



Subject : Strategic Management (#C)

M.B.A. I / II

Day : Thursday

Date : 07/11/2013



Time : 02.00 PM TO 05.00 PM

Max Marks : 100 Total Pages : 1

N.B.:

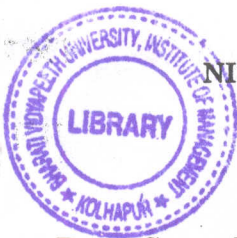
- 1) Answer any **FOUR** questions from Section-I. Each question carries 15 marks.
- 2) Answer any **TWO** questions from Section-II. Each question carries 20 marks.
- 3) Answer to both the sections must be written in the **SAME** answer book.

SECTION-I

- Q.1** Strategic management is key to success. How strategic management process is conceptualized, implemented and monitored by a large consumer product organization?
- Q.2** What is the nature and importance of strategic evaluation? Explain in brief barriers in strategic evaluation.
- Q.3** What are the reasons and techniques used in integrative and diversification strategies? Justify your answer with suitable example.
- Q.4** How are the Vision and Mission statements significant for a growing organization? Justify your answer by citing examples of Indian company's vision and Mission statement.
- Q.5** Write short notes on any **THREE** of the following:
 - a) Internal Environment scanning.
 - b) Business level strategies.
 - c) Blue ocean strategy.
 - d) Value Chain Analysis

SECTION-II

- Q.6** There is slow down in Indian Economy in recent Past. From 6.5% average growth in last decade Economic growth has come down below 5%. Assess the impact of Economic slowdown on various sectors of industry and suggest strategies for any company of your choice.
- Q.7** What are the concepts and practices used by leading companies for their expansion strategy? Explain with live examples of various companies at national and international level.
- Q.8** It is said no organization can influence the external environment but it needs to adapt to changing environment. Justify your answer by giving suitable illustrations of Indian companies adapting themselves with changing business environment.



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

Subject : Operations Research (*C)

M.B. A. / II

Day : Saturday

Date : 09/11/2013



15577

Time : 02.00 PM TO 05.00 PM

Max Marks : 100 Total Pages : 2

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 Two grades of paper X and Y are produced on a paper machine. Because of [15]
raw material restrictions not more than 400 tonnes of grade X and 300 tonnes of
grade Y can be produced in a week. There are 160 production hours in a week.
It requires 0.2 and 0.4 hours to produce one tonne of products X and Y
respectively with corresponding profits of Rs. 20 and Rs. 50 per tonne. Find
optimum product mix using graphical method.

Q.2 A manufacturer must produce a product in sufficient quantity to meet [15]
contractual sales in next four months. The production capacity and unit cost of
production vary from month to month. The product produced in one month
may be held for sale in later months but at an estimated storage cost of Rs. 1 per
unit per month. No storage cost is incurred for goods sold in same month in
which they are produced. There are no opening inventory and none is desired at
the end of four months. The necessary details are given in following table:

Month	Contracted Sales	Maximum Production	Unit cost of Production
1	20	40	14
2	30	50	16
3	50	30	15
4	40	50	17

How much should the manufacturer produce each month to minimize total cost?

Q.3 A coal company has invited tenders for different Mines from different [15]
contractors. 5 contractors have responded and their bid values are as below:

	Bid Amounts ('000s Rs.)				
	1	2	3	4	5
Bidders					
A	41	72	39	52	25
B	22	29	49	65	81
C	27	39	60	51	40
D	45	50	48	52	37
E	29	40	45	26	30

Determine minimum cost assignment of contract to contractors assuming that
each contractor can receive only one contract.

Q.4 a) Discuss the "Hungarian" method of solving an assignment problem. [07]

b) Explain briefly the following: [08]

- i) North-west corner rule
- ii) Vogel's approximation method

P.T.O.

Q.5 Write short notes on ANY THREE of the following:

- PERT/CPM Analysis
- Monte Carlo Technique
- Applications of Operations Research
- Sensitivity Analysis

[15]

SECTION - II

Q.6 A promoter organises a sports meeting. The relationship among activities and time estimates in days are shown below in the table. [20]

Activity	Predecessor	Activity time (days)		
		Optimistic	Most likely	Pessimistic
A	---	3	7	11
B	A	14	21	28
C	A	11	14	17
D	A, C	2	2	2
E	B	2	3.5	8
F	D, E	10	14	21
G	E	3	4	5
H	E, F	4	4.5	8
I	G, H	1	2	4

- Find expected activity durations and their variances
- Draw Network diagram and find critical path.
- What is probability that length of critical path does not exceed 56 days?

Q.7 An assembly line has three work stations. The time required for each station to complete its operation is as follows: [20]

Time (min)	Probabilities		
	Station (I)	Station (II)	Station (III)
4	0.25	0.10	0.05
5	0.25	0.30	0.25
6	0.25	0.40	0.25
7	0.25	0.20	0.45

The times given are only values the operation times take on. Simulate the flow of 20 items through the assembly line. What is the average time that an item takes to go through all the operations?

