

Subject : Entrepreneurship Development

M.B. A. + II

Day : Thursday

Date : 28/04/2016



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 the **SAME** answer books.

SECTION – I

- Q.1** “Entrepreneurship is a process of combining scattered resources to create an Enterprise”. Discuss. (15)
- Q.2** Discuss the specific role of responsibilities of an
i) Entrepreneur ii) Manager iii) Intraprenuer (15)
- Q.3** What are the hurdles faced by an entrepreneur in India? Explain the Role of Government in Promoting Entrepreneurship. (15)
- Q.4** Discuss various problems faced by Women entrepreneurs. Which are the state and Central Government Initiations for women Entrepreneur. (15)
- Q.5** Write short notes on **ANY TWO** of the following: (15)
- a) Institutional Support for new Venture
 - b) Venture Capital
 - c) Concept of Innovation

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 profitably. (20)
- Q.7** Summers in entire North and Central India are hot and oppressive. Rising hot temperature, breeze, and dust – storms really make the life difficult for all, especially when the load-shedding stretches into 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. (20)
- Q.8** PVC pipes fitting 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 and a whole new industry came up. Think of such ideas for products which can be used alternately to bring profits to the concerned business-man and comfort to the householders and other users. Explain your plan an entrepreneur to transfer such product ideas into business. (20)

Subject : Innovation & Technology Management

M.B. A. - I / II

Day : Friday

Date : 29/04/2016



Time : 02.00 PM TO 05.00 PM

Max Marks : 100 Total Pages : 1

N.B.:

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

SECTION - I

- Q.1 Explain relevance of Technology and Innovation for economic activity. (15)
- Q.2 Explain the importance of strategic decision making for innovation in different businesses / industries. (15)
- Q.3 What is the importance of timing of introduction of technology to the market? (15)
- Q.4 What is disruptive technology? Explain the role of disruptive technology for sustaining in ever changing market. (15)
- Q.5 Write short note on **ANY TWO** of the following: (15)
- a) New Product Development
 - b) S – Curves
 - c) External Vs Internal Technology Sourcing

SECTION – II

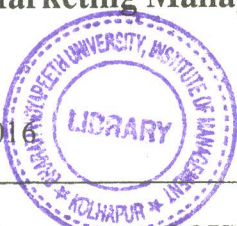
- Q.6 Why is technology and innovation important for economic development of a nation? Explain in detail with an appropriate case study. (20)
- Q.7 What is importance of Technology Forecasting in business? Explain various methods and tools used in Technology Forecasting. (20)
- Q.8 Innovation is the most important characteristic of an entrepreneur. Justify the statement with suitable example. (20)

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

M.B. A. - I / II

Day : Monday

Date : 02/05/2016



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 the **SAME** answer book.

SECTION - I

- Q.1** What is meant by channel conflicts? Discuss the types of channel conflicts. (15)
Give examples.
- Q.2** Describe the qualities and responsibilities of Sales Manager in the current business scenario. (15)
- Q.3** Write a detailed note on sales organization. (15)
- Q.4** What do you understand by Sales forecasting? Discuss any three qualitative methods of Sales forecasting. (15)
- Q.5** Discuss in detail the role and functions of wholesaler and retailers in the contemporary marketing environment. (15)
- Q.6** Write short notes on **Any THREE** of the following : (15)
- a) Sales incentives
 - b) Sales budget
 - c) Sales territory
 - d) Recent trends in Sales and Distribution Management
 - e) Evolution of Sales Management

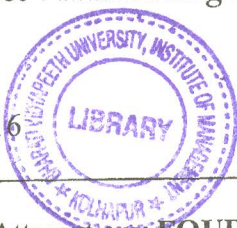
SECTION-II

- Q.7** Develop a suitable Sales Training Programme for newly recruited sales persons of a FMCG company. State your assumptions clearly. (20)
- Q.8** Suggest a suitable distribution channels for a company dealing in ready to wear garments. (20)
- Q.9** What is meant by Personal Selling? As a Sales Executive of a car dealer how would you deal with the following objections raised by your prospect? (20)
- a) Your cars are expensive
 - b) Why should I buy a car from you?
 - c) I will get back to you after weighing all other options.

Subject : Marketing Management - VII : Strategic Marketing (C)

Day : Tuesday

Date : 03/05/2016



M.B. A. - I / II



29357

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.

