

Day: **Tuesday**
Date: **24/04/2018**

S-2018-1810

Time: **02.00 PM TO 05.00 PM**
Max Marks. 60

N.B.

- 1) Attempt any **THREE** questions from Section – I. Each sections carries **10** marks.
 - 2) Attempt any **TWO** questions from Section – II. Each sections carries **15** marks.
 - 3) Answers to both the sections should be written in **SEPARATE** answer book.
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SECTION - I

- Q.1** Explain the importance of the marketing from the perspective of the airline industry. (10)
- Q.2** How might washing machines market be segmented? Suggest positioning strategies for washing machine market. (10)
- Q.3** How does marketing of goods differ for marketing of services? Suggest service mix for Business school of national repute. (10)
- Q.4** What are channels of distribution? Suggest distribution channels for each of the following with justification. (10)
- i) Branded vegetables
 - ii) Plasma TV
- Q.5** Write short notes any **TWO** of the following (10)
- a) Product life cycle (PLC)
 - b) e – marketing
 - c) Marketing Audit
 - d) Customer Delight

SECTION - II

- Q.6** How will you carry out market survey to study online shopping habits of youth in metro city (15)
- Q.7** You are appointed as a marketing manager of Patanjali Ayurveda. Design an effective marketing mix with assumptions if any. (15)
- Q.8** “Marketing plan is the key to industrial prosperity”. What might be the effective marketing plan framed by Parle Agro for successful launch of its bottled mineral water “Bisleri” in India? (15)

**M.B.A. SEM-II / M.B.A.(HR) SEM-II (2016 COURSE) CBCS :
SUMMER - 2018**

SUBJECT : FINANCIAL MANAGEMENT

Day : **Friday** **S-2018-1811** Time : **02.00 PM TO 05.00 PM**
Date : **27/04/2018** Max. Marks : 60

N. B. :

- 1) Attempt **ANY THREE** 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 **SEPARATE** answer books.

SECTION - I

- Q. 1** Explain the concept and types of working capital. Explain various factors determining working capital requirement. **(10)**
- Q. 2** Discuss any three techniques of financial statement analysis. **(10)**
- Q. 3** Elaborate on meaning and scope of financial management. **(10)**
- Q. 4** Explain the various sources of long term finance available in India. **(10)**
- Q. 5** Write short note on **ANY TWO** of the following: **(10)**
- a) Venture Capital Financing
 - b) Net Present Value
 - c) Cost of Debentures
 - d) Cash flow statement and fund flow statement

SECTION - II

- Q. 6** The management of Royal Industries has called for a statement showing the working capital to finance a level of activity of 1,80,000 units of output for the year. The cost structure for the company's product for the above mentioned activity level is detailed below: **(15)**

Particulars	Cash per unit Rs.
Raw material	20
Direct labour	05
Overheads	10
Total Cost	35
Profit	10
Selling price	45

Additional Information:

- Minimum desired Cash Balance is Rs. 20,000/-
- Raw material are held in stock, on an average for two months.
- Work in progress (assume 50 % completion stage) will appropriate to half a month's production.
- Finished goods remain in warehouse, for an average for a month.
- Suppliers of materials extend a months credit and debtors are provided two months credit, cash sales are 25 % of total sales.
- There is a time lag in payment of wages of a month, and half –a-month in the case of overheads.

From the above facts, you are required to prepare a statement showing working capital requirement.

- Q. 7** A company is considering the replacement of its existing machine. The company is faced with two alternatives, Machine A and Machine B. The cash flows at the present level of operations under the two alternatives are as follows: (15)

Cash flows (in lacs of Rs.) at the end of year

Year	0	1	2	3	4	5
Machine A	-25	-	5	20	14	14
Machine B	-40	10	14	16	17	15

The company's cost of capital is 10 %. Evaluate the two alternatives on the basis of:

- Net Present Value
- Profitability Index
- Payback Period
- Discounted Payback Period

- Q. 8** From the following particulars, Calculate the operating leverage, financial leverage and combined leverage: (15)

Balance sheet of 'X' Ltd. as on 31/03/2016

Liabilities	Rs.	Assets	Rs.
Equity Share Capital (Rs. 10/- each)	24,00,000	Fixed Assets	42,00,000
15 % Debentures	16,00,000	Current Assets	38,00,000
General Reserve	14,00,000		
Current liabilities	26,00,000		
	80,00,000		80,00,000

Additional Information:

- EBIT is 25 % on sales for the year ended 31/03/2016.
- The Profit Volume Ratio (P/ V Ratio) is 40 %.
- The total Asset turnover (Sales / Total Assets) for the year is 2.