Q.8 a) Determine initial basic feasible solution to following transportation problem using: [14]

- Least Cost Method
- Vogel's Approximation Method

Sources	Destinations				Supply
	D ₁	D ₂	D ₃	D ₄	
S ₁	1	2	1	4	30
S ₂	3	3	2	1	50
S ₃	4	2	5	9	20
Demand	20	40	30	10	

b) Explain the applications and limitations of LPP with suitable examples.

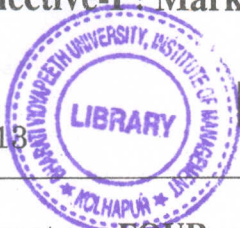
[06]

M.B. A. / II

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

Day : Monday

Date : 11/11/2013



Time : 02.00 PM TO 05.00 PM

Max Marks : 100 Total Pages : 1

N.B.:

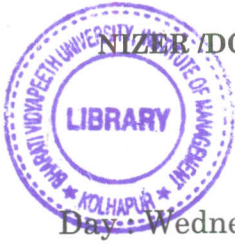
- 1) Attempt any **FOUR** questions from Section -I. Each question carries **15** marks.
- 2) Attempt any **TWO** questions from Section -II. Each question carries **20** marks.
- 3) Answer to both the sections should be written in **SAME** answer book.

SECTION-I

- Q.1** a) Discuss the objections to advertising with examples. (08)
- b) What do you understand by ethics in advertising? (07)
- Q.2** What is sales promotion campaign (SPC)? Explain giving an example. (15)
- Q.3** Describe various services provided by an ad agency. Also discuss the changing role of ad agency in a developing country like India. (15)
- Q.4** What is advertising Copy? What do you understand by ad theme, copy illustration? (15)
- Q.5** Write short notes on any **THREE** of the following: (15)
- a) Media Clutter
 - b) Push -Pull strategies
 - c) DAGMAR approach
 - d) Surrogated Advertising

SECTION-II

- Q.6** Imagine you wish to set up an advertising agency in your city. How would you go about it? State your assumptions clearly. (20)
- Q.7** Design a copy illustration for print media for consumer durable product of your choice. State your assumptions clearly. (20)
- Q.8** As a Marketing Manager design advertising campaign for washing Powder detergent in your city. State your assumptions clearly. (20)



NIZEL DOODHGANGA/VEDGANGA - III (C.B.C.S.) (2012 Course) : OCT. / NOV. - 2013

Subject : Elective III : Consumer Behaviour (MM)

M.B. A. I / II

Day : Wednesday

Date : 13/11/2013



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** from Section-II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Attempt both the sections should be written in the **SAME** answer book.

SECTION-I

- Q.1 Define and describe the importance of consumer behaviour in the field of marketing. Illustrate your answer with suitable examples. (15)
- Q.2 "Relying simply upon secondary data one cannot arrive at meaningful and useful conclusions." Comment on the above statement in the context of consumer research process. (15)
- Q.3 What do you mean by consumer perception? How does it affect the buying decision making process? (15)
- Q.4 Explain in detail the Kellat and Blackwell model of consumer behaviour. (15)
- Q.5 Write short notes on any **TWO** of the following: (15)
- a) Nicosia Model
 - b) Buying roles
 - c) Consumer attitude

SECTION-II

- Q.6 "Tata Motors has designed and launched 'Tata Nano' on having recognized the needs and wants of a middle class family, but it could not get the response the market as expected". Do you agree with the above statement or not? Justify your point of view. (20)
- Q.7 A jewellery manufacturing company 'Alankar Jewellers' is interested in branding its jewellery and wishes to market it throughout India. As a consultant you are required to suggest a celebrity as brand ambassador for Alankar Jewellers. Which celebrity would you suggest as brand ambassador & why? (20)
- Q.8 PQR Ltd wants to launch a new detergent product. As a consultant suggest a marketing research plan for exploring the consumer buying behaviour in the context of rural markets in India. (20)

Subject : Elective I : Investment Analysis and Portfolio Management (FM)

Day : Thursday

Date : 21/11/2013



M.B.A. / II



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

SECTION – I

- Q.1** "The investments in Indian share market are often called volatile." With (15)
reference to the above statement, comment upon the current scenario of
investment in India.
- Q.2** How to evaluate the performance of MF schemes using Sharpe, Treynor and (15)
Jensons Models?
- Q.3** Elaborate upon the concept of Fundamental Analysis and also explain (15)
Economic, Industry and Company analysis.
- Q.4** What are the various technical indicators and charts used in Technical Analysis? (15)
- Q.5** Write short notes on any **THREE** of the following: (15)
- a) Role of securities Market in Indian economy
 - b) Objectives of Mutual Funds
 - c) Valuation of preference Shares
 - d) Risk and Return

