

Subject : Entrepreneurship Development

M.B. A. I/II

Day : Thursday

Date : 16/04/2015



Time : 02.00 PM TO 05.00 PM

Max Marks : 100 Total Pages : 1

N. B. :

- 1) Attempt **ANY FOUR** questions from Section - I. 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. How does a manager differ with Entrepreneur?
- Q. 2** Explain in detail, the sources of finance for an entrepreneurial venture.
- Q. 3** Discuss the role of Government in the promotion of Entrepreneurship.
- Q. 4** What are different factors influencing Women Entrepreneurship? Explain in detail with suitable examples.
- Q. 5** Write short notes on **ANY THREE** of the following:
- a) Project Appraisal
 - b) Value Analysis
 - c) Family Entrepreneurs
 - d) Stages of Economic Development

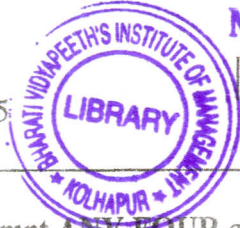
SECTION - II

- Q. 6** A large dam has been constructed recently. In the process of dam-filling, many villages were submerged and the people were rehabilitated elsewhere. However one small village on the top of a hill has remained above the water-level. It has become an island. It is now isolated completely from either bank of the dam by at least 15-20 kilometers of water spread. No bridge is being constructed here. The village has to commute/communicate daily with rest of the world for 'bazaar/market', schools, dispensary, postal service etc. What entrepreneurial business opportunity do you locate here? How will you develop this business idea?
- Q. 7** Almost all the students are aware of the career opportunities and the future benefits from choosing to become an entrepreneur. In reality however, most of the students actually prefer to take up a job, after completing their Under Graduate / Post Graduate Programme. Explore the reasons for this common phenomenon. Also explain how the anxiety about uncertainty of success in entrepreneurship be reduced.
- Q. 8** News papers and T.V. channels keep you informed of the developments in the country and the world. The news can be about economic progress, problems faced by the common people, environmental issues, accidents and disasters
- a) Recall any such two news items which have given you an idea to develop a new product, facility / service and the use it to develop your (entrepreneurial) own business.
 - b) Explain two such business ideas.

Subject : Innovation & Technology Management

Day : Saturday

Date : 18/04/2015



M.B. A. I / II



Time : 02.00 PM TO 05.00 PM

Max Marks : 100 Total Pages : 1

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- 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 opportunities do you see for innovation in today's industry? What challenges are faced by organizations to implement technology management? [15]
- Q.2** How does Open Innovation affect the management, strategy structure and process of innovation in an organization? [15]
- Q.3** Elaborate how technology and innovation impact economic activities of a nation. [15]
- Q.4** Explain how Disruptive Technology evolved. State and explain the tools of Disruptive Technology. [15]
- Q.5** Write short notes on **ANY TWO** of the following: [15]
- a) Market timings for innovations
 - b) Characteristics of an entrepreneur
 - c) Sources of technology

SECTION - II

- Q.6** What are the challenges faced by entrepreneurs about the technological strategies in today's Digital Economy? Explain the solutions for these challenges with examples. [20]
- Q.7** How does innovation and technology differ according to the types of industries? [20]
- Q.8** What is technology forecasting? Elaborate on models of technology forecasting. [20]

Subject : Innovation & Technology Management

M.B. A. ~~X~~ / II

Day : Saturday

Date : 18/04/2015



Time : 02.00 PM TO 05.00 PM

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

M.B. A. I / II

Day : Tuesday

Date : 21/04/2015



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 section should be written in the **SAME** answer book.

SECTION-I

- Q.1** What is meant by sales performance evaluation? Discuss various types of performance evaluation methods used by the companies. (15)
- Q.2** Write a detailed note on Sales Training. (15)
- Q.3** a) "Modern retail format can never match the customer service flexibility of a near by kirana / grocery store". Comment. (05)
- b) Discuss the role and functions of a retailer in the current business scenario. (10)
- Q.4** What is meant by personal selling? Discuss in details the steps involved in personal selling process. (15)
- Q.5** What is meant by sales forecasting? Discuss any three quantitative methods of sales forecasting with its merits and demerits. (15)
- Q.6** Write short notes on **ANY THREE** of the following: (15)
- a) Sales quotas
 - b) Roles and responsibilities of Sales Manager
 - c) Role and functions of a wholesaler
 - d) Sales incentives
 - e) Sales budget

