



NIZER/DOODHGANGA- III (C.B.C.S.) (2012 Course)/ ANTURGAD - III (C.B.C.S.) (2013 Course) :
WINTER - 2016

Subject : Strategic Management (#C)

M.B. A. I/II

Day : Friday

Date : 18/11/2016



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 are the important steps involved in strategic management process? Explain with suitable examples.
- Q.2** What is internal environment? What components of internal environment should be scanned for identifying Strengths and Weakness for the organization?
- Q.3** Explain the role of operational evaluation in strategic management. Critically evaluate the techniques of operational control.
- Q.4** Structural implementation is continuous process for rapidly growing organization. What structural alternatives could be considered while implementing strategy by multiproduct, multinational company?
- Q.5** Write short notes on any **THREE** of the following:
- a) External environment scanning as a means for identifying opportunities and threats.
 - b) Business level strategies.
 - c) Blue ocean strategy.
 - d) Strategic Intent

SECTION-II

- Q.6** What factors are considered in BCG model in analyzing strategy alternative? Explain the possible strategy alternatives by taking into account the industry growth and relative market share.
- Q.7** What is functional level strategy? How it is implemented at Marketing, Human resource, Finance and operation level? Explain with suitable Indian examples.
- Q.8** Illustrate Michael Porter's Five forces model for Indian Fast moving Consumer durable Electronic Industry.



Subject : Operations Research (*C)

M.B. A. I / II

Day : Monday

Date : 21/11/2016



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 book.
- 3) Figures to the **RIGHT** indicate full marks.
- 4) Use of non-programmable calculator is **ALLOWED**.

SECTION-I

Q.1 An animal feed company must produce 200 kg of a mixture consisting of (15)
ingredients x_1 and x_2 . The ingredient x_1 cost Rs. 3 per kg and x_2 cost Rs.5 per kg.
Not more than 80 kg of x_1 can be used and atleast 60 kg of x_2 must be used. Find
the minimum cost of the mixture.

Q.2 A company manufacturing air coolers has two plants located at Mumbai and Delhi (15)
with a weekly capacity of 200 units and 100 units respectively. The company
supplies air coolers to its four showrooms situated at Ranchi, Jaipur, Lucknow and
Kanpur; which have a demand of 75, 100, 100 and 30 units respectively. The cost
per unit (in Rs.) is shown in the following table:

Plants	Ranchi	Jaipur	Lucknow	Kanpur
Mumbai	90	90	100	100
Delhi	50	70	130	85

Plan the production programme so as to minimize the total cost of
transportation.

Q.3 Five workers are available to work with the machines and the respective cost (in (15)
Rs.) associated with each worker-machine assignment is given below. A sixth
machine is available to replace one of the existing machines and the associated
costs are also given as follows:

Machine	M_1	M_2	M_3	M_4	M_5	M_6
Worker						
W_1	12	3	6	-	5	0
W_2	4	11	-	5	-	3
W_3	8	2	10	9	7	5
W_4	-	7	8	6	12	10
W_5	5	8	9	4	6	-

- a) Determine, whether the new machine can be accepted.
- b) Determine also optimal assignments and associated saving in cost.

Q.4 a) Explain the use of operation research in the management field. (08)

b) Explain the Critical Path Method (CPM) with suitable examples. (07)

P.T.O.

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

(15)

- Limitations of operation research
- Sensitivity analysis
- Optimality check
- Floats and Slacks.

SECTION-II

Q.6 A project consists of eight activities the relevant information is as follows:

(20)

Activity	Predecessor	Estimated duration (in days)		
		Optimistic	Most likely	Pessimistic
A	-	1	1	7
B	-	1	4	7
C	-	2	2	8
D	A	1	1	1
E	B	2	5	14
F	C	2	5	8
G	D, E	3	6	15
H	F, G	1	2	3

- Draw the PERT Network and find out expected project completion time.
- What duration will have 95% confidence for project completion?

