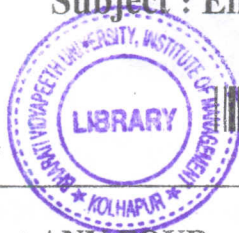


Subject : Entrepreneurship Development

Day : Tuesday

Date : 15/04/2014



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. 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.

SECTION - I

- Q. 1** Explain the concept of Entrepreneurship with appropriate examples. Also describe the evolution of an Entrepreneur in detail.
- Q. 2** What are the different elements of Feasibility Analysis? Discuss in details the issues in Technical Feasibility.
- Q. 3** What is the need for corporate Entrepreneurship? Explain different favorable conditions for corporate Entrepreneurship.
- Q. 4** Explain in detail challenges in front of Women Entrepreneurship.
- Q. 5** Write short notes on **ANY THREE** of the following:
- a) Govt. Policies for SSIs
 - b) Creative Problem Solving
 - c) Venture Capital
 - d) Importance of International Business

SECTION - II

- Q. 6** You have hit upon the idea of starting an event management business. What sectors of society/industry will you view as your market? What services will you be offering to these sectors to run your business for profit?
- Q. 7** Summers in entire North and Central India are oppressive. Rising temperature, hot breeze, dust storms really make the life difficult for all, especially when the load-shedding continues for long hours. As an aspiring entrepreneur how will you convert this climate challenge into a business opportunity? What market will you tap? How will you raise the finance? Explain the feasibility of your business plan.
- Q. 8** PVC Pipes and fittings have been used for watering the gardens and irrigating the farms for many years. Somebody thought of using them as drain pipes and fittings in the residential and industrial sector. As a result a whole new industry came up. Think of such product/s which can be used alternately to bring profits to the concerned entrepreneur & convenience to the users. Explain your business plan.

Subject : Innovation & Technology Management

M.B. A. - I / II

Day : Sunday

Date : 20/04/2014



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** What is external and internal technology sourcing? [15]
- Q.2** Explain the models and strategies of market timings for introducing new product. [15]
- Q.3** What are the various methods and tools of disruptive technology? [15]
- Q.4** Explain how innovation is the major success factor for entrepreneurs. [15]
- Q.5** Write short notes on **ANY TWO** of the following: [15]
- a) Theoretical links between technology, firm and economic development
 - b) Organizational culture and innovation
 - c) New Product Development

SECTION - II

- Q.6 a)** Explain with examples the impact of radical technological development on industry. [10]
- b)** How international technology transfer and exchange is important for the growth of industry? [10]
- Q.7** How organizational factors and culture impact the technological development of a particular industry? Explain in detail with examples. [20]
- Q.8 a)** State and explain the various sources of technology. [10]
- b)** How does innovation and technology differ according to the types of industries? [10]

Subject : Marketing Management - VI : Sales & Distribution Management (C)

Day : Tuesday

Date : 22/04/2014



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 **ANY TWO** questions from Section-II.
- 2) Figures to the right indicate **FULL** marks
- 3) Answers to both the section should be written in the **SAME** answer book.

SECTION-I

- Q.1** What is meant by Sales Territory? Discuss in details the methods of designing sales territories. (15)
- Q.2** What is sales forecasting? Discuss any three qualitative methods of sales forecasting and state its merits and demerits. (15)
- Q.3** Write a detailed note on Sales Quotas. (15)
- Q.4** What is meant by channel conflicts? Discuss the types of channel conflicts and the mechanism to resolve such conflicts. (15)
- Q.5** a) "Sales is the only department in the Organisation that generates revenue". Comment. (05)
- b) Discuss in details the qualities and responsibilities of a sales manager in the current business scenario. (10)
- Q.6** Write short notes on **ANY THREE** of the following:
- a) Sales force appraisal
 - b) Role and functions of a retailer
 - c) Sales planning
 - d) Recent trends in Sales and Distribution Management
 - e) Sales budget

SECTION-II

- Q.7** What is Personal Selling? As a Sales Representative of an Insurance Company how would you deal with following objections raised by the prospect; (20)
- a) Why should I avail you services when I am getting the same services at lesser cost in the market?
 - b) I am happy with the products offered by 'X' Insurance Company.
 - c) I will go through the pros and cons of the products offered and get back to you.
- Q.8** Develop a sales training programme for newly recruited employees of a private commercial bank. (20)
- Q.9** Suggest suitable channels of distribution for a company dealing in air transport services. (20)

Subject : Marketing Management - VIII : Customer Relationship Management

(C) **M.B. A. - I / II**

Day : Monday

Date : 28/04/2014



18306

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** "Role of CRM Manager is wider in scope, unique in significance". Justify this [15]
statement with reference to FMCG of your choice.
- Q.2** An effective 'CRM' lends to effective Customer Retention Management". [15]
Justify with special reference to Pharmaceuticals market.
- Q.3** Design CRM strategies for software consultancy firm operating in India. [15]
- Q.4** "CRM systems and their implementation, is the key to industrial prosperity". [15]
Comment on this statement with special reference to 'IT' company of your choice.
- Q.5** Develop 'CRM' plan for an 'NGO' of your choice. [15]
- Q.6** Write short notes on **ANY TWO** of the following: [15]
- a) e-CRM
 - b) Customer Loyalty
 - c) Customer value chain

SECTION - II

- Q.7** Develop CRM strategies for each of the following: [20]
- a) Shadi Dot Com
 - b) Nokari Dot Com
- Q.8** How does Sales Force Automation plan for an IT company differ from a non [20]
IT company operating the Global Market?
- Q.9** Balaji Motion Picture Ltd. Mumbai want to launch their Hindi movie in an [20]
international market. Design an effective strategic CRM plan for BMP Ltd.,
with assumptions if any.