SECTION-II

- Q.7** As a regional sales manager of a two wheeler company, submit your sales force strategy and tactics to achieve an increase in sales volume by 20% for the next financial year. State your assumptions clearly. (20)
- Q.8** Suggest suitable distribution system for a company dealing in electrical products. (20)
- Q.9** A company dealing in consumer durables has an incentive scheme linked to the sales quotas. The sales people have complained about the frequent short supply of some products which have affected their quarterly incentive payments. As a Branch Manager what would you do to address this problem? State your assumptions clearly. (20)

Subject : Marketing Management - VIII : Customer Relationship Management

Day : Thursday

Date : 23/04/2015



M.B. AC) 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 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 statement with reference to private life insurance companies operating in India. [15]
- Q.2 "Data Analysis and Data Mining are the essence of 'CRM' in retail business". Justify with suitable examples. [15]
- Q.3 "Social marketing and 'CRM' goes hand in hand". Comment on this statement with reference to Adult Education Programme in India. [15]
- Q.4 What is Sales Force Automation? How it operates? Explain with reference to Dot Com operating in the world of business. [15]
- Q.5 What is e-CRM? Develop e-CRM strategies for an MNC marketing 4-stroke bike in India. [15]
- Q.6 Write short notes on **ANY TWO** of the following: [15]
- a) Customer loyalty programme
 - b) Data base marketing
 - c) Target marketing

SECTION - II

- Q.7 Design CRM strategies for: [20]
- a) Monopoly organization
 - b) B - school of national repute
- Q.8 Explain the 'CRM' life cycle model to the Board of Directors of a company manufacturing and marketing herbal cosmetics in India. [20]
- Q.9 Develop an effective CRM systems and their implementation for Gujarat Tourism Development Corporation of India, with assumptions if any. [20]

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

Day : Saturday

Date : 02/05/2015



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 the changing role of Corporate Finance in today's global economic environment.
- Q.2** Write a detailed note on Financial Planning.
- Q.3** Explain the contents of Annual Report.
- Q.4** Discuss the types and motives of business combination.
- Q.5** Write a short note on any **THREE**:
 - i) Activity Ratios
 - ii) Capital Structure
 - iii) Funds Flow Statement
 - iv) Internal Rate of Return

SECTION-II

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

Year	Proposal X Rs.	Proposal Y Rs.
0	(30,00,000)	(35,00,000)
1	2, 50,000	16, 20,000
2	5,20,000	15, 30,000
3	7,25, 800	14, 80,000
4	11,80,000	10,35,000
5	16,20,900	8, 50,000

You are required to calculate for proposal X and Y.

- 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 P Ltd. and Q Ltd. You are required to calculate and comment on:

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

Particulars	P Ltd.	Q Ltd.
Selling price per unit	Rs. 150	Rs. 200
Profit volume Ratio	40%	60%
Fixed Cost	80,00,000	1,20,00,00
Capital Structure:		
Equity Capital	40,00,000	70,00,000
Term Loan	30,00,000 @ 16%	Rs. 20,00,000 @ 15%
Production Capacity	4,00,000 unit p.a	7,00,000 unit p.a
Capacity utilization	90%	80%

Q.8

Explain with example the following methods of Mergers and Acquisition

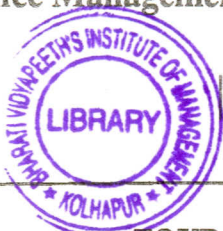
- i) Purchase method
- ii) Pooling of Interest method

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

Day : Wednesday

Date : 06/05/2015



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** "The scope of International Finance has been widened after Globalization". Discuss the statement.
- Q.2** Write a detailed note on "Rupee Convertibility".
- Q.3** Explain the features of Foreign Exchange market.
- Q.4** Write a note on Open Account and Advance Payment methods of International trade settlement.
- Q.5** Write short notes on any **TWO**:
- i) ADR
 - ii) Syndication
 - iii) Arbitrage

SECTION-II

- Q.6** Explain the role of FDI in Indian economy.
- Q.7** Write a detailed note on Documentary Credit mechanism.
- Q.8** Explain various Hedging tools of Forex Risk Management.

