

Subject : Strategic Management (#C)

M.B. A. I / II

Day : Monday

Date : 30/11/2015



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) Answers to both the sections should be written in **SAME** answer book.
- 3) Figures to the right indicate **FULL** marks.



SECTION – I

- Q.1** What is Value Chain Analysis? Discuss on primary and support activities that are essential to conduct the analysis of an organization. [15]
- Q.2** What are functional strategies? Discuss with examples any two functional strategies. [15]
- Q.3** “Is competition always bad for organizations”? Discuss. Explain Porter’s five forces model of analyzing competition. [15]
- Q.4** What are the ways in which a business firm can evaluate strategies? [15]
- Q.5** Write short notes on **ANY TWO** of the following: [15]
- a) Blue Ocean Strategy
 - b) Strategic Analysis and Choice
 - c) Strategic Intent

SECTION – II

- Q.6** In case of the following business sectors, which firm is currently the ‘leader’ and which firm is the next best: [20]
- a) Airline service industry
 - b) Insurance industry
- Highlight on the strategies adopted and justify your stand.
- Q.7** A business firm intends to diversify into high growth areas. The firm is currently a major player in the cosmetics and toiletries industry. [20]
- a) Suggest the growth areas/sector which the firm may diversify.
 - b) What structure would you advice (should they be structured as individual companies or as a single group with divisions?) Justify your alternative.
- Q.8** In the current scenario, conduct a thorough SWOT analysis of a company in the mobile handset industry in India. [20]

Subject : Operations Research (*C)

M.B. A. 1/II

Day : Wednesday

Date : 02/12/2015



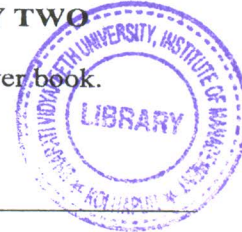
26477

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** A company manufactures two products A and B Product A yields a contribution of Rs. 30 per unit and product B Rs. 40 per unit towards fixed costs. It is estimated that sales of product A for the coming month will not exceed 20 units. Sales of product B have not been estimated but the company does have a contract to supply at least 10 units to a regular customer. Machine hours available for the coming month are 100 and products A and B take 4 hours each respectively, to produce. Labour hours available are 180 and products A and B take 4 hours and 6 hours of labour respectively. Materials available are restricted to 40 units of two products while each uses one unit material per unit. The company wishes to maximise contribution. Formulate LPP and use graphical method to find the optimum product mix. **[15]**

- Q.2** A store wants to purchase following quantities of cloths: **[15]**

Cloth type	A	B	C	D
Quantity	150	100	75	250

Tenders are submitted by three different manufacturers who undertake to supply not more than the quantities below (all types of cloths combined).

Manufacturer	W	X	Z
Total quantity	350	250	150

The Store estimates that its profit per cloth will vary with manufacturers as shown in the matrix below. How should orders be placed?

		Dress			
		A	B	C	D
Manufacturer	W	2.75	3.50	4.25	2.25
	X	3.00	3.25	4.50	1.75
	Y	2.50	3.50	4.75	2.00

- Q.3** A department has four subordinates and four tasks to be performed. The subordinates differ in efficiency and tasks differ in their intrinsic difficulty. The estimates of the profit in rupees each man would earn is given in the effectiveness matrix. How should tasks be allocated one to each man, so as to maximize the total earning? **[15]**

		Tasks			
		A	B	C	D
Subordinates	I	5	40	20	5
	II	25	35	30	25
	III	15	25	20	10
	IV	15	5	30	15

P.T.O.

Q.4 a) Graphical solution is not possible for LPP with more than two constraints: [07]
True or False? Justify your answer.

b) In transportation problem how will you determine that degeneracy has occurred? How will you resolve it? [08]

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

- Floats in Networks
- Simulation Technique
- Limitations of Operation Research
- Multiple solutions in assignment problem

SECTION - II

Q.6 The activities required to complete the project along with three time estimates [20]
and precedence relationship among activities have been determined and shown
as follows:

Activity	Predecessor	Activity time (days)		
		Optimistic	Most likely	Pessimistic
A	---	5	8	17
B	---	3	12	15
C	A	4	7	10
D	A	5	8	23
E	B, C	1	1	1
F	B, C	1	4	13
G	D, E	3	6	9
H	D, E	1	2.5	7
I	H	1	1	1
J	F, G	2	2	2
k	G, I	5	8	11

- Draw Network diagram for this project and find critical path and its Length.
- Calculate Total and Free floats for non critical activities.
- What is the probability that length of critical path does not exceed 40 days?

