

Day: **Thursday**
Date: **09/11/2017**

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

W-2017-1713

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.

SECTION - I

- Q.1** Explain the various stages in the evolution of marketing with suitable examples. (10)
- Q.2** What is promotion mix? State elements of promotion mix suitable for small/family car market. (10)
- Q.3** How can you segment market for following products? (10)
i) Wrist watch
ii) Coffee shop
- Q.4** Explain marketing research process suitable for successful launch of fast food restaurant in international market. (10)
- Q.5** Write short notes any **TWO** of the following (10)
a) Penetration Pricing
b) Factors influencing consumer behavior
c) Relationship marketing
d) Product Life Cycle (PLC)

SECTION - II

- Q.6** Design a marketing mix for a Five Star hotel. (15)
- Q.7** How will you conduct PEST analysis and SWOT analysis of two competitive brands of soft drink in India? (15)
- Q.8** You want to carry out online shopping of a new brand of laptop. How will you proceed? Justify your action plan. (15)

**M.B.A. SEM-II / M.B.A.(HR) SEM-II (2016 COURSE) CBCS :
WINTER - 2017**

SUBJECT : FINANCIAL MANAGEMENT

Day : **Saturday**
Date : **11/11/2017**

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

W-2017-1714

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** What do you mean by Financial Management? Explain its scope and function. (10)
- Q. 2** Explain the various sources of long term finance available in India. (10)
- Q. 3** Explain the principles of capital structure and factors affecting Capital Structure. (10)
- Q. 4** What do you mean by 'Financial Statement Analysis'? Explain any three techniques of Financial statement analysis. (10)
- Q. 5** Write short note on **ANY TWO** of the following: (10)
- a) Net Present Value
 - b) Profit Maximization v/s Wealth Maximization
 - c) Types of Working Capital
 - d) Leverages

SECTION - II

- Q.6** Fashion Ltd. has the following Capital Structure: (15)

Particulars	Rs.
Equity Shares (4,00,000 shares @ 20 per share)	80,00,000
10 % Preference Shares	20,00,000
14 % Debentures	60,00,000
	1,60,00,000

The shares of the company currently sell for Rs. 25/-, It is expected that the company will pay a dividend of Rs. 2/- per share which will grow at 7 % forever. Assume a 50 % tax rate. You are required to compute a weighted average cost of capital.

- Q. 7** From the followings prepare a statement showing the working Capital requirement: Budgeted Sales: 2,60,000 units per annum **(15)**

Particulars	Per unit Rs.
Raw Material	0.30
Direct Labour	0.40
Overheads	0.20
Total	0.90
Profit	0.10
Sales	1.00

Additional Information :

- a) Raw material are carried in stock for 3 weeks and finished goods for 2 weeks.
- b) Factory processing will take 3 weeks.
- c) Suppliers will give 5 weeks credit.
- d) Customer will require 8 weeks credit.

- Q. 8** 'X' Ltd has Equity Share Capital of Rs. 5,00,000/- divided into shares of Rs. 100/- each. It wishes to raise further Rs. 3,00,000/- for expansion plan. The company plans the following financial scheme: **(15)**

- a) All common stock
- b) Rs. 1 lac, common stock and Rs. 2 lac in 10 % Debentures
- c) All debentures at 10 % p.a.
- d) Rs. 1 lac Common Stock and Rs. 2 lac in preference Capital with dividend at 8 %.

The company's Earning Before Interest and Tax (EBIT) are Rs. 1,50,000/-.
Tax rate are 50 %.

Determine the Earning per share in each plan and comment on the implications of financial leverage.

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

WINTER - 2017

SUBJECT: INTERNATIONAL BUSINESS

Day: **Tuesday**
Date: **14/11/2017**

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

W-2017-1716

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 International Business. Discuss nature and scope of International Business. (10)
- Q.2** Explain in detail Absolute Cost Advantage and Comparative Advantage Theory of International Business. (10)
- Q.3** Explain the information, structure and functions of WTO. (10)
- Q.4** Define Foreign Exchange Rate. What are the factors affecting Foreign Exchange Rate? (10)
- Q.5** Write short notes on (**ANY TWO**) of the following: (10)
- a) Role of GATT
 - b) Current and Capital Account of BOP
 - c) EURO and its implications

SECTION-II

- Q.6** Define Globalization. Analyze the steps taken by Indian Government to globalize the Economy. (15)
- Q.7** Elaborate latest Foreign Trade Policy of India highlighting the role of Special Economic Zones. (15)
- Q.8** How would you identify the environmental volatility of a company engaged in International Business? (15)

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

WINTER - 2017

SUBJECT: PRODUCTION & OPERATIONS MANAGEMENT

Day: **Thursday**

Date: **16/11/2017**

W-2017-1717

02.00 PM TO 05.00 PM

Time: _____

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 Plant Layout? Discuss different types of Plant Layout with suitable examples. **(10)**
- Q.2** What is Operations Management? Explain its scope with suitable examples. **(10)**
- Q.3** Explain the term ‘Production Planning and Control’. State its objectives. **(10)**
- Q.4** What do you mean by Inventory? Explain its importance. **(10)**
- Q.5** Write short notes on any **TWO** of the following: **(10)**
- a) Just In Time (JIT)
 - b) Plant Location
 - c) Assembly Line Balancing
 - d) Batch Production

SECTION-II

- Q.6** “As is common to other functional areas in management, maintenance management activities involve decision making”. Elaborate this statement and discuss areas of decision making in the maintenance function. **(15)**
- Q.7** It is generally said that Quality Circles have failed in India. Do you contribute to this view? If yes, why and if not, why not? **(15)**
- Q.8** The annual demand for an item is 3200 units. A unit cost is Rs. 6 and inventory carrying cost is 25% per annum of unit price. If the procurement cost is Rs. 150, Determine: **(15)**
- i) Economic order Quantity (EOQ)
 - ii) Number of orders per year
 - iii) Time interval between two consecutive orders

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M.B.A. SEM-II (2016 COURSE) CBCS : WINTER - 2017

SUBJECT : BUSINESS ENVIRONMENT

Day : **Saturday**
Date : **18/11/2017**

W-2017-1719

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** Explain various Environmental factors impacting business. **[10]**
- Q.2** “Economic Environment has a significant impact on any business”. Discuss. **[10]**
- Q.3** Discuss the various forms of Government Regulation with respect to business. **[10]**
- Q.4** Explain the impact of culture on business. **[10]**
- Q.5** Write short notes on **ANY TWO**: **[10]**
- a) Environmental Forecasting
 - b) Social Audit
 - c) WTO
 - d) Industrial Policy

SECTION – II

- Q.6** In the light of recent government decision of demonetization, explain your views on the Government’s Monetary Policy. **[15]**
- Q.7** The concept of state Non-intervention in business has outlived its day. Comment. **[15]**
- Q.8** List down the key issues and constraints in implementing the Right to Information Act, 2005. **[15]**