Q.7 Dr. Strong is a dentist who schedules all her patients for 30 minutes appointments. (20)

Some of the patients take more or less than 30 minutes depending on the type of dental work to be done. The following summary shows the various categories of work, their probabilities and the time actually to complete the work:

Category	Time required (minutes)	Probability of category
Filling	45	0.40
Crown	60	0.15
Cleaning	15	0.15
Extraction	45	0.10
Check-up	15	0.20

Simulate the dentist's clinic for four hours and determine the average waiting time for the patients as well as the idleness of the doctor. Assume that all the patients show up at the clinic at exactly their scheduled arrival time starting at 8.00 am. Use the following random numbers in handling the above problem:

40, 82, 11, 34, 25, 66, 17, 79

Q.8 a) Use Graphical method to solve the following LP problem to find out optimal solution: (10)

Maximize $Z = 40x_1 + 60x_2$
Subject to

$$2x_1 + x_2 \geq 70$$

$$x_1 + x_2 \leq 40$$

$$x_1 + 3x_2 \geq 90$$

and

$$x_1, x_2 \geq 0.$$

b) Explain in detail Vogel's Approximation method. (10)

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

Day : Tuesday

Date : 22/11/2016

M.B.A. I/II



32385

Time : 10.00 AM TO 01.00 PM

Max Marks : 100 Total Pages : 1

N.B.:

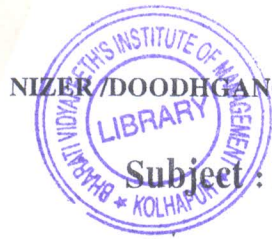
- 1) Attempt any **FOUR** questions from Section –I and any **TWO** questions from Section –II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in **SAME** answer book.

SECTION-I

- Q.1** What do you understand by ethics in advertising? Discuss the objections to advertising with examples. (15)
- Q.2** What are the essential steps involved in Media Planning Process? (15)
- Q.3** Describe various services provided by an Advertising Agency. Also discuss the changing role of advertising agency in a developing country like India. (15)
- Q.4** Explain Pre- Testing and Post- Testing techniques. Discuss difference between them with suitable examples. (15)
- Q.5** Write short notes on any **THREE** of the following: (15)
- a) Media Clutter
 - b) AAA of India
 - c) Advertising of Services
 - d) Client – Agency Relationship

SECTION-II

- Q.6** Design a Sales promotion and publicity program for a newly developed Smart Phone highlighting its differentiation and competitive advantages over other cell phones available in the market. (20)
- Q.7** Design a advertising campaign for creating awareness regarding eye donation. State clearly the objectives, target audience and the justification for the activities included in the campaign. (20)
- Q.8** Design an advertising copy for print media for sales promotion of a newly developed cough syrup obtained from naturally occurring plant materials. The product has been cleared for human consumption. It is highly effective and does not give any harmful side effects. (20)



NIZER/DOODHGANGA/VEDGANGA- III (C.B.C.S.) (2012 Course) / ANTURGAD - III (C.B.C.S.) (2013 Course) : WINTER - 2016

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

M.B.A. I/II

Day : Wednesday

Date : 23/11/2016



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 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** Discuss the steps involved in consumer research design. (15)
- Q.2** Explain the new product adoption process. (15)
- Q.3** Explain the Howard-Sheth model of consumer behaviour. (15)
- Q.4** Discuss the organizational purchase decision process. (15)
- Q.5** Write Short Notes on any **THREE** of the following: (15)
- a) Cross –cultural influence
 - b) Family life cycle
 - c) Patronage motives
 - d) Role of attitudes in buying behaviour
 - e) Post- purchase behaviour

SECTION-II

- Q.6** What type of information search behaviour can be seen in individuals who are: (20)
i) Selecting a restaurant to take their family for a dinner.
ii) Selecting a brand of tea.
- Q.7** You are the Marketing Manager of a firm that manufactures a line of sports shoes to be marketed to the college student segment. In a memo to your boss, list out some of the product attributes that might appeal to this segment and also mention the steps in the target customers' buying process. Also recommend some marketing strategies that may influence your target customers' buying decision. (20)
- Q.8** Consumers' purchase decision to buy a car largely depends on the advertisements they see in different media. How do the advertisements of different makes and models of cars assist the consumer in the evaluation stage of choosing a new make of car? Develop your own hypothetical attributes for two different models of car and based on the comparison of attributes, state the attribute that would positively influence the purchase decision. (20)