Q.7 After studying weekly receipts and payments over past 200 weeks a retailer has [20]
developed the following information:

Weekly receipts (Rs.)	Probability	Weekly payment (Rs.)	Probability
3000	0.20	4000	0.30
5000	0.30	6000	0.40
7000	0.40	8000	0.20
12000	0.10	10000	0.10

Using following set of random numbers simulate weekly pattern of receipts and payments of the 12 weeks of next quarter, assuming further that the beginning bank balance is Rs. 8000.

What is the estimated balance at the end of the 12 weekly periods? What is the highest weekly balance during the quarter? What is the average weekly balance for the quarter?

Random Numbers

For Receipts	03	91	38	55	17	46	32	43	69	72	24	22
For Payments	61	96	30	32	03	88	48	28	88	18	71	99

Q.8 a) Solve following problem for optimal solution:

[14]

	P	Q	R	S	T	Supply
A	5	8	6	6	3	8
B	4	7	7	6	5	5
C	8	4	6	6	4	9
Demand	4	4	5	9	8	

b) How are multiple solutions indicated in an assignment problems

[06]

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

M.B. A. I / II

Day : Thursday

Date : 03/12/2015

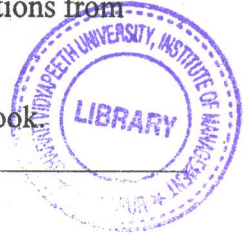


Time : 10.00 AM TO 01.00 PM

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.



SECTION-I

- Q.1** What is Advertising Management? Explain the Advertising process in detail. (15)
- Q.2** 'Push and pull' strategy should be used tactfully, depending upon the life cycle of the product. Critically evaluate the push and pull strategy with suitable examples. (15)
- Q.3** What roles are played by Advertising Agency? Explain the various services offered by Advertising Agency. (15)
- Q.4** What is media planning? Explain the various types of media with its significance. (15)
- Q.5** What is copy Format? What are the techniques adopted for advertisement effectiveness studies? (15)
- Q.6** Write short notes on any **TWO**: (15)
- a) Corporate Advertising
 - b) DAGMAR
 - c) Ethics in advertising
 - d) USP Strategies

SECTION-II

- Q.7** Prepare a media plan for a company planning to introduce Electric two wheeler in India. (20)
- Q.8** As CEO of the Advertising Agency. What policies will you formulate for maintaining long lasting relationship with your clients? (20)
- Q.9** World is moving towards digitalization? Prepare a plan of action for web-Advertising (20)

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

M.B. A. I / II

Day : Tuesday

Date : 15/12/2015



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 the **SAME** answer book.
- 3) Figures to the **RIGHT** indicate full marks.



SECTION-I

- Q.1** Define consumer behaviour. Explain with suitable examples the importance of consumer behaviour study in the field of marketing. (15)
- Q.2** What do you mean by Consumer Research? Discuss the process of consumer research in detail. (15)
- Q.3** Elaborate on any two individual determinants of consumer behaviour. (15)
- Q.4** Discuss in detail the Nicosia model of consumer behaviour. (15)
- Q.5** Discuss in detail the various types of buying decisions. Give suitable examples. (15)
- Q.6** Write short notes on any **THREE** of the following: (15)
- a) Buying motives
 - b) Post-purchase behaviour of consumer
 - c) Engel Kollat and Blackwell model of consumer behaviour
 - d) Consumer attitude
 - e) Personality and self-concept.