SECTION - II

- Q.6** Explain the concept of Efficient Market Hypothesis and its forms. (20)
- Q.7** a) Prashant's Holdings Ltd., an investment company has invested in equity shares (10)
of a blue chip company. Its
Risk free return (R_f) = 9%
Expected total return (R_m) = 16%
Market Sensitivity index (B_i) = 0.8
Calculate the expected rate of return on the investment made in the security.
- b) GVK Company's current market price of a share is Rs. 46 and dividend per (10)
share is Rs. 3. 50. If the capitalization rate is 9 per cent, what is the dividend
growth rate?
- Q.8** Details of portfolio held by your client which yields average return of 14% are (20)
given below:

Shares	Cost (Rs)	Dividend / Interest(Rs.)	Market Price(Rs.)	Beta
A	30,000	5000	33000	0.7
B	40,000	4000	42000	0.9
C	20,000	2000	23000	.08
D	15,000	2250	14000	1.1
Govt. Bond	50,000	5000	52000	1

Find out expected return of each investment using CAPM and average return of the portfolio.

Subject : Elective II : Management of Financial Services (FM)

Day : Saturday

Date : 23/11/2013



M.B. A. I / II



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** Elaborate the development of financial system in India. [15]
- Q.2** Explain the term "New Issue Market". State its functions. [15]
- Q.3** Define a Mutual fund and describe the various schemes of Mutual Funds. [15]
- Q.4** What is 'Credit Rating'? Explain its functions. [15]
- Q.5** Write short notes on **ANY THREE** of the following: [15]
- a) Leasing and Hire Purchase
 - b) Factoring and Forfeiting
 - c) Importance of Secondary Market
 - d) Components of Capital Market
 - e) Financial Inclusion

SECTION - II

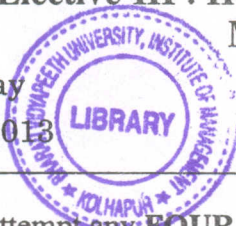
- Q.6** What is 'Venture Capital'? Explain its features and importance. [20]
- Q.7** Define Merchant Banking. What are the services provided by Merchant Banks? [20]
- Q.8** Explain the process and benefits of Securitization. [20]

M.B. A. / II

Subject : Elective-III : Human Resource Management - III : Performance Management Systems (C)

Day : Thursday

Date : 05/12/2013



Time : 02.00 PM TO 05.00 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** Explain the concept of Performance Management. Discuss its scope and significance in the present competitive environment. (15)
- Q.2** State the use and effectiveness of Performance Management as an interlinked process. (15)
- Q.3** How one can develop and maintain Performance Management System in an IT set up? (15)
- Q.4** State various criteria's for measuring performances. (15)
- Q.5** What is Balance Score Card? How this model can be used for fine tuning of existing performance management systems. (15)
- Q.6** Write short notes on Any **TWO** of the following: (15)
- a) Performance management training
 - b) Job Evaluation
 - c) Competency

SECTION-II

- Q.7** Prepare a note for your organization's CEO on how to set financial measurement standards for your organization's Performance Management System? (20)
- Q.8** Your FMCG organisation intends to link any future wage rise to higher performance than the standard one, as at present, to remain competitive in the market. Explain as to how you will introduce "Performance Management System" to your key managerial personnel. (20)
- Q.9** Explain in detail performance management system of an organization known to you, which you consider best in the present environment and also justify your choice. (20)

M.B. A. ~~I~~/II

Subject : Elective-IV : Human Resource Management - IV: Export Personal Cost and Compensation Management (C)

Day : Friday

Date : 06/12/2013



Time : 02.00 PM TO 05.00 PM

Max Marks : 100 Total Pages : 1

N.B:

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

SECTION-I

- Q.1** Explain the concept of compensation. Explain its importance and state various components of compensation package. (15)
- Q.2** What is Job Evaluation? Explain Factor Comparison and Point Rating method. (15)
- Q.3** What is time booking? What is idle time? How to treat idle time? (15)
- Q.4** What is executive remuneration? Why it has become a matter of concern for Corporate Governance, in the present environment? (15)
- Q.5** Write short notes on: (Any **THREE**): (15)
- a) Consumer Price Index
 - b) Fringe benefits tax
 - c) Internal and External equity
 - d) Competency based pay

SECTION-II

- Q.6** 'Shining Star' is a manufacturing company of detergent powder. In 2012, it employed an average of 70 staff. During 2012, the company recruited 13 staff to replace 16 who left. Calculate the labour turnover for the unit. (20)
- Q.7** Mr. Sharma is 45 years old and earned a gross salary during FY 12-13 Rs. 4,00,000 and Rs. 30,000/- is deducted from his salary towards his contribution for Employees Provided Fund further Rs. 45,000/- is also deducted for his LIC Premium, during FY 12-13. Calculate his taxable income for FY 12-13 i.e. AY 13-14. (20)
- Q.8** ABC Steel Ltd. is facing labour unrest on account of poor wages. What steps must be taken by the Company to revise wages and get rid of labour unrest? (20)