Subject : Finance Management - V : Applied Corporate Finance & Mergers & Acquisitions (C) M.B. A. I/II

Day : Thursday

Date : 08/05/2014



18311

Time : 02.00 PM TO 05.00 PM

Max Marks : 100 Total Pages : 2

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) Answers to both the sections should be written in **SAME** answer book.
- 4) Use of **CALCULATOR** is allowed.

SECTION-I

- Q.1** Explain various Long Term International sources of Corporate Finance.
- Q.2** Explain Long range and short range Financial Planning.
- Q.3** Write a note on :
i) Funds Flow Statement
ii) Cash Flow Statement
- Q.4** What do you mean by optimum Capital structure? Elaborate factors determining capital structure.
- Q.5** Write a short note on any **THREE**:
i) Activity Ratios
ii) Combined Leverage
iii) Weighted Average Cost of Capital
iv) Significance of P/E Ratio and EPS Analysis

SECTION-II

- Q.6** Neeraj Ltd. whose cost of capital is 10% is considering two mutually exclusive proposals P and Q. The details of which are as follows:

Year	Proposal P Rs.	Proposal Q Rs.
0	(15,00,000)	(16,00,000)
1	1, 50,000	8,20,000
2	4,20,000	8,30,000
3	3,25, 800	7,80,000
4	6,80,000	5, 35,000
5	8,20,900	4,50,000

You are required to calculate for proposal P and Q.

- a) Pay Back Period
- b) Net Present Value
- c) Profitability Index

At 10% the discounting factors are 0.909, 0.826, 0.751, 0.683 and 0.621.

P. T. O

Q.7 The following figures are available of Akash Ltd. and Amrut Ltd. You are required to calculate and comment on:

- i) Operating Leverage
- ii) Financial Leverage
- iii) Combined Leverage

Particulars	Akash Ltd.	Amrut Ltd.
Selling price per unit	Rs. 75	Rs. 80
Profit volume Ratio	45%	55%
Fixed Cost	40,00,000	60,00,000
Capital Structure:		
Equity Capital	20,00,000	35,00,000
Term Loan	15,00,000 @ 15%	Rs. 10,00,000 @ 16%
Production Capacity	2,00,000 unit p.a	4,00,000 unit p.a
Capacity utilization	90%	80%

Q.8 Write a detailed note on Purchase method and Pooling of Interest method of Accounting for Mergers and Acquisitions with example.

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Subject : Finance Management - VII : International Financial Management (C)

Day : Tuesday

Date : 13/05/2014



M.B. A. I / II



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

SECTION-I

Q.1 Distinguish between Domestic and International Finance.

Q.2 Write a note on “Rupee convertibility.

Q.3 Explain Buyer’s Credit and Suppliers Credit.

Q.4 Explain the structure of Foreign Exchange Market.

Q.5 Write a note on any **TWO**:

- i) International Receivables management
- ii) Syndication
- iii) FCCB

SECTION-II

Q.6 Explain various methods of International Trade Settlement.

Q.7 Write a detailed note on contents of Balance of Payment.

Q.8 What are the Internal and external Hedging tools and Techniques available for Foreign Exchange Risk Management?

* * * * *

**Subject : Human Resource Management - VI : Human Resource Development
Instruments & Assessment Centers (C) M.B. A. I/II**

Day : Wednesday

Date : 21/05/2014



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** "Importance of Assessment centres in corporate world is proved by growth of Assessment centres". Discuss. [15]
- Q.2** Explain the role of assessment centre in group skills improvement with suitable example. [15]
- Q.3** What are the principles of test construction? [15]
- Q.4** Explain the team building tests with its importance. [15]
- Q.5** Write short notes on **ANY THREE** of the following: [15]
- a) Use of Assessment centre technology
 - b) Organizational learning
 - c) Ethical values
 - d) Objectives of assessment

SECTION - II

- Q.6** Highlight the importance of transactional analysis which is used as an effective tool to test personal behaviour especially at middle level management for a multi-locational marketing organization. [20]
- Q.7** Prepare a schedule for Finger Dexterity Test for a Data Processing Organization based at Kulaba, Mumbai. [20]
- Q.8** Suggest a set of initiatives for enhancing organizational learning for an ITES company based at Nashik. [20]

Subject : Human Resource Management - VII : Industrial Relations (C)

Day : Thursday

Date : 22/05/2014



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.
- 2) Attempt **ANY TWO** questions from Section-II.
- 3) Both the sections should be written in the **SAME** answer book.
- 4) Figures to the **RIGHT** indicate full marks.

SECTION-I

- Q.1** Discuss the scope of Industrial Relations and highlight the status of Industrial Relations in India in the current context.
- Q.2** Explain the important provisions of the Industrial Employment (Standing Orders) Act 1946?
- Q.3** Discuss the various causes of Industrial Disputes and also the measures to resolve them.
- Q.4** What is Collective Bargaining? In your opinion, does Collective Bargaining protect the interests of the Management or the Workers? Justify.
- Q.5** Write short notes on **ANY TWO** of the following:
- a) Workers participation in Management
 - b) Layoff and Lockout
 - c) Functions of the Trade Unions

SECTION-II

- Q.6** List and elaborate in detail, the Principles of Natural Justice.
- Q.7** Explain in detail the procedure for registration of Trade Unions.
- Q.8** Discuss with minimum two examples the situations in which a strike is said to be legal and illegal.