SECTION-II

- Q.6** "There is a substantial difference between consumer buying and organizational buying". Explain with examples. (20)
- Q.7** Take the example of availing the services of a tour and travels company and explain the Howard-Sheth model of consumer behaviour. (20)
- Q.8** What do you mean by diffusion of innovation? Elaborate in detail, the process of diffusion. (20)

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Subject : International Business Management - II : International Marketing (C)

M.B. A. I / II

Day : Friday

Date : 04/12/2015

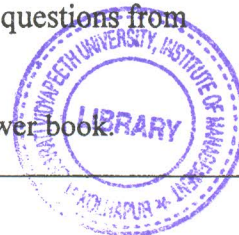


Time : 10.00 AM TO 01.00 PM

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.



SECTION-I

- Q.1** Explain with suitable example the stages involved in the evolution of domestic company to international marketing company. (15)
- Q.2** What is "Indirect Exporting"? What are advantages and disadvantages of Indirect Exporting? (15)
- Q.3** Explain in detail various quality issues for Indian Products in International Market. Justify your answer with example. (15)
- Q.4** Explain the process of integrated marketing communication (IMC) with suitable examples. (15)
- Q.5** Write short notes on any **TWO** of the following: (15)
- a) Determinants of Foreign Market Selection
 - b) Branding Decisions
 - c) CIF and FOB Pricing
 - d) Global Quality standard

SECTION-II

- Q.6** Design an International Logistics plan for the following products (Any **TWO**): (20)
- | | |
|--------------------|-------------------|
| i) Fast Food | ii) Flavored Milk |
| iii) Mineral Water | iv) Fruit Juice |
- Q.7** Design the packaging strategies adopted for exporting flowers to middle east countries by Indian branded company. (20)
- Q.8** "Chaitanya Publications Pvt. Ltd. wants to enter into International market. Suggest the best strategy to enter into foreign market. (20)

**Subject : International Business Management - IV : Export Import Policy
Procedure & Documentation (C) M.B. A. H II**

Day : Saturday

Date : 19/12/2015

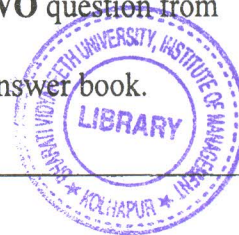


Time : 10.00 AM TO 01.00 PM

Max Marks : 100 Total Pages : 1

N.B.:

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



SECTION-I

- Q.1** State procedure for obtaining I.E.C. number. (15)
- Q.2** Explain 'Bill of Exchange' as a Financial Document. (15)
- Q.3** Define 'Bill of Lading'. What are characteristics of Bill of Lading? (15)
- Q.4** Write a note on International Trade Guarantees. (15)
- Q.5** Write short notes on any **TWO** of the following: (15)
- a) Role of C and F Agent
 - b) Types of container
 - c) Types Invoices

SECTION-II

- Q.6** State and explain various steps involved in Foreign Letter of Credit. (20)
- Q.7** Write a note on Incoterms. (20)
- Q.8** Explain the procedure for clearance of goods against 'Air' and 'Sea' mode. (20)

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

Day : Saturday

Date : 05/12/2015



26486

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.
- 3) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in the **SAME** answer book.

SECTION - I

- Q.1 Discuss various avenues of Investments available in India. (15)
- Q.2 Elaborate upon the Bond Management strategies with suitable examples. (15)
- Q.3 What do you mean by Portfolio Management? Explain the process of Portfolio Management. (15)
- Q.4 How do you evaluate the performance of Mutual Fund Schemes using Sharpe, Treynor and Jensons model? (15)
- Q.5 Write short notes on any **THREE** of the following: (15)
- a) Selection of Optimal Portfolio with reference to Investor's Utility Curve
 - b) Systematic Investment Plan (SIP)
 - c) Dow theory
 - d) Capital Asset Pricing Model

SECTION - II

- Q.6 a) A Company expects to pay a dividend of Rs. 9 next year which is expected to grow at 8 percent. It retains 30 percent of earnings. Assume a capitalization rate of 12 percent. You are required to calculate: (12)
- i) Expected earning per share next year
 - ii) Return on equity (ROE)
 - iii) The value of growth opportunities
- b) A company's current price of share is Rs. 64 and dividend per share is Rs. 5. Calculate dividend growth rates, if its capitalization rate is - (08)
- i) 8 percent
 - ii) 10 percent
- Q.7 Calculate the Expected rate of return, Standard deviation and Variance for the Stock of Ohm Ltd and Sai Ltd. (20)