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

Day : Saturday

Date : 16/05/2015



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 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 Assessment centre? Explain the strategic used of Assessment centre technology. [15]
- Q.2** Explain methods and techniques of assessment with suitable examples. [15]
- Q.3** "Reliability and Validity of tests plays important role in finalizing the conclusion of assessment". Discuss. [15]
- Q.4** Explain the leadership style test with suitable example. [15]
- Q.5** Write short notes on **ANY THREE** of the following: [15]
- a) Key features of Assessment centre
 - b) Difference between test and instrument
 - c) Managerial Style Test
 - d) Organizational Culture

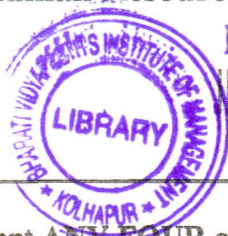
SECTION - II

- Q.6** Bring out a draft set of do's and don'ts of usages of HRD instrument in a medium scale manufacturing unit of auto components industry based at Ranjangaon, Pune. [20]
- Q.7** Analyse the importance of 16PF test with special reference to an IT company employing 500 software engineers. [20]
- Q.8** Prepare a report suggesting suitable measures to improve organizational climate for a BPO Company based at Margarpatta city, Pune. [20]

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

Day : Monday

Date : 18/05/2015



M.B. A. I/II



23552

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** What are the various measures to settle Industrial disputes in India? Do they serve the purpose? Justify your opinion.
- Q.2** What are the various provisions under the Industrial Employment (Standing Orders) Act 1946?
- Q.3** Discuss the rise and growth of Trade Union Movement in India with special reference to political affiliation of Trade Unions.
- Q.4** Explain in detail the process and essential conditions for Collective Bargaining.
- Q.5** Write short notes on **ANY TWO** of the following:
- a) Industrial Relations and productivity
 - b) Legality of strikes
 - c) Industrial Tribunals

SECTION-II

- Q.6** Strikes and Lockouts are weapons in the hands of employees and employers respectively. Do you agree? Justify.
- Q.7** In your opinion, what is the impact of globalization on Industrial Relations in India?
- Q.8** Human Resource Managers have a vital role to play in maintaining peaceful Industrial Relations. Discuss.

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

Day : Tuesday

Date : 15/12/2015



Time : 02.00 PM TO 05.00 PM

Max Marks : 100 Total Pages : 1

N.B.:

- 1) Attempt any **FOUR** questions from Section-I.
- 2) Attempt any **TWO** questions from Section-II.
- 3) Both the sections should be written in the **SAME** answer book.

SECTION-I

- Q.1** Explain as to what do you mean by market leadership and Niche Marketing. (15)
Identify any business organization for each of the above who have created significant impact as market leaders and also those who created Niche's. Justify their position.
- Q.2** Consider any one business organization you are familiar with. Prepare a (15)
'SWOT' Analysis and explain the benefits of conduct of 'SWOT'.
- Q.3** Why is marketing control essential in strategy implementation? Elaborate on (15)
tools and techniques of marketing control.
- Q.4** Discuss the application of strategic marketing concept and practice for any one (15)
company in the manufacturing sector.
- Q.5** Write notes on any **TWO** of the following: (15)
- a) Characteristic features of Global Market
 - b) Tactical Marketing
 - c) GOTA Analysis

SECTION-II

- Q.6** Present a scheme of 'PEST Analysis' for a company based in India having a (20)
patent for 'Bio-Diesel' fuel. This product is seen as a viable substitute for conventional diesel-fuel. Many automobile companies are in the process of creating their future vehicles with engines compatible with Bio-Diesel.
- Q.7** For any two of the following products/ services, provide a comprehensive plan (20)
for a) segmentation of market, b) Targeting that segment and c) positioning platform
- a) Internationally famous brand of sports shoes, being launched in India.
 - b) Olive oil as alternate cooking medium
 - c) Job Portal similar to Naukri. com
- Q.8** Addressing a meeting of field sales staff, the sales manager of Amul (20)
chocolates, warned his 'boys' saying: "Don't please me by providing improvement in sales figures. It is better to focus on market share for each sales territory. Better still, furnish the figures of Relative Market Share (RMS)". Discuss this statement based on the fact that though the sales performance of Amul has improved in recent years, but its market share has stagnated, as compared to its two major rivals i.e. global brands 'Cadbury' and 'Nestle'.