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

Day : Thursday

Date : 24/11/2016

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 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 the stages in the evolution of domestic Company to International Company. What are the problems faced in International Marketing? (15)
- Q.2 What is International Information System? What role it plays in International Marketing? (15)
- Q.3 What are the modes of International Marketing communication? Explain its' tools and techniques. (15)
- Q.4 What are the International Marketing Entry strategies? Illustrate with suitable examples. (15)
- Q.5 Write short notes on any **TWO** of the following: (15)
- a) Global quality standards
 - b) Logistics and Supply Chain Management
 - c) Determinants of Market Selection in International Marketing
 - d) Product Strategies in Global Marketing

SECTION-II

- Q.6 What alternative distribution system, will you advise to a Garment Manufacturing Company based in India? (20)
- Q.7 As a consultant to FMCG Company, formulate Marketing Strategy for entering into International Market. (20)
- Q.8 Foreign Currency Market is fluctuating rapidly in recent times. Suggest pricing strategy for a IT company for International Trade. (20)



**Subject : International Business Management - IV : Export Import Policy
Procedure & Documentation (C)**

Day : Friday

Date : 25/11/2016



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 **ANY TWO** questions from Section – II.
- 2) Figures to the right indicate **FULL** marks.

SECTION – I

- Q.1** What are the prerequisites to start an Export-Import Business? (15)
- Q.2** Discuss the procedure to obtain clearance of goods brought by Air. (15)
- Q.3** Define 'Bill of Lading'. In what sense, it is a document of title to goods. (15)
- Q.4** Define 'Letter of Credit'. What are its disadvantages? (15)
- Q.5** What is the meaning of "International Trade Settlement"? Explain the following methods of trade settlement: (15)
- a) Advance Payment
 - b) Open Account

SECTION - II

- Q.6** Differentiate clearly between 'Documentary Collection' and 'Documentary Credits'. (20)
- Q.7** What is the purpose of "INCOTERMS"? In this connection, explain - (20)
- a) C.I.F.
 - b) F.O.B.
 - c) D.D.P.
- Q.8** Write short notes on **ANY TWO** of the following: (20)
- a) Types of Container
 - b) D.A. & D.P. Bills
 - c) Uniform Customs & Practices of Documentary Credits (U.C.P.D.C.)

Subject : Finance Management - I : Investment Analysis and Portfolio Management (C)

M.B.A. I/II

Day : Saturday

Date : 26/11/2016



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) 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 the role of securities market in context with the Indian economy. (15)
- Q.2** Elaborate in detail the development of mutual fund market in India. (15)
- Q.3** Explain the concept of technical analysis. Write in brief about any two technical indicators. (15)
- Q.4** What do you understand by the concept of portfolio management? State its characteristics, objectives and explain its process in detail. (15)
- Q.5** Write short notes on any **THREE** of the following: (15)
- a) Principles of risk management
 - b) Capital Asset Pricing Model
 - c) Bond management
 - d) Dow Theory
 - e) Derivatives

SECTION-II

- Q.6** a) "The Indian stock market is efficient". Elaborate. (10)
- b) Discuss in detail the arbitrage pricing theory. (10)
- Q.7** a) A stock costing Rs. 1000 pays no dividends. The possible prices that the stock might sell for at year-end and probability of each are: (10)

Year end price (In Rs.)	Probability
900	0.1
950	0.2
1000	0.4
1100	0.2
1150	0.1

- i) What is expected return on the stock?
- ii) What is standard deviation of the expected return?

P. T. O.

- b) The distribution of return of security J and the market portfolio M in is given (10) below:

Probability	J (Return %)	M (Return %)
0.5	40	-50
0.3	20	30
0.2	10	20

You are required to calculate :

- Expected return of security J and market portfolio M.
- Co- variance between the security and the market portfolio.

Q.8

Ram is interested in investing Rs. 50,000 in the securities market. He is (20) interested to invest in two securities A and B. Risk Return Profile of the securities is as follows:

Security	Risk	Expected Return
A	10%	8%
B	15%	18%

Co- efficient of correlation is 0.15. You are expected to calculate risk and return of the portfolio comprising of the following:

- 100% investment in A only
- 100% investment in B only.
- 80 % investment in A and 20% investment in B.
- 20% investment in A and 80% investment in B.

From the risk- return perspective advice about the portfolio best suited for Ram. Also explain the risk –return concept in brief.

