performance appraisal? Explain its merits and demerits in detail. **(15)**
- Q. 5** Write short notes on **ANY THREE** of the following: **(15)**
- a) Behaviorally Anchored Rating Scales (BAR’S)
 - b) Balance Score Card
 - c) Appraisal Interview
 - d) Performance Management Systems for Teams

SECTION - II

- Q. 6** What factors would you consider to evaluate the performance of BPO employee? **(20)**
- Q. 7** Prepare a reference note for your company’s ‘CFO’ as to how to set financial measurement standards for an organisation of your choice. **(20)**
- Q. 8** Prepare a note addressed to middle management staff for stating the guidelines for developing an effective MIS as well as for setting new performance standards. **(20)**