

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

SUBJECT: STRATEGIC MANAGEMENT

Day: Wednesday
Date: 22/05/2019

S-2019-2194

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) Answer 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)

What is Mission? Explain key elements in developing a mission statement.

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

Write short notes on BCG and GE models.

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

What is strategic implementation? Discuss the concept of organizational culture.

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

Highlight the role of technology & innovation in strategic management with examples.

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

- a) Components of internal environment.
- b) McKinsey's 7s framework
- c) Purpose of Strategic Control

SECTION - II

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

As a corporate planner of a large MNC, how would you plan the environment for the different units located at different places and belonging to different industries

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

- a) What is strategic analysis & choice? How will you do this? Analyze the Indian car manufacturers current strategies.
- b) "Structure follows strategy" Critically examine the statement

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

- a) What is basic nature of operational control? Differentiate between strategic momentum control and strategic leap control.
- b) Suggest new innovative strategies for Indian organizations to competing in global markets with suitable illustration.

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- 2) Answer ANY TWO questions from Section II. Each question carries 15 Marks.
- 3) Answer to both the sections should be written in **SAME** Answer book.
- 4) Draw a labeled diagram WHEREVER necessary
- 5) Graph Papers will be provided if necessary.
- 6) Use of Non-Programmable scientific calculators is allowed.

SECTION - I

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

Define Linear Programming Problem (LPP) and explain the components of LPP.

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

Apply graphical method to solve the following LPP

$$\text{Maximize } Z = 2x_1 + x_2$$

Subject to, $x_1 + 2x_2 \leq 10$

$$x_1 + x_2 \leq 8$$

$$x_1 - x_2 \leq 2$$

$$x_1 - 2x_2 \leq 2$$

$$x_1, x_2 \geq 0$$

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

Find the initial basic feasible solution by north west corner rule and check whether it is optimal or not.

Warehouse Factory	X	Y	Z	Supply
A	32	35	31	120
B	27	28	30	137
C	28	34	31	160
Demand	170	180	150	

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

Inter-arrival times and consultation times at a doctor's clinic are as follows :

Inter arrival time (in minutes)	Probability
4	0.20
8	0.24
12	0.36
16	0.20

Consultation time (in minutes)	Probability
5	0.30
8	0.25
11	0.20
14	0.15
17	0.10

Simulate the system for the next ten patients at the doctor's clinic and find the idle time of doctor and waiting times of patients. Assume that the consultation begins at 9.00 a.m.

Use the following random numbers

Inter-arrival Time : 24, 55, 36, 45, 88, 98, 65, 01, 76, 68

Consultation time : 54, 33, 21, 09, 99, 80, 65, 44, 03, 36.

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

- a) Role of operations research in modern management
- b) Degeneracy in Transportation problem
- c) Advantages of Simulation

SECTION -II

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

- a) Following is the data pertaining to requirement at outlets, production capacities, and the cost of transportation (cost in Rs. Per unit)

To From Factory	Outlets				Capacity
	O ₁	O ₂	O ₃	O ₄	
F ₁	9	7	10	8	15
F ₂	8	11	9	11	27
F ₃	13	10	12	10	14
Requirement	15	19	11	10	

Find the optimal transportation schedule and the minimum transportation cost.

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

For the following cost matrix

Teams	P	Q	R	S
A	25	24	24	23
B	26	27	30	25
C	32	33	30	31
D	27	28	29	30

Find the optimal assignment.

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

Consider the following schedule of activities and related information for the construction of new plant.

Activity	Expected time (Months)	Expected cost (Rs. 00,000's)
1-2	4	5
2-3	2	3
3-6	3	4
2-4	6	9
1-5	2	2
5-6	5	12
4-6	9	20
5-7	7	7
7-8	10	14
6-8	1	4

Find

- a) The critical path
- b) Expected cost of construction of the plant
- c) Expected time required to build the plant

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

SUBJECT: ENTREPRENEURSHIP DEVELOPMENT

Day: Friday
Date: 24/05/2019

S-2019-2196

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) Answer 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: Attempt ANY ONE (10 Marks X 1 = 10 Marks)

- a) Explain the term Entrepreneur. Discuss their functions. Also explain the problems faced by them.
- b) How will you, as a young entrepreneur start a new food processing unit in the tier 3 city?

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

Explain corporate venturing? State all the issues related to corporate entrepreneurship?

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

What are the problems faced by the Indian Women Entrepreneurs and what the various support mechanism provided by the government?

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

- a) What is the role played by venture capital finance in promoting entrepreneurship?
- b) Mention the role of District Industry Centres (DIC) in the development of Small Scale Industries.