**M.B.A. SEM-II / M.B.A.(HR) SEM-II (2016 COURSE) CBCS :
SUMMER - 2018**

SUBJECT: HUMAN RESOURCE MANAGEMENT

Day: **Saturday**
Date: **28/04/2018**

S-2018-1812

Time: **02.00 PM TO 05.00 PM**
Max Marks. 60

N.B.

- 1) Attempt any **THREE** questions from Section – I. Each questions carries **10** marks.
- 2) Attempt any **TWO** questions from Section – II. Each questions carries **15** marks.
- 3) Answers to both the Sections should be written in the **SEPARATE** answer book.

SECTION – I

- Q.1** Define Human Resource Management. Discuss the functions & objectives of Human Resource Management. **(10)**
- Q.2** “Procurement begins with HRP and ends with the placement of an employee” Justify the statement. **(10)**
- Q.3** What is Job Evaluation? Explain any one method of Job Evaluation. **(10)**
- Q.4** What do you understand by career planning? Discuss the important factors which go into the shaping of a career? **(10)**
- Q.5** Write short notes on any **TWO**: **(10)**
- a) Training Need Analysis
 - b) Fringe Benefits
 - c) Causes of Industrial Disputes

SECTION - II

- Q.6** If you want to appoint an HR manager for an Automobile concern, what will be the most effective source of Recruitment? **(15)**
- Q.7** Marketing/sales executives of a pharmaceutical company are not delivering expected outputs and performance level is below the standard. Suggest a suitable training programme by which can help to enhance their performance. **(15)**
- Q.8** Discuss the concept of Industrial Relationship Management and draw its relation with the issue of manufacturing organization employees demanding for canteen facility in low cost, as an HR Manager how you will resolve this issue. **(15)**

**M.B.A. SEM–II / M.B.A.(HR) SEM–II (2016 COURSE) CBCS :
SUMMER - 2018**

SUBJECT: INTERNATIONAL BUSINESS

Day: **Monday**
Date: **30/04/2018**

S-2018-1813

Time: **02.00 PM TO 05.00 PM**
Max Marks: 60

N.B:

- 1) Attempt **ANY THREE** questions from section-I and **ANY TWO** from section-II.
 - 2) Figures to the right indicate **FULL** marks.
 - 3) Answers to both the sections should be written in **SEPARATE** answer book.
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SECTION-I

- Q.1** Define Globalization in the context of:- (10)
- a) Globalization of Market
 - b) Globalization of Production
- Q.2** Discuss the assumptions and implications of Mercantilism theory. Explain the ground on which this theory was criticized. (10)
- Q.3** Describe the functions and organization structure of WTO. (10)
- Q.4** Explain in detail advantages and disadvantages of fixed and flexible exchange rates. (10)
- Q.5** Write short notes on (**ANY TWO**) of the following: (10)
- a) SAARC
 - b) Country Risk Analysis
 - c) Role of World Bank

SECTION-II

- Q.6** Explain the trends in India's BOP position. What are the reasons for disequilibrium in BOP? (15)
- Q.7** Describe the key elements in formulating the Export and Import strategies. (15)
- Q.8** What are the implications of Convertibility of Rupee on Indian Economy? Justify your views. (15)

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M.B.A. SEM-II / M.B.A.(HR) SEM-II (2016 COURSE) CBCS :
SUMMER - 2018
SUBJECT: PRODUCTION & OPERATIONS MANAGEMENT

Day: **Wednesday**
Date: **02/05/2018**

S-2018-1814

Time: **02.00 PM TO 05.00 PM**
Max. Marks: 60

N.B.:

- 1) Attempt any **THREE** questions from Section –I. Each question carries **10** marks.
- 2) Attempt any **TWO** questions from Section –II. Each question carries **15** marks.
- 3) Answers to both the sections should be written in **SEPARATE** answer books.
- 4) Use of non-programmable **CALCULATOR** is allowed.

