

Day : Tuesday

Date : 18/11/2014

Subject : Strategic Management (#C)



Time : 10.00 AM TO 01.00 PM

Max Marks : 100 Total Pages : 1

N.B.:

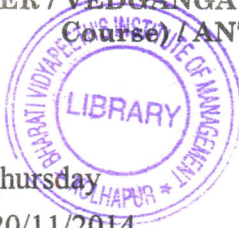
- 1) Attempt **ANY FOUR** questions from Section – I and **ANY TWO** questions from Section – II.
- 2) Answer both sections in **SAME** answer book.
- 3) Figures to the right indicate **FULL** marks.

SECTION – I

- Q.1** Strategy operates at various levels. Explain in brief the strategies operating at corporate and business level. (15)
- Q.2** Organization has to adapt it self with the changing environment. What factors of external environment need to be considered by the strategist to remain competitive in the market? (15)
- Q.3** What is functional level strategy? What elements are considered while implementing functional level strategies? (15)
- Q.4** How is strategic control distinct than operational control? Critically evaluate. (15)
- Q.5** Write short notes on **ANY TWO** of the following: (15)
- a) Michael Porter's five forces model
 - b) International environment
 - c) Stability and retrenchment strategy
 - d) Innovation and business

SECTION - II

- Q.6** With opening up of banking sector other than public sector banks, Innovation is playing a significant role in enhancing market share. Suggest strategies for a new bank intending to enter in the Indian market. (20)
- Q.7** Suggest the alternative structure for an automobile multinational, planning to enter Indian market. Evaluate each alternative with its merits and demerits in the context of the organizations' market and product portfolio. (20)
- Q.8** You being the CEO of leading Telecom Service Provider in India, prepare a strategic control plan by taking in to account the current situation in the Telecom industry. (20)



Subject : Operations Research (*C)

M.B. A. I / II

Day : Thursday

Date : 20/11/2014



20991

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 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** is allowed.
- 4) Figures to the right indicate **FULL** marks.
- 5) Graph paper will be supplied if required.

SECTION - I

Q.1 A firm makes two products 'X' and 'Y' and has a total production capacity of 9 tonnes per day, 'X' and 'Y' requires the same production capacity. The firm has a permanent contract to supply at least 2 tonnes of 'X' and at least 3 tonnes at 'Y' per day to another company. Each tonne of 'X' requires 20 machine hours of production time and each tonne of 'Y' requires 50 machine hours of production time. The daily maximum possible number of machine hours is 360. All the firm's output can be sold and the profit made is Rs. 80 per tonne of 'X' and Rs. 120 per tonne of 'Y'. It is required to determine the production schedule for maximum profit. Solve the LP problem by graphical method. **[15]**

Q.2 There are three reservoirs with daily supplies of 15, 20 and 25 million litres of water respectively. On each day the reservoirs supply four cities A, B, C and D whose demands are 8, 10, 12 and 15 million litres respectively. The cost of pumping per million litres is given below: (Figures in the table show cost in thousands of rupees) **[15]**

Reservoirs	Cities			
	A	B	C	D
1	2	3	4	5
2	3	2	5	2
3	4	1	2	3

For this transportation problem use the Least Cost Method to determine the minimum cost.

Q.3 In a factory five machines M₁, M₂, M₃, M₄ and M₅ are to be installed in a machine shop. There are five vacant places A, B, C, D and E available. Because of limited space, machine M₁ cannot be placed at place 'C' and machine M₃ cannot be placed at place 'E'. The cost of locating a machine at a place (in thousands of rupees) is as follow: **[15]**

	Location				
	A	B	C	D	E
M ₁	8	2	---	5	4
M ₂	10	9	2	8	4
M ₃	2	4	9	6	---
M ₄	3	6	2	8	7
M ₅	5	6	10	4	3

Find the minimum cost for assignment of machines to locations.

- Q.4** a) Explain when an assignment problem is unbalanced. How can it be resolved? **[07]**
- b) How degeneracy can be determined in transportation problems? What are steps required to resolve it? **[08]**

P.T.O.