State of the Economy	Probability of Occurrence	Ohm Ltd (Return %)	Sai Ltd (Return %)
Boom	0.40	16	18
Normal	0.30	12	10
Recession	0.30	8	12

- Q.8 Explain how Fundamental Analysis helps in Investment decisions. Conduct Fundamental Analysis for Banking Sector in India. (20)

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

Day : Monday

Date : 21/12/2015

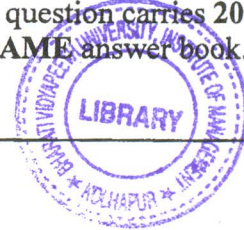


Time : 10.00 AM TO 01.00 PM

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 the **SAME** answer book.
- 4) Use of calculator is **ALLOWED**.



SECTION - I

- Q. 1** Discuss the structure and major components of Indian Financial System.
- Q. 2** Elaborate upon the methods of Floating New Issues.
- Q. 3** Explain in detail the meaning, importance and types of Hire Purchase Finance in India.
- Q. 4** Write a detailed note on Financial Services provided by Merchant Bankers in India.
- Q. 5** Write short notes on **ANY THREE** of the following:
- a) OTCEI
 - b) Consumers Credit
 - c) Micro Finance
 - d) Depository Services
 - e) Problems of Mutual Fund in India

SECTION - II

- Q. 6** Discuss the functions of Credit Rating Agencies. Explain how credit rating facilitates in assessing the risk.
- Q. 7** Elaborate upon Mutual Fund Schemes available for Investment in India and consider Indian Economic Condition and suggest the Schemes for Investment.
- Q. 8** Distinguish the Venture Capital and Angel Capital. Explain the stages in Venture Financing.

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

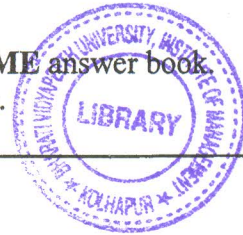
Day : Tuesday
Date : 08/12/2015



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** State the importance of conceptual frame work for an effective performance management system. (15)
- Q. 2** What is Balance Score card? Explain its model and usefulness. (15)
- Q. 3** Discuss importance of MIS and Performance Feedback System in detail. (15)
- Q. 4** What is Competency Analysis? Explain the advantages of competency analysis over the other method of performance management. (15)
- Q. 5** Write short notes on **ANY THREE** of the following: (15)
- a) Objective of Performance Management
 - b) Key Performance Area
 - c) Problems of Appraisal System
 - d) Performance Management Systems for Teams

SECTION - II

- Q. 6** Design a self appraisal format blank to be filled in by a General Manager, HR of the organisation to be imagined by you. (20)
- Q. 7** There is a growing trend to encourage and utilize appraisal by 'peers' and 'appraisal by internal customers'. Comment. (20)
- Q. 8** Prepare 360° appraisal questionnaire, which can be administered judge the performance of Sales Executives of a pharmaceuticals company. (20)

Subject : Information Technology Management - II : Database Management
(#C) **M.B. A. I / II**

Day : Wednesday

Date : 09/12/2015

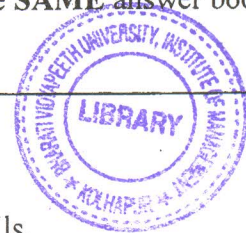


Time : 10.00 AM TO 01.00 PM

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** What are database object? Explain Nested tables in details. [15]
- Q.2** What are transaction and concurrency control techniques? [15]
- Q.3** Explain logical security with suitable example. What are issues in implementation of logical security? [15]
- Q.4** Differentiate database triggers and stored procedures. [15]
- Q.5** How ER diagrams can be converted into tables? Discuss in detail with suitable case. [15]

SECTION – II

- Q.6** What are the different states of transaction? Explain serializability of transaction with example. [20]
- Q.7** Explain cursor attributes with its application in manipulating database. [20]
- Q.8** Write short notes on the following: [20]
- a) Indexes
 - b) Cluster
 - c) Granting and revoking privileges
 - d) Save point

**Subject : Information Technology Management - III : Electronic Governance
and Electronic Business (#C)** **M.B. A. H II**

