

**M.B.A. (GEN) SEM-II / M.B.A.(HR) SEM-II (2016 COURSE) CBCS :
WINTER – 2019
SUBJECT : MARKETING MANAGEMENT**

Day : Wednesday
Date : 13-11-19

W-15396-2019

Time : 2:00 PM TO 5:00 PM
Max. Marks : 60

N.B.

- 1) Answer **ANY THREE** questions from Section I. Each question carries 10 marks.
- 2) Answer **ANY TWO** questions from Section II. Each question carries 15 marks.
- 3) Answer to both the sections should be written in the **SAME** answer book.

SECTION - I

- Q.1** What are the bases on which market segmentation is done? Explain considering consumer market segmentation. Also explain the levels of market segmentation. (10)
- Q.2** What are the factors influencing product mix? Also explain the concept of Product line. (10)
- Q.3** Define Marketing. Explain the concepts of customer satisfaction and customer delight. (10)
- Q.4** What are the factors that influence consumer behavior during the purchase of a product? Explain with suitable examples. (10)
- Q.5** Write short notes on **ANY TWO** of the following : (10)
- a) Socio – Cultural environment and its impact on marketing
 - b) Positioning of products
 - c) Channel Management

SECTION - II

- Q.6** A company intends to launch new smart phones in the Indian market. They have approached you for advice. What type of market research will you undertake? Also design a suitable questionnaire to understand customer preference towards smart phones (15)
- Q.7** A company wants to introduce electric two wheelers in the Indian market due to growing demand for such products. Prepare a marketing plan for the company. (15)
- Q.8** A hospitality company wants to expand their hotel bookings business by partnering with local hotels all over the country and provide the services through the online aggregator business model wherein customers can book hotel rooms online. Since this requires intense awareness to customers at large, design an appropriate promotion mix for the company. (Make assumptions wherever necessary) (15)

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- 2) Answer ANY TWO questions from Section II. Each question carries 15 Marks.
- 3) Answers to Both the sections should be written in SAME answer book.
- 4) Use of Non Programmable Calculator is allowed.

SECTION - I

Q.1) Answer the following: Attempt ANY ONE (10 Marks X 1 = 10 Marks)

- a) Explain Investment decision and Liquidity decision.
- b) 'Capital Budgeting is the most useful technique for Investment decision'. Explain the statement with examples.

Q.2) Answer the following: (10 Marks X 1 = 10 Marks)

What do you mean by Working Capital? Explain the Need and Types of Working Capital

Q.3) Answer the following: (10 Marks X 1 = 10 Marks)

Explain the various sources of raising Long Term Finance.

Q.4) Answer the following: Attempt ANY ONE (10 Marks X 1 = 10 Marks)

- a) What do you mean by 'Leverage'? Explain the types of 'Leverage'.
- b) Write a note on Common Size Statement and Comparative Statement Analysis.

Q.5) Write short notes on the following: Attempt ANY TWO (5 Marks X 2 = 10 Marks)

- a) Profitability Index
- b) Capital Structure
- c) Types of Debentures
- d) Uses of Liquidity Ratios

SECTION - II

Q.6) Answer the following: (15 Marks X 1 = 15 Marks)

Rahul Ltd. is considering two mutually exclusive proposals, P and Q, the details of which are as follows:

Particulars	Proposal P (Rs.)	Proposal Q (Rs.)
Initial Investment	(3,00,000)	(3,00,000)
Projected Cash Flow		
Year 1	84,000	1,42,000
Year 2	62,000	1,31,000
Year 3	72,000	1,25,000
Year 4	1,20,000	1,32,500
Year 5	1,56,000	1,28,000

Calculate:

- i) Pay Back period
- ii) Net Present Value @10%
- iii) Profitability Index

The cost of capital of the company is 10%.

The Discounting Factors at 10% are .909, .826, .751, .683, .621. You are required to suggest in which proposal the company should invest?

Q.7) Answer the following: (15 Marks X 1 = 15 Marks)

The Board of directors of Rachana Ltd. requests you to prepare a Statement showing Working Capital requirement for a level of activity 2,50,000 units with the following information:

Particulars	Cost
Raw material	Rs. 100 per unit
Direct Labour	Rs. 80 per unit
Overheads	Rs. 70 per unit
Selling Price	Rs. 350 per unit

Additional Information:

- Raw material is in stock for 4 Weeks
- Work in Process 2 Weeks
- Finished goods in stock 3 Weeks
- Time lag in payment to suppliers 2 Weeks
- Time lag given to debtors 3 Weeks
- Lag in payment of wages 2 Weeks

Assume 52 weeks in a year.

Q.8) Answer the following: (15 Marks X 1 = 15 Marks)

Virat Ltd. has following Capital Structure as on 31st march, 2017.

