

**M.B.A. (GEN.) SEM-II / M.B.A.(HR) SEM-II (2016 Course) CBCS :
SUMMER - 2019**

SUBJECT: MARKETING MANAGEMENT

Day: Monday
Date: 15/04/2019

S-2019-2187

Time: 02.00 PM TO 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)

What is marketing? Explain in detail the approaches to marketing with suitable examples.

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

What are the different pricing strategies a marketer can use to further the organization's interests?

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

What is meant by buying motives? Explain in detail various types of buying motives.

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

What is marketing planning? Discuss in detail its process.

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

- a) Customer delight
- b) Product positioning
- c) Analyzing marketing environment
- d) Levels of product

SECTION - II

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

All Out, a mosquito repellent manufacturing company in India is facing a tough competition with the various established brands. According to industry reports, the Indian mosquito repellent market was expected to grow rapidly with improvement in literacy and health consciousness in rural areas. As the per capita usage of repellents was very low in the country, there was considerable scope for the market to expand. Suggest a suitable targeting strategy for All Out, a mosquito repellent manufacturing company to capture the total market.

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

An American electronic appliances manufacturing company is planning to introduce the air conditioners, coolers, refrigerators and washing machines in the Indian market. Design a suitable marketing plan for the same.

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

An American soft drink manufacturing company wants to introduce their various brands in the Indian market. The company is planning to know about the customers' preferences of the Indian customers for the soft drinks to be launched in the market.

Design a questionnaire for the survey of consumers' preferences and elaborate the process of marketing research.

**M.B.A. (GEN.) SEM-II / M.B.A.(HR) SEM-II (2016 Course) CBCS :
SUMMER - 2019**

SUBJECT: FINANCIAL MANAGEMENT

Day: Saturday
Date: 27/04/2019

S-2019-2188

Time: 02.00 PM TO 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) Use of Non Programmable Calculator is allowed.

SECTION - I

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

- a) Define Financial Management. Explain Objectives of Financial Management.
- b) Explain the Concept and Techniques of Capital Budgeting under risk and uncertainty.

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

“The requirement of Working Capital depends upon various factors” Discuss the statement with examples.

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

Write a note on “Equity Shares” as a source of finance.

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

- a) Which factors affect the formation of Capital Structure?
- b) Explain any two techniques of Financial Statement Analysis.

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

- a) Steps to calculate Internal Rate of Return
- b) Fund Flow
- c) Preference Shares
- d) Profitability Ratio

SECTION - II

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

Beta Co. Ltd. is considering purchase of a new machine. Two alternative machines P and Q are available in the market. The cost of each machine is Rs. 80,00,000. The expected Cash Flows are as follows:

Year	Machine P (Rs.)	Machine Q (Rs.)
Year 1	22,00,000	24,00,000
Year 2	24,00,000	32,00,000
Year 3	32,00,000	40,00,000
Year 4	48,00,000	34,00,000
Year 5	32,00,000	16,00,000

The company has target of return on capital of 10%. You are required to compute Net present Value and Profitability Index for both machines and state which machine would be preferable?

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

Leena Ltd. sells its products on a gross profit of 20% on sales. The following information is extracted from its annual accounts for the current year ended on 31st March, 2017.

Particulars	Amount (Rs.)
Sales at 3 months credit	80,00,000
Raw materials	24,00,000
Wages paid average time lag 15 days	19,00,000
Manufacturing Expenses paid (One Month arrears)	25,00,000
Administrative Expenses paid (One Month arrears)	9,20,000
Sales Promotion Expenses paid (Half Year in advance)	4,00,000

The company enjoys one month's credit from the suppliers of raw material and maintains 2 months stock of raw materials. The company maintains 2 month stock of finished goods. The cash balance is maintained at Rs. 2,00,000. Assuming 10% contingency, find out Working capital requirement of the company.

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

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

Particulars	Amount (Rs.)
13% Debentures	6,00,000
10% Preference Shares	4,00,000
Equity (8,000 shares of Rs. 100 each)	8,00,000
Total	18,00,000

The equity shares of company are quoted at Rs. 120 and expected dividend is Rs. 16 per share. A growth rate of 9% 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).

**M.B.A. (GEN.) SEM-II / M.B.A.(HR) SEM-II (2016 Course) CBCS :
SUMMER - 2019**

SUBJECT: HUMAN RESOURCE MANAGEMENT

Day: **Saturday**
Date: **20/04/2019**

S-2019-2189

Time: **02.00 PM TO 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)

Bring out a detail note on evolution of Human Resource Management.

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

How is demand for human resource forecasted? Discuss various methods.

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

What is career development? Explain the steps involved in it?

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

Explain the concept and importance of compensation management.

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

- a) Living Wage
- b) BARS method of Performance appraisal
- c) TNA

SECTION - II

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

Write a detailed note on the Salary Structure of an industry of your choice.

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

Explain the significance of Performance Appraisal in an educational institution. How would you make it more effective?