Day : Tuesday

Date : 05/01/2016



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 What are the impacts of e-business? Explain with example. [15]
- Q.2 What is e-commerce? Explain different types of e-commerce. [15]
- Q.3 Explain the concept of e-shop. Explain advantages and disadvantages of Internet based 'consumer' business. [15]
- Q.4 Explain privacy and security issues in e-business. [15]
- Q.5 What is e-governance? What are different issues in e-governance application? [15]

SECTION - II

- Q.6 Explain with example the term "Local becomes Global". [20]
- Q.7 ABC music system organisation wants to connect to its existing dealers so as to make online networks of its dealer. The dealers are provided with services like online purchase, online feedback, online registration etc. [20]
Explain in detail issues involved in implementing this e-commerce application.
- Q.8 Explain the scope and limitations of public servants. [20]

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Subject : Marketing Management - VIII : Customer Relationship Management
(C) **M.B. A. H/II**

Day : Wednesday

Date : 16/12/2015

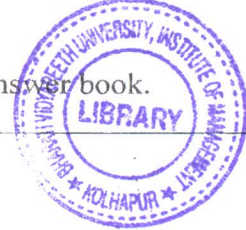


Time : 02.00 PM TO 05.00 PM

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.



SECTION-I

- Q.1** What role does CRM play in modern marketing? What are the goals and benefits of CRM. (15)
- Q.2** What role does Information Technology play in Customer Relationship Management? Illustrate with examples. (15)
- Q.3** Effective customer retention is a challenge for marketers. Explain the role of a customer loyalty program in the retention of existing customers. Justify your answer with suitable examples. (15)
- Q.4** What is analytical CRM? How can it be used for marketing the products effectively? (15)
- Q.5** Write short notes on any **TWO** of the following: (15)
- a) Customer Service
 - b) Direct Mail
 - c) Social CRM
 - d) Customer knowledge

SECTION-II

- Q.6** Critically evaluate the customer loyalty program of any company of your choice? Suggest the measures to improve the existing program. (20)
- Q.7** You are a marketing consultant to a leading automobile company in India. Prepare a customer service and support program by keeping in mind the current service and support program of competition. (20)
- Q.8** Indian Government has opened up the Insurance Sector to Foreign Direct Investment. You are the consultant to a multinational insurance company. Prepare a market segmentation strategy for the company and identify the segments to enter. (20)

**NIZER /DOODHGANGA/VEDGANGA- III (C.B.C.S.) (2012 Course) /
ANTURGAD - III (C.B.C.S.) (2013 Course) : WINTER - 2015
SUBJECT: ELECTIVE- IV: PERSONNEL COST AND COMPENSATION
MANAGEMNT**

Day: Saturday
Date: 02/01/2016

M.B. A. H/II

Time: 10.00 AM TO 01.00 PM
Max Marks: 100

N.B:

- 1) Attempt any **FOUR** questions from Section-I and **ANY TWO** 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 the concept of compensation and benefit management. What is its importance? What are different factors affecting it? **(15)**
- Q.2** How can the problem of excessive executive remuneration be solved through Compensation Committee? **(15)**
- Q.3** What is job evaluation? Explain ranking method and Hay Guide- Chart profile method of job evaluation. **(15)**
- Q.4** What is idle time? How to treat idle time? Explain the concept of flexi time. **(15)**
- Q.5** Write short notes: **(15)**
- a) Time Booking
 - b) CTC
 - c) Competency based pay

SECTION-II

- Q.6** Mr. Manohar Kulkarni is 75 year old earning Rs.20, 00,000/- annually. He has bought ELSS funds for Rs. 50,000/- and has paid Rs. 80,000/- for LIC premium. Calculate Mr. Kulkarni's tax liability. **(20)**
- Q.7** Ms. Vrunda Joshi is a salaried employee with annual income of Rs.8,00,000. Her expenditure on her neurological disease is Rs. 40,000/- She has paid Rs. 50,000/- towards home loan principal. Calculate Ms. Joshi's tax liability for the year AY 2014-15. **(20)**
- Q.8** Jackson Foundry is facing labour turnover problem due to poor payments. What systematic steps can be taken for revising the payment system of the foundry? **(20)**