SECTION-I

- Q.1** Enlist reasons as to what triggers changes in markets. Should marketers adopt a strategic approach? Discuss. (15)
- Q.2** Elaborate on distinguishing features between Tactical Marketing and Strategic Marketing. Support explanations with suitable examples. (15)
- Q.3** What are the most essential steps in the process of formulation of marketing strategies? (15)
- Q.4** Prepare a PEST Analysis for any organization you are familiar with. State the impact of the PEST factors on the organization and its business operations. (15)
- Q.5** Write notes on any **TWO** of the following: (15)
- a) Marketing Audit
 - b) Characteristic features of domestic market
 - c) Strategic marketing for services sector

SECTION-II

- Q.6** Mobile phone market in India is full of Indian and foreign brands. Competition is intense. Based on your own information and awareness of this market, present a 'SWOT' analysis of one Indian and one foreign brand of mobile phone. (20)
- Q.7** Yours is an automobile (motor car) manufacturing company. Your company is planning to capture the Indian consumer's heart and pocket. You have realized that most of the cars have similar features, not easily distinguished from the next car. Your marketing strategy is to mobilize the market through massive sales promotion, across the nation. Present a comprehensive scheme for sales promotion of your brand of car focused on the dealers and the consumers. (20)
- Q.8** Most of the farmers and fruit cultivators in India are using a massive quantity of chemical based fertilizers in their fields. This is known to yield huge output. However, over last few years, the incidences of rejection of India's exported agri-produce are growing, resulting in all round loss, for farmers. Consumers in foreign countries insist on 'organic cultivation of fruit and crop. This means that only organic fertilizers will have to be used for export oriented agriculture. ABC Ltd., an organic fertilizer company started recently by four agriculture graduates is keen on exploring this niche market of supply of organic fertilizer. Provide your detailed plan of marketing to this niche market. (20)

Subject : International Business Management - V : International Financial Management (C) M.B. A. +/ II

Day : Wednesday
Date : 04/05/2016



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) 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 Write a note on Open Account and Advance Payment as a method of International Trade Settlement. (15)
- Q.2 Explain various sources of financing exports. (15)
- Q.3 What are the various steps involved in 'Factoring'. (15)
- Q.4 Explain features of Offshore Banking. (15)
- Q.5 Write short notes on any **TWO**: (15)
- a) Buyer's Credit
 - b) Forfeiting
 - c) Globalization

SECTION – II

- Q.6 Distinguish between Domestic Finance and International Finance. (20)
- Q.7 Explain India's Financial Sector reforms after globalization. (20)
- Q.8 Write a detailed note on Documentary Credit Mechanism. (20)

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Subject : International Business Management - VI : Currency Derivatives & Risk Management (C) M.B. A. +/ II

Day : Thursday

Date : 05/05/2016



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

SECTION – I

- Q.1** State only equations for 'Purchasing Power Parity' theory, and 'Fishers equation' and 'Interest Parity' principle. How do these equations lead to "Expectation Theory" of Exchange rate? **(15)**
- Q.2** Compute following in the Exchange Rate Card displayed by the banker. **(15)**
a) T.T. Selling b) Bill Selling c) T.T. Buying d) Bill Buying
- Q.3** How is "Hedging" different from 'Speculation'? Which of the 'Internal Hedging' methods would you consider as the best? **(15)**
- Q.4** Define the term "Currency Risk". What are characteristics of such Risk? **(15)**
- Q.5** Write short notes on **ANY TWO** of the following: **(15)**
a) Hedge Funds
b) Types of Risk
c) Direct and Indirect Quote

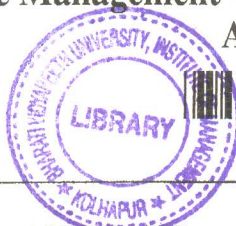
SECTION - II

- Q.6** Consider the following pair of 'Spot' & 'Forward' quotes. **(20)**
USD / CHF Spot : 1.5677 : 1.5685
USD / CHF 1 – month forward : 1.5575 / 1.5585
Work out 'Premium' & 'Discount' with appropriate formula.
- Q.7** Define the term 'Exposure'. In this context explain Transaction, Translation and Economic exposure. **(20)**
- Q.8** On 30th April, 2014, when a Forward Contract for U.S. 10,000/- matured for execution, banker was asked by importer customer to extend the validity of Forward Contract for a further period of 3 months. **(20)**
Contracted Rate U.S 1 = Rs. 51.8700
The U.S. quoted on 30th April, 2014
Cash 60.4800 / 60.4900
May - (Premium) 0.2200 / 0.2400
June - (Premium) 0.4500 / 0.4650
July - (Premium) 0.6750 / 0.6850
Calculate the cost in respect of extension of Forward Contract.

Subject : Finance Management - V : Applied Corporate Finance & Mergers & Acquisitions (C) M.B. A. 11/II

Day : Friday

Date : 06/05/2016



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 non programmable calculator is **ALLOWED**.