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

[15]

- Floats in Network Analysis
- Applications of Operations Research
- Sensitivity Analysis
- Applications of Simulation Technique

SECTION - II

Q.6 Give the following project details:

[20]

Activity	Predecessors	To	Tm	Tp
A	---	1	2	3
B	A	4	4	4
C	A	2	3	4
D	A	4	4	4
E	C	2	3	4
F	D	2	4	6
G	B	3	3	3
H	G	4	4	4
I	E, H	3	5	7
J	F	3	3	3

- Construct a Network Diagram and find the critical path.
- Calculate different types of Floats.

Q.7 A dentist schedules all his patients for 30 minute appointments. Some patients take more or less than 30 minutes depending on the type of dental work to be done. The following summary shows various categories of work, their probabilities and time actually needed to complete the work. [20]

Category of service	Time required (minutes)	Probability of category
Filling	45	0.4
Crown	60	0.15
Cleaning	15	0.15
Extraction	45	0.10
Checkup	15	0.20

Simulate the dentist's clinic for four hours and determine average waiting time for the patients as well as idleness of doctor. Assume that all the patients show up at clinic at exactly their scheduled arrival time starting at 8.00 a.m. Use following random numbers for handling the above problem
40, 82, 11, 34, 25, 66, 17, 79.

Q.8 a) The following is a Transportation Table:

[10]

Plants	Warehouse			Supply
	W ₁	W ₂	W ₃	
P ₁	5	6	8	20
P ₂	8	5	7	10
P ₃	8	6	8	5
Demand	15	10	20	

Find Initial Basic Feasible Solution using Vogel's Approximation Method and check for optimality.

- Explain applications and limitations of LPP with suitable examples.

[10]

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

M.B. A. I / II

Day : Friday

Date : 21/11/2014



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 each question carry **15** marks.
- 2) Attempt Any **TWO** questions from Section-II and each question carry **20** marks.
- 3) Answer to both the section should be written in **SAME** answer book.

SECTION-I

- Q.1 "Good 'Ad' is like a good movie". Explain with reference to advertising practices followed by marketers of milk base products in India. [15]
- Q.2 What is media planning? Design a complete media plan for marketers of- [15]
- a) Tablet PC
 - b) Luxurious car
- Q.3 "Copy writing is a skill, process and an art"- Justify this statement and develop Ad-copy for newspaper publicity of each of the following- [15]
- a) Hair oil
 - b) Baby foods
- Q.4 "Advertising of toothpaste is much more easier than that of societal concept of family planning". Comment. [15]
- Q.5 Write short note on Any **TWO** of the following: [15]
- a) 'AAA' of India
 - b) Mural Advertising
 - c) Direct Marketing
 - d) Agency-Client relationships

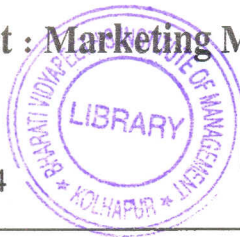
SECTION-II

- Q.6 Balaji Motion Pictures Ltd, Mumbai wish to launch their Hindi movie 'Dirty Pictures' in an international market. As an ad- executive, design an effective Ad-strategy, with assumptions if any. [20]
- Q.7 Develop an effective 'Integrated Marketing Communication Network for- [20]
- a) Radio Mirchi
 - b) Tourism industry
- Q.8 What might be the public Relations strategies adopted by marketers of each of the following:- [20]
- a) Motor Driving School
 - b) Consumer Co-operative Store

Subject : **Marketing Management - III : Consumer Behaviour (C)**

Day : Monday

Date : 24/11/2014



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



20994

Time : 10.00 AM TO 01.00 PM

Max Marks : 100 Total Pages : 1

N.B.:

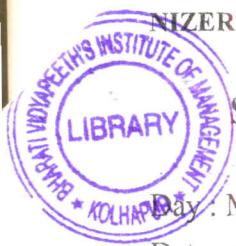
- 1) Attempt any **FOUR** questions from Section -I and attempt any **TWO** questions from Section -II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in **SAME** answer book.