Particulars	Amount (Rs.)
12% Debentures	10,00,000
11% Preference Shares	6,00,000
Equity (5,000 shares of Rs. 100 each)	5,00,000
Total	21,00,000

The equity shares of company are quoted at Rs. 109 and expected dividend is Rs. 12 per share. A growth rate of 6% was registered in the past which is expected to be maintained. The Tax Rate applicable to the company is 30%. You are required to calculate Weighted Average Cost of Capital (WACC).

**MASTER OF BUSINESS ADMINISTRATION (HUMAN
RESOURCE)(C.B.C.S)(2016 COURSE) M.B.A.(H.R.) Sem - II: WINTER- 2019**

SUBJECT: HUMAN RESOURCE MANAGEMENT (UE)
Common for M.B.A. Gen Sem-II CBCS-2016 course)

Friday 15-11-2019
02:00 PM-05:00 PM

W-16573-2019
Max. Marks: 60

N.B.:

- 1) Answer ANY THREE questions from Section I. Each question carries 10 Marks
- 2) Answer ANY TWO questions from Section II. Each question carries 15 Marks.
- 3) Answer to both the section should be written in **SAME** answer book.
- 4) Draw a labeled diagram WHEREVER necessary

SECTION - I

Q.1) Answer the following: (10 Marks X 1 = 10 Marks)

Outline the scope of HRM in the light of ongoing changes in management thoughts.

Q.2) Answer the following: (10 Marks X 1 = 10 Marks)

Explain sources of Recruitment with its merits and demerits?

Q.3) Answer the following: (10 Marks X 1 = 10 Marks)

What do you mean by Training? Explain the importance of Training.

Q.4) Answer the following: (10 Marks X 1 = 10 Marks)

What are the various elements of Executive Compensation? Discuss.

Q.5) Write short notes on the following: Attempt ANY TWO (5 Marks X 2 = 10 Marks)

- a) Factor Comparison of Job Evaluation
- b) Management by Objectives
- c) Selection Methods

SECTION - II

Q.6) Answer the following: (15 Marks X 1 = 15 Marks)

As a Compensation Manager of an Engineering company, what factors would you consider while designing compensation package for newly appointed supervisors.

Q.7) Answer the following: (15 Marks X 1 = 15 Marks)

Prepare a detailed note for supervisor on how to conduct Performance Appraisal for Machine Operators of a company.

Q.8) Answer the following: (15 Marks X 1 = 15 Marks)

Explain the functions of an Employee Relationship Manager in software industry.

MASTER OF BUSINESS ADMINISTRATION (C.B.C.S.)(2016 COURSE) M.B.A.
(M.B.A. Gen + HR) **Sem - II: WINTER- 2019**

SUBJECT: INTERNATIONAL BUSINESS (UE)
common for (M.B.A. Gen + MBA-HR) (2016 course)

Saturday 16-11-2019

02:00 PM-05:00 PM

16574 /

W-15399-2019

Max. Marks: 60

N.B.:

- 1) Answer ANY THREE questions from Section I. Each question carries 10 Marks.
- 2) Answer ANY TWO questions from Section II. Each question carries 15 Marks.
- 3) Answers to Both the sections should be written in SAME answer book.
- 4) Draw a labeled diagram WHEREVER necessary.

SECTION - I

Q.1) Answer the following: (10 Marks X 1 = 10 Marks)

Define International Business. Explain in detail its nature and scope.

Q.2) Answer the following: (10 Marks X 1 = 10 Marks)

Discuss Heckscher Ohlin Theory of Factor Endowments in detail.

Q.3) Answer the following: (10 Marks X 1 = 10 Marks)

Explain in detail the objectives and functions of G20. What are the challenges in front of G20?

Q.4) Answer the following: (10 Marks X 1 = 10 Marks)

Explain the Political and Economic environmental framework.

Q.5) Write short notes on the following: Attempt ANY TWO (5 Marks X 2 = 10 Marks)

- a) NOSTRO and VOSTRO Accounts
- b) SAARC
- c) International Monetary Fund (IMF)

SECTION - II

Q.6) Answer the following: (15 Marks X 1 = 15 Marks)

Define the term Globalization. Examine the drivers of globalization with suitable examples.

Q.7) Answer the following: (15 Marks X 1 = 15 Marks)

What is Exchange Rate? Explain the different types of exchange rate and factors affecting exchange rate.

Q.8) Answer the following: (15 Marks X 1 = 15 Marks)

Define Balance of Payment (BOP). Explain the various accounts of BOP.

(common for M.B.A Gen & M.B.A (H.R.))
MASTER OF BUSINESS ADMINISTRATION (C.B.C.S.)(2016 COURSE) M.B.A.
Sem - II: WINTER- 2019
SUBJECT: PRODUCTION & OPERATIONS MANAGEMENT (UE)

Monday 18-11-2019
02:00 PM-05:00 PM

W-15400-2019
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) Answer to both the section should be written in **SAME** answer book.
- 4) Use of non – programmable **CALCULATOR** is allowed.