SECTION - I

- Q. 1 Explain the features, advantages and disadvantages of Preference Shares as a source of raising long term finance. (15)
- Q. 2 Distinguish between Funds Flow Statement and Cash Flow Statement. (15)
- Q. 3 Write a detailed note on Purchase Method and Pooling of Interest Method of Accounting for Mergers and Acquisitions. (15)
- Q. 4 Explain the types and motives of Business combinations. (15)
- Q. 5 Write short notes on **ANY THREE** of the following: (15)
- a) Types of debentures
 - b) Steps in preparation of Financial Plan
 - c) Operating Leverage and Financial Leverage
 - d) Significance of P/E Ratio

SECTION - II

- Q. 6 A firm whose cost of capital is 10 % is considering two mutually exclusive projects X and Y, the details of which are: (20)

	Year	Project X	Project Y
Cost	0	1,00,000	1,00,000
Cash inflows	1	10,000	50,000
	2	20,000	40,000
	3	30,000	20,000
	4	45,000	10,000
	5	60,000	10,000

Compute the Net Present Value at 10 %, Profitability Index and Internal Rate of Return for the two projects.

P. T. O.

- Q. 7 The following are the summarized profit and loss account of Star India Ltd. for (20)
the year ending 31st March, 2013 and the Balance Sheet as on that date:

Profit and Loss Account

Dr.		Cr.		
Particulars	Rs.	Particulars	Rs.	Rs.
To Opening Stock	10,000	By Sales	1,20,000	
To Purchases	60,000	Less: Sales Return	10,000	1,10,000
To Freight Expenses	5,000	By Closing Stock		15,000
To Gross Profit c/d	50,000			
	<u>1,25,000</u>			<u>1,25,000</u>
To Operating Expenses:		By Gross Profit b/d		50,000
Office Expenses	5,000	By Non-Trading Income:		
Administrative Expenses	15,000	Interest on Investment		5,000
Selling and Distribution Expenses	5,000	Profit on sale of Fixed assets		1,000
To Non-Operating Expenses:		Dividend Received		4,000
Loss on Sale of Fixed Assets	1,000			
To Net Profit	34,000			
	<u>60,000</u>			<u>60,000</u>

Balance Sheet for the year ending 31st March, 2013

Liabilities	Rs.	Assets	Rs.
Share Capital	15,000	Cash in Hand	2,000
Reserves	3,000	Cash in Bank	3,000
Debenture	12,000	Marketable securities	5,000
Current Liabilities	20,000	Inventories	15,000
Profit and Loss A/c	5,000	Sundry Debtors	6,000
		Prepaid Expenses	4,000
		Land and Building	20,000
	<u>55,000</u>		<u>55,000</u>

You are required to calculate:

- Current Ratio
- Liquid Ratio
- Gross Profit Ratio
- Operating Ratio
- Operating Profit Ratio
- Net Profit Ratio

- Q. 8 State the various factors determining the Capital Structure. (20)

Subject : Finance Management - VI : Management Control Systems (C)

Day : Saturday
Date : 07/05/2016



29364

M.B. A. - I / II

Time : 02.00 PM TO 05.00 PM
Max Marks : 100 Total Pages : 2

N.B.:

- 1) Solve **ANY FOUR** questions from Section – I and **ANY TWO** questions from Section – II.
- 2) Attempt both sections 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** What do you mean by Management Control System? Explain the characteristics of Management Control System. (15)
- Q.2** Explain the advantages and contents of Management Audit. (15)
- Q.3** Write a detailed note on role of Responsibility Centre in MCS. (15)
- Q.4** a) Explain the concept of Management by objectives. (08)
b) What are the steps involved in Strategic Planning Process. (07)
- Q.5** Write short notes on **ANY TWO** of the following: (15)
a) Goal Congruence
b) Economic Value Added
c) Profit Centre

SECTION - II

- Q.6** Anant Ltd, has adopted Standard Costing as a technique of Cost Control. The following information is available for Material X and Y. (20)

Particulars	Material X	Material Y
Standard Material to manufacture 1 Unit of Finished Goods	500 kg	200kg
Actual Production	1000 units	500 units
Standard Price	Rs. 50/- kg	Rs. 20/- kg
Actual Material Used	5,10,000 kg	1,05,000 kg
Actual Price	Rs. 52/- kg	Rs. 18/- kg

You are required to calculate for Material X and Y.

- a) Material Cost Variance
- b) Material Price Variance
- c) Material Usage Variance

P.T.O.