SECTION-I

- Q.1** Define consumer behaviour. How is it relevant in the field of marketing? Give examples. (15)
- Q.2** What do you understand by consumer research? Explain its process in detail. (15)
- Q.3** Describe the individual determinants of consumer behaviour with suitable examples. (15)
- Q.4** Explain the following models of consumer behaviour: (15)
i) Howard -Sheth model
ii) Kollat and Blackwell model
- Q.5** Explain with examples how the culture, subculture, social class and reference group affect consumer behaviour. (15)
- Q.6** What do you mean by the term 'buying motive'? Describe various types of buying motives. What are the implications of buying motives while framing marketing strategies? (15)
- Q.7** Write short notes on any **TWO**: (15)
a) Importance of primary data in consumer research
b) Personality and self concept
c) Limited and extensive buying decisions

SECTION-II

- Q.8** ABC Ltd. wants to launch a new scooter. As a consultant suggest a research plan for exploring the buying behaviour of customers. (20)
- Q.9** Compare the consumer buying behaviour of boys v/s. girls for fairness cream. (20)
- Q.10** Design a questionnaire for study of consumer behaviour for: (20)
i) Branded sports shoes
ii) Motor cycles



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

Day : Monday

Date : 01/12/2014



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 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** "Securities Market has been showing ups and downs in the past few years". In the light of above statement, discuss the current scenario of investment in India. [15]
- Q.2** Elaborate upon the development in Derivative and Mutual Markets in India. [15]
- Q.3** Discuss the components of fundamental analysis in detail. [15]
- Q.4** How to evaluate the performance of MF schemes using Sharpe, Treynor and Jenson's Models? [15]
- Q.5** Write short notes on **ANY THREE** of the following: [15]
- a) Bond Management
 - b) Systematic Investment Plan
 - c) Arbitrage pricing theory

SECTION - II

- Q.6 a)** Discuss various forms of market efficiency. [10]
- b)** "The Indian stock market is efficient". Discuss. [10]
- Q.7 a)** Mr. A is interested to invest Rs. 1,00,000 in the securities market. He selected two securities B and D for this purpose. The risk return profile of these securities are as follows: [10]

Security	Risk (σ)	Expected Return (ER)
B	10%	12%
D	18%	20%

Co-efficient of correlation between B and D is 0.15. You are required to calculate the portfolio risk and portfolio return of the following portfolio of B and D to be considered by A for his investment.

- i) 100% investment in B only.
- ii) 50% of the fund invested in B and D both.
- iii) 75% of the fund in B and the rest 25% in D.
- iv) 25% of the fund in B and the rest 75% in D and
- v) 100% investment in D only.

Also indicate that which portfolio is the best for him from risk as well as return point of view.

P.T.O.

- b) A stock costing Rs. 120 pays no dividends. The possible prices that the stock might sell for at the end of the year with the respective probabilities are: [10]

Price	Probability
115	0.1
120	0.1
125	0.2
130	0.3
135	0.2
140	0.1

Required:

- Calculate the expected return.
- Calculate the standard deviation of returns.

- Q.8 a) The distribution of return of security A and the market portfolio M is given below: [10]

Probability	Return %	
	A	M
0.30	30	-10
0.40	20	20
0.30	0	30

You are required to calculate the expected return on security A and the market portfolio M, the co-variance between the market portfolio and security and beta for the security.

- b) Best Luck invested on 1.4.2011 in equity shares as below: [10]

Company	Number of shares	Cost (Rs.)
A Ltd	1000 (Rs. 100 each)	2,00,000
B Ltd	500 (Rs. 10 each)	1,50,000

In September, 2011 A Ltd., paid 10% dividend and in October, 2011 B Ltd., paid 30% dividend. On 31.3.2012 market price of shares of A Ltd and B Ltd were Rs. 220 and Rs. 290 respectively. Best Luck have been informed by their investment advisers that:

- Dividends from A Ltd and B Ltd for the year ending 31.3.2013 are likely to be 20% and 35% respectively.
- Probabilities of Market Price on 31.3.2013 are:

Probability	Price of shares of A Ltd	Price of shares of B Ltd
0.2	220	290
0.5	250	310
0.3	280	330

You are required to:

- Calculate the average return from the portfolio for the year ended 31.3.2012.
- Calculate the expected average return from the portfolio for the year 2012-13.
- Advise Best Luck of the comparative risk of two investments by calculating standard deviation in each case.