SECTION - I

- Q.1** Explain the inter-relationship between different departments in Manufacturing Unit. (10)
- Q.2** Describe Common functions of Production Planning and Control (PPC). (10)
- Q.3** Illustrate Project or Fixed Position layout with examples. (10)
- Q.4** “Prevention is better than cure” Discuss with reference to maintenance management. (10)
- Q.5** Write short notes on any **TWO** of the following (10)
- a) Batch Production
 - b) Assembly Line Balancing
 - c) EHS

SECTION - II

- Q.6** Describe various factors affecting plant location decision for Cement Manufacturing Plant. (15)
- Q.7** Monthly consumption of an item costing Rs. 3 is estimated at an average of 1000 nos per month. Procurement cost per order and inventory carrying cost are calculated at Rs. 36 and 18% respectively. (15)
- i) Calculate Economic Order Quantity (EOQ)
 - ii) Annual Total Cost including material cost.
- Q.8** Explain in detail Total Quality Management with suitable examples. (15)

Tuesday 19-11-2019

16576 /

W-15401-2019

02:00 PM-05:00 PM

Max. Marks: 60

N.B.:

- 1) Answer ANY THREE questions from Section I. Each question carries 10 Marks
- 2) Answer ANY TWO questions from Section II. Each question carries 15 Marks.
- 3) Answers to Both the sections to be written in SAME answer books.
- 4) Draw a labeled diagram WHEREVER necessary.

SECTION - I

Q.1) Answer the following: (10 Marks X 1 = 10 Marks)

Define research. Discuss the characteristics and objectives of research.

Q.2) Answer the following: (10 Marks X 1 = 10 Marks)

Explain the types of research designs with suitable examples.

Q.3) Answer the following: (10 Marks X 1 = 10 Marks)

What are the different errors in measurement? Explain with suitable examples.

Q.4) Answer the following: (10 Marks X 1 = 10 Marks)

Explain various non-probability sampling techniques with suitable examples.

Q.5) Write short notes on the following: Attempt ANY TWO (5 Marks X 2 = 10 Marks)

- a) Types of report
- b) Survey method
- c) Interpretation of results

SECTION - II

Q.6) Answer the following: (15 Marks X 1 = 15 Marks)

'Nova Hospital' is a famous multi-specialty hospital in Kolhapur and has a panel of renowned specialists doctors giving the best of services to the patients. Recently the hospital administration is facing lot of complaints from the patients and their relatives regarding different issues like the facilities, services, care etc. You as a researcher are approached to conduct a detailed study of the patients and others concerned regarding the nature of the complaints, the problems faced, suggestions and desired facilities, of the concerned persons. How would you approach the problem? Draft a research plan on the following :

- a) Statement of the problem
- b) The key objectives of the study
- c) The sampling plan
- d) The tentative questionnaire
- e) The operational design of the study.

Q.7) Answer the following: (15 Marks X 1 = 15 Marks)

A famous mobile company has launched a new mobile model in the market and wants to know of customer age is important in purchase decision and which age groups are most likely to purchase the particular mobile model? The company has collected a random sample of 1500 people and collected information regarding their intention to purchase the mobile. The data is as given below

Characteristic	Age Group			
	15-19	20-34	35-49	Above 49
Interested	110	312	280	185
Not interested	52	135	276	150

Can it be concluded that customer age and purchase decision are independent? Use Chi-Square test at 5% level of significance.

Q.8) Answer the following: (15 Marks X 1 = 15 Marks)

What is processing of data? Explain the steps involved in processing of data.

Wednesday 20-11-2019
02:00 PM-05:00 PM

W-15402-2019
Max. Marks: 60

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 - 4) Draw a labeled diagram WHEREVER necessary.
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SECTION - I

Q.1) Answer the following: (10 Marks X 1 = 10 Marks)

What is Business Environment? How environment affects the Business? Comment.

Q.2) Answer the following: (10 Marks X 1 = 10 Marks)

How current economic environment is affecting various sectors of economy? Illustrate with example.

Q.3) Answer the following: (10 Marks X 1 = 10 Marks)

What do you understand by corporate social responsibility? How it can help to solve social issues in India?

Q.4) Answer the following: (10 Marks X 1 = 10 Marks)

Explain the performance of Patanjali company in the light of natural environment.

Q.5) Write short notes on the following: Attempt ANY TWO (5 Marks X 2 = 10 Marks)

- a) Three economic indicators
- b) Economic System
- c) Business Ethics
- d) Technological environment

SECTION - II

Q.6) Answer the following: (15 Marks X 1 = 15 Marks)

What do you understand by nature and structure of Indian economy?

Q.7) Answer the following: (15 Marks X 1 = 15 Marks)

Prepare SWOT analysis of any leading FMCG sector company?

Q.8) Answer the following: (15 Marks X 1 = 15 Marks)

Whether globalization is helping expanding International Trade? Comment.