- Q.7** Prepare a Flexible Budget for 12,000 and 14,000 units. The following (20)
information is available for 10,000 units:

Particulars	Cost Per Unit
Direct Material	120
Direct Labour	80
Direct Expenses	40
Factory Overheads (80% variable)	180
Selling and Distribution of (20% fixed)	80

- Q.8** Aniket Limited is having production shops. Each shop charges other shop for (20)
material supplied and services rendered.

Aniket Limited is having Shop X and Shop Y. X shop manufactures annually 75,000 purchased items and other 150,000 shop made parts into 12,000 assemblies.

Assemblies have variable cost of Rs. 9.5 each and are sold in the market at Rs. 12/- per assembly. Out of total production, 80% is divested to shop Y at the same price ruling in the market. Shop X incurs a fixed cost of Rs. 25,000 per annum. Shop Y is having fixed cost of Rs. 30,000/- and its cost include transfer price from Shop X comes to Rs. 20/- per unit. This shop sells all the units transfer to it by Shop X at 25 per assembly.

You are required to:

- Find out the profit of individual shop and overall profitability of the company.
- Recommended course of action if shop Y wishes to purchase its full requirement (at market price which is Rs. 10 per assembly) either from open market or from shop X at market price of RS. 10/- per assembly.
Give reasons for your recommendations.

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

Day : Friday

Date : 13/05/2016



29372

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) Both the sections should be written in the **SAME** answer book.
- 3) Figures to the **RIGHT** indicate full marks.

SECTION-I

- Q.1** Define the word "Assessment center" and explain the growth of Assessment center over the years. (15)
- Q.2** Explain the importance of process of assessment of employees. (15)
- Q.3** What is OD intervention? Explain how OD intervention contributes for organizational improvement. (15)
- Q.4** Discuss principles of test construction with suitable examples. (15)
- Q.5** Write short notes on any **THREE** of the following: (15)
- a) Finger Dexterity Test
 - b) Importance of organizational learning
 - c) Key features of assessment center
 - d) Disadvantages of instrument.

SECTION-II

- Q.6** You are working as HRD manager in an Automobile company. You want to use transactional analysis which is an effective tool to test personal behaviour of your HR employees. Explain the importance of transaction analysis to your senior manager for the permission of use of transactional analysis. (20)
- Q.7** As a General Manager of HR department what initiatives you will take for enhancing Organization learning to improve effectiveness of your organization. (20)
- Q.8** "Organizational culture plays important role in innovation". Justify the statement. (20)

Subject : Information Technology Management - V : Information Systems Audit
(C) **M.B.A. - I / II**

Day : Wednesday

Date : 18/05/2016



Time : 02.00 PM TO 05.00 PM

Max Marks : 100 Total Pages : 1

N.B.:

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

SECTION - I

- Q.1** What is Information Systems Audit? Explain different risks involved in process of system audit. (15)
- Q.2** What is evidence collection? Explain code review and code comparison in evidence collection process. (15)
- Q.3** Explain different measures of asset safeguarding and data integrity. (15)
- Q.4** Explain the model of information system effectiveness. (15)
- Q.5** Write short note on **ANY TWO** of the following: (15)
- a) Audit Software
 - b) Performance indices for system efficiency
 - c) Cost effectiveness consideration in system audit

SECTION – II

- Q.6** You are part of a system Audit team of XYZ multinational company. Explain which steps you will follow for auditing the finance department. (20)
- Q.7** Explain system efficiency evaluation process in Information System Audit. (20)
- Q.8** What are different Concurrent auditing techniques used for evidence collection in Information System Audit. Explain with appropriate example. (20)

Subject : Information Technology Management - VII : Mobile Commerce & Technology **M.B. A. I/ II**

Day : Saturday

Date : 21/05/2016



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** Why M-Commerce is preferred over traditional way of trading? List and explain various forces behind M-Commerce revolution. **[15]**
- Q.2** Explain the roles of Mobile Network Operators, Mobile Portals and third party billing providers in M-Commerce value chain. **[15]**
- Q.3** Differentiate between the following: **[15]**
- a) Public Key Cryptography Vs Digital Signature
 - b) 2G Vs 3G mobile applications
 - c) Authentication Vs Authorization
- Q.4** Explain GSM architecture? How roaming is handled in GSM architecture? **[15]**
- Q.5** Write short notes on **ANY THREE** of the following: **[15]**
- a) Mobile IP
 - b) WAP Security
 - c) Mobile Payment Standardization
 - d) Mobile Network Operators

SECTION – II

- Q.6** Is M-commerce just an extension of e-commerce? Justify your answer. **[20]**
- Q.7** What is a Certification Authority? How Certification Authorities ensure security in different M-Commerce Applications. **[20]**
- Q.8** Propose a startup venture for M-Commerce Application for electronics goods. Give details of your business plan and m-marketing strategies. **[20]**