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

Day : Monday

Date : 28/11/2016

M.B. A. I/II



32394

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 do you mean by New Issue Market? Discuss Players in New Issue Market. (15)
- Q.2** Elaborate upon concept and types of Hire Purchase Finance with appropriate examples. (15)
- Q.3** Explain the following concepts- (15)
i) Securitization
ii) Initial Public Offer
iii) Financial Inclusion
- Q.4** What do you mean by Credit Rating? Discuss Functions of Credit Rating Agencies. (15)
- Q.5** What do you mean by Merchant Banking? Discuss nature and scope of Merchant Banking. (15)
- Q.6** Write short notes on **ANY THREE**: (15)
a) Book Building Process
b) Factoring
c) NSE
d) Importance of Depository Services
e) Role of Merchant Banker

SECTION – II

- Q.7** Discuss the developments in Indian Financial System since 1991. Explain major components of Indian Financial System. (20)
- Q.8** Explain the concept and importance of Mutual Fund. Discuss current trends in Mutual Funds with reference to India. (20)
- Q.9** Discuss Concept and Features of Venture Capital. Explain stages in Venture Capital Financing. (20)

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

Day : Thursday

Date : 01/12/2016



32403

Time : 10.00 AM TO 01.00 PM

Max Marks : 100 Total Pages : 1

N.B.:

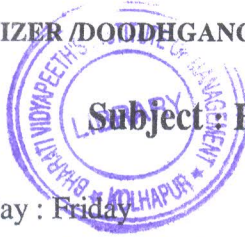
- 1) Attempt any **FOUR** questions from Section-I and any **TWO** questions from Section-II.
- 2) Both the sections should be written in **SEPARATE** answer books.
- 3) Figures to the **RIGHT** indicate full marks.

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- Q.1** Enumerate on linking of reward strategy under performance management with suitable examples. (15)
- Q.2** Explain an organizations' role in facilitating employees performances with suitable examples. (15)
- Q.3** What is Balance Score Card? Explain the need of Balance Score Card in performance management system. (15)
- Q.4** Discuss the various methods to evaluate performance management system. (15)
- Q.5** Write short note on any **THREE** of the following: (15)
- a) Performance management for Teams
 - b) Competency and competency analysis
 - c) Management Information System (MIS)
 - d) Guideline for conducting effective performance management.

SECTION-II

- Q.6** Develop a Performance Management System for sales representatives of a large scale FMCG company and discuss the methods used by you. (20)
- Q.7** Explain various corrective measures that need to be considered while implementing performance management. Also explain about evaluation of performance management system. (20)
- Q.8** "Institutionalizing performance through team work involves attaching emphasis to few key factors." Substantiate this statement with supporting examples. (20)

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Subject : Human Resource Management - IV: Personnel Cost and Compensation Management

Day : Friday

Date : 02/12/2016



Time : 10.00 AM TO 01.00 PM

Max Marks : 100 Total Pages : 1

N.B.;

- 1) Attempt ANY FOUR questions from Section – I. Each question carries 15 marks.
- 2) Attempt ANY TWO questions from Section – II. Each question carries 20 marks.

- Q.1 Explain the concept of compensation and benefits management. What is its importance? What are the factors affecting it?
- Q.2 What is job evaluation? Explain Point Rating Method and Hay Guide Chart-Profile method of job evaluation.
- Q.3 How executive remuneration has become a problem for corporate governance?
- Q.4 Explain what is time keeping and time booking. How flexi-time can be implemented in the organization?
- Q.5 Explain any three (03) wage incentive plans.
- Q.6 Write short notes on any THREE of the following:
- a) Idle time
 - b) Dearness Allowance
 - c) Wage Surveys
 - d) Employee Stock Ownership Plan (ESOP)

SECTION - II

- Q.7 'Alpha Steel' is a steel manufacturing company employing 4000 worker for the year 2014. During the year 250 workers left the organization. Calculate labour turnover rate for the year 2014.
- Q.8 Mr. Anil Verma is earning Salary (gross) of Rs. 7,00,000/- p.a. and has no other income. He has donated Rs. 1,00,000/- to a charitable trust for which he can claim deduction under section 80G upto to 50% of donation amount. Calculate his taxable income for the Assessment Year 2015-16.
- Q.9 Mr. Deenanath Chowdhary, born on 26th February 1950 is earning his pension of Rs. 70,000 per month. He has invested Rs. 50,000/- in National Saving Certificate. He has paid Rs.10,000/- as insurance premium for his wife. Calculate the tax liability of Mr. Chowdhary for the Assessment Year 2015-16.