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

Describe the role of Government in employee relationship management.

**M.B.A. (GEN.) SEM-II / M.B.A.(HR) SEM-II (2016 Course) CBCS :
SUMMER - 2019**

SUBJECT: INTERNATIONAL BUSINESS

Day: Monday
Date: 22/04/2019

S-2019-2190

Time: 02.00 PM TO 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)

Explain the concept of International Business. Discuss its nature and scope.

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

Write a detail note on G20.

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

Explain the role of GATT in the development of World Trade.

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

What is Balance of Payment? Explain the different accounts of Balance of Payment.

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

- a) NOSTRO-VOSTRO Accounts
- b) Comparative Cost Advantage Theory
- c) Functions of IMF
- d) Purchasing Power Parity

SECTION - II

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

Why do business firms of a country go for International Business? Give your answer with suitable examples.

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

Critically examine role of BRIC countries in global economy.

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

Explain various types of Exchange Rates regimes with suitable examples of each.

**M.B.A. (GEN.) SEM-II / M.B.A.(HR) SEM-II (2016 Course) CBCS :
SUMMER - 2019**

SUBJECT: PRODUCTION & OPERATIONS MANAGEMENT

Day: Tuesday
Date: 30/04/2019

Time: 02.00 PM TO 05.00 PM
Max Marks. 60

S-2019-2191

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 sections should be written in **SAME** answer book.
- 4) Use of non – programmable **CALCULATOR** is allowed.

SECTION - I

- Q.1** Explain different types of production systems with its merits and demerits. **(10)**
- Q.2** Describe various Optional functions of Production Planning and Control (PPC). **(10)**
- Q.3** Explain Product or Line layout with illustrations. **(10)**
- Q.4** Elaborate different types of maintenance with suitable examples. **(10)**
- Q.5** Write short notes on any **TWO** of the following **(10)**
- a) Functions of POM
 - b) Classification of Inventory System
 - c) ISO Certification.

SECTION - II

- Q.6** Describe different factors affecting plant location decision for Steel Manufacturing Plant **(15)**
- Q.7** A company orders 300 units per month of Bearing. Each unit of Bearing costs Rs. 5. The procurement cost and inventory carrying cost are estimated as Rs. 50 per order and 20% of average inventory investment respectively **(15)**
- i) What quantity should company order to optimize the costs involved?
 - ii) What will be the total cost?.
- Q.8** Describe Supply Chain Management (SCM) with appropriate examples. **(15)**

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**M.B.A. (GEN.) SEM-II / M.B.A.(HR) SEM-II (2016 Course) CBCS :
SUMMER - 2019**

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SUBJECT: RESEARCH METHODOLOGY

Day: Wednesday
Date: 24/04/2019

S-2019-2192

Time: 02.00 PM TO 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 : *SAFELY* answer books
- 4) Draw a labeled diagram WHEREVER necessary

SECTION - 01

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

Differentiate between pure and applied research giving suitable illustrations.

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

Explain the term "Exploratory research" and its importance. Give suitable illustrations.

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

What are the secondary data sources? Discuss what precautions should be taken while using data from secondary sources?

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

Discuss in detail the importance of Information Technology for the conduct of research.

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

- a) Pilot surveys
- b) Survey method
- c) Interpretation of results

SECTION - 02

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

A leading bank is interested in identifying the different dimensions of internet banking usage by bank customers in India. Prepare an outline of research plan both for the users and non-users to find the information regarding the nature of usage and also reasons for not using internet banking (from non-users) covering the following points:

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

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

An electronics manufacturer has completed a market survey studying the consumer perceptions of quality for the firm’s various products. Part of the data shows the following:

Product	Rating		
	Superior	Average	Inferior
Radio	30	40	5
Stereo	10	20	15
Color TV	10	40	10
BW TV	30	20	10

Does the above result indicate that consumer rating and product are independent? Test using Chi-Square statistic at 5% level of significance.

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

What is primary data? Explain various primary data sources in brief.

M.B.A. (GEN.) SEM-II (2016 Course) CBCS : SUMMER - 2019

SUBJECT: BUSINESS ENVIRONMENT

Day: Thursday
Date: 25/04/2019

S-2019-2193

Time: 02.00 PM TO 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 *SAI ME*, answer books.
- 4) Draw a labeled diagram WHEREVER necessary.

SECTION - I

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

Write any five limitations of environmental forecasting?

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

Highlight the impact of demonetization and GST act on business in India.

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

What do you understand by corporate social responsibility, comment on current scenario in India, how companies can contribute in social welfare of society?

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

Write any two examples of companies using natural resources and their future challenges?

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

- a) Monetary Policy
- b) Functions of State
- c) Corporate Governance
- d) Economic effects of technology
- e) GATT

SECTION - II

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

Elaborate on industrial policy before and after 1991.

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

Explain the significance and benefits of environmental analysis with suitable examples.

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

Multi-National Companies (MNC's) have changed the life of today's customers, explain in the light of Globalization.