SECTION-I

- Q.1** What is Production Management? Explain its functions with suitable examples. **(10)**
- Q.2** How Product layout differs from process layout? Under what conditions is each type of layout suitable? **(10)**
- Q.3** What is Preventive Maintenance? How does it differ from breakdown maintenance? **(10)**
- Q.4** What is Inventory? Explain the advantages and disadvantages of holding inventories. **(10)**
- Q.5** Write short notes on any **TWO** of the following: **(10)**
- a) Supply Chain Management
 - b) Quality Circles
 - c) Types of Production
 - d) Just In Time

SECTION-II

- Q.6** What is plant location? Explain with reasons the criteria for selection of location for following plants: **(15)**
- i) Sugar Industry
 - ii) A super speciality Intensive Care Unit
- Q.7** What is Production Planning and Control? Discuss its scope in manufacturing organization. **(15)**
- Q.8** VIPUL Industry estimates that it will sell 12,000 units of its product for the forth coming year. The ordering cost is Rs. 100 per order and the carrying cost per unit per year is 20% of the purchase price per unit. The purchase price per unit is Rs. 50. Find: **(15)**
- i) Economic order Quantity (EOQ)
 - ii) Number of orders per year
 - iii) Time between successive orders

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M.B.A. SEM-II / M.B.A.(HR) SEM-II (2016 COURSE) CBCS :
SUMMER - 2018

SUBJECT : RESEARCH METHODOLOGY

Day : **Thursday**
Date : **03/05/2018**

Time : **02.00 PM TO 05.00 PM**
Max. Marks : 60

S-2018-1815

N.B.

- 1) Attempt any **THREE** questions from Section – I. Each question carries 10 marks.
- 2) Attempt any **TWO** questions from Section – II. Each question carries 15 marks.
- 3) Answers to both the Sections should be written in **SEPARATE** answer book.

SECTION – I

- Q.1** Discuss the importance of a research design in research? Explain the different types of research designs. (10)
- Q.2** Discuss the merits and limitations of questionnaire method of data collection. (10)
- Q.3** What is a research hypothesis? What are the qualities of a good hypothesis? (10)
- Q.4** Explain the significance of research in modern times. (10)
- Q.5** Write short notes on **ANY TWO**: (10)
- a) Pilot surveys
 - b) Rating and ranking scales
 - c) Importance of sampling
 - d) Qualities of a good researcher

SECTION – II

- Q.6** What is a research report? What precautions should be taken while drafting a research report? State the structure of a good research report. (15)
- Q.7** A leading e-retailer (competitor of Flip Kart) wants to know the feedback of its customers regarding their online shopping experience. You, as a researcher are approached to conduct the same. Briefly mention, what steps will you take? Consider the details about site access, booking process, difficulties faced, product delivery etc. (15)
- Q.8** The data on a survey on satisfaction of shoppers at a shopping mall is as follows: (15)

Satisfied	Male Shoppers	Female Shoppers
Yes	210	320
No	70	400

Test whether the two attributes are related? Use chi-square test.

(Gen)
M.B.A. SEM-II (2016 COURSE) CBCS : SUMMER - 2018
SUBJECT : BUSINESS ENVIRONMENT

Day : **Friday**
Date : **04/05/2018**

S-2018-1816

Time : **02.00 PM TO 05.00 PM**
Max. Marks : 60

N.B.:

- 1) Attempt **ANY THREE** questions from Section – I and **ANY TWO** questions from Section – II.
 - 2) Answers to both the sections should be written in **SEPARATE** answer books.
 - 3) Figures to the right indicate **FULL** marks.
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SECTION – I

- Q.1** Write a detailed note on techniques of Environmental Forecasting. **[10]**
- Q.2** Discuss the important changes in the composition of India's National Income since 1991. **[10]**
- Q.3** "Regulatory Environment has more impact on Business than the economy". Discuss. **[10]**
- Q.4** "The only responsibility of business is to make profit". Discuss this in light of social responsibility of business. **[10]**
- Q.5** Write short notes on **ANY TWO**: **[10]**
- a) Benefits of Environmental Analysis
 - b) Fiscal Policy
 - c) Consumer Protection Act
 - d) EXIM Policy

SECTION – II

- Q.6** "State intervention hampers the growth of business". Discuss this from your point of view. **[15]**
- Q.7** Discuss in detail what 12 years of Right to Information Act, 2005 have done to India. **[15]**
- Q.8** Define Globalization and explain its challenges for the Indian Business. **[15]**