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

Day : Tuesday

Date : 02/12/2014



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** "Inspite of suitable legislative measures the Indian financial system remains weak". Comment. [15]
- Q.2** What is Leasing? Explain its merits and demerits. [15]
- Q.3** Discuss in brief the problems of Mutual Funds in India. [15]
- Q.4** Define securitization and explain the process of securitization. [15]
- Q.5** Write short notes on **ANY THREE** of the following: [15]
- a) Contents of Offer Document
 - b) Depository Services
 - c) Features of Hire Purchase System
 - d) Angel Capital
 - e) Micro Finance

SECTION - II

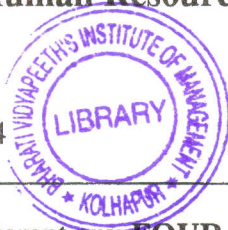
- Q.6** What is Venture Capital? Explain its features. Also state the stages in Venture Capital financing. [20]
- Q.7** Discuss in detail the various services provided by factoring intermediaries. [20]
- Q.8** Describe the major players in Credit Rating Agencies in India. [20]

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

Day : Friday

Date : 12/12/2014



Time : 10.00 AM TO 01.00 PM

Max Marks : 100 Total Pages : 1

N.B.:

- 1) Attempt any **FOUR** questions from Section –I. 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

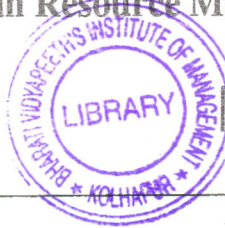
- Q.1** What is competency analysis? Explain the advantages and disadvantages of competency analysis over the different methods of performance measurements. (15)
- Q.2** How one can develop an effective MIS as well as performance feed back system? (15)
- Q.3** State importance of Performance Management as a system and elaborate its relevance to “Job Evaluation”? (15)
- Q.4** How one can link between existing Performance Management System and achievement of set organizational Goals? (15)
- Q.5** Explain how you can use Balance Score Card method for effective Performance Management System?
- Q.6** Write short notes on Any **TWO** of the following: (15)
- a) Factors affecting Performance Appraisal
 - b) Job Evaluation
 - c) Evaluating performance management

SECTION-II

- Q.7** Your organisation has recently acquired a unit whose products are similar to yours but their profitability is falling. Prepare a note to the CEO of the acquired organisation on the guide lines for introducing Performance Management System in their loss making organisation. (20)
- Q.8** Your FMCG organisation intends to link any future wage rise in emoluments to higher performance than the standard one as at present. Explain as to how will introduce “Performance Management System” to your middle level management employees, to effectively face tough competition (20)
- Q.9** Explain in detail performance management system of an organization known to you, which you consider best in the present circumstances. (20)

Subject : Human Resource Management - IV: Personal Cost and Compensation Management (C) M.B. A. I / II

Day : Saturday
Date : 13/12/2014



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

N.B:

- 1) Attempt any **FOUR** questions from Section -I.
- 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. State factors affecting compensation and benefits decisions. What are the components of compensation package? (15)
- Q.2** What are fringe benefits? Why fringe benefits are necessary? (15)
- Q.3** What is 'Job Evaluation'? What is its importance? Explain any one method of job evaluation. (15)
- Q.4** What is time keeping? Narrate the differences between time keeping and time booking. (15)
- Q.5** Write short notes on: (Any **THREE**): (15)
- a) Consumer Price Index
 - b) Dearness allowance
 - c) Competency based pay
 - d) Executive remuneration

SECTION-II

- Q.6** Mr. Sharma is 45 years. During FY 12- 13 his gross salary was Rs. 8,00,000/-. The company has deducted during 2012-13 Rs 50,000.00 as his EPF contribution and Rs. 30,000.00 for his LIC premium. He has spent Rs. 20,000.00 on education of his children for the said year. Calculate his income tax. (20)
- Q.7** XYZ is an IT Company. Its labour turnover (Attrition Rate) is 20% . Imagine the causes for this high labour turnover and suggest ways and means to reduce it. (20)
- Q.8** A productivity survey was conducted by a reputed consultant for a packaging company which revealed that the company is working at only half of its desired rate of production. Suggest an appropriate incentive scheme for this unit. (20)