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

- a) Entrepreneurship as a Career
- b) Crowd Funding
- c) Differences in the roles of entrepreneurs and managers
- d) Screening of Projects

SECTION - II

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

- a) "Developing countries need imitative entrepreneurs rather than innovative entrepreneurs". Do you agree? Give reasons.
- b) Why is innovation important in Entrepreneurship? Describe few ways to promote innovation in an organization.

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

- a) How does corporate entrepreneurship in term of an entrepreneurial orientation influence radical innovation in existing organization?
- b) Explain the significance of international business to a firm. Elaborate the role of technology in international business.

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

- a) List the contents of a business plan. Explain the executive summary of a business plan with the help of a suitable example.
- b) Contribution to Indian Economy has to come from Entrepreneurial achievements. Evaluate the statement, signifying the role of Entrepreneurship.

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

SUBJECT: ELECTIVE-I : CONSUMER BEHAVIOUR (MARKETING MANAGEMENT)

Day: Thursday
Date: 02/05/2019

S-2019-2197

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 are the reasons that make the study of consumer behaviour important in today's scenario? Explain with suitable examples

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

How does consumer handle dissatisfaction? Explain with suitable examples.

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

Discuss the Nicosia model of consumer behavior.

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

What are the different sources of secondary data? Describe the advantages and disadvantages of them.

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

- a) Strategies for changing consumers' attitudes.
- b) Cross cultural issues and its influence on consumer behaviour.
- c) Types of buying motives
- d) Types of buying decisions
- e) Adopter Categories
- f) Customer delight

SECTION - II

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

Tata Motors has designed and launched Tata Nano on having recognized the needs and wants of a middle class family. Considering the current business scenario in automobile sector, analyze the consumer buying behaviour regarding affordable cars.

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

How as a marketer of home appliances, would you use the knowledge of post purchase evaluation by consumer, to ensure that your consumers do not experience any dissonance?

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

A public sector airline service provider who is currently incurring losses due to various operational and managerial problems. As an expert, design a questionnaire for this service firm so as to get customer feedback for improving their services.

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: SUMMER - 2019
SUBJECT: SERVICES MARKETING

Day : Friday
Date : 03/05/2019

S-2019-2198

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 should be written in **SAME** answer book.
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SECTION - I

- Q.1** What is the nature of service? Explain the classification of services.
- Q.2** What is service life cycle? Explain its various stages with a relevant example.
- Q.3** What is service quality? Elaborate its significance in service operations.
- Q.4** What is service guarantee? Discuss how complaints handling is done effectively.
- Q.5** Write short note on **ANY TWO** of the following:
- a) e – services
 - b) Service marketing mix
 - c) Customer service satisfaction
 - d) Self-service technologies

SECTION - II

- Q.6** Design a pricing plan for the service products of a chain of hotels operating in India and Asian countries.
- Q.7** Design a promotion mix for the services of a civil aviation company having its domestic as well as international operations.
- Q.8** Develop a distribution strategy for the services of a departmental store so as to build the customer relationship leading to maximization of its sales.

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

**SUBJECT: INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT
(FINANCIAL MANAGEMENT)**

Day: Tuesday
Date: 07/05/2019

S-2019-2201

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)

Elaborate the various types of Mutual Fund Schemes available in India.

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

Explain the concept, importance and limitations of Technical Analysis.

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

Write detailed note on the Investment Policy Statement and Asset Allocation.

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

Elaborate the concept and applications of Capital Asset Pricing Model.

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

- a) Risks involved in Investment
- b) Random Walk Theory
- c) Dow Theory
- d) Derivatives

SECTION - II

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

- a) What do you mean by Investment? Elaborate the current scenario of Investment in India.
- b) Explain in detail the concept of Fundamental Analysis with suitable examples.

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

- a) Write detailed note on the Behavioral Finance and its impact on Investment decision making.
- b) Explain the role of securities market in Indian economy.

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

- a) i) A portfolio consists of two securities A and D with expected returns of 12 percent and 20 percent respectively. The proportions of portfolio value invested in these securities are 0.40 and 0.60 respectively. The standard deviations of returns on securities (in percentage terms) are 10 and 16 respectively. The coefficient of correlation between A and D is 0.50. Calculate the expected return and standard deviation of the portfolio return.
- ii) The following data is available.

Particulars	Stock A	Stock B
Expected Return	16 %	12 %
Standard Deviation	15%	8%
Coefficient of Correlation	0.60	

1. What is the covariance between stocks A and B?
 2. What is the expected return and risk of a portfolio in which A and B have weights of 0.6 and 0.4 respectively.
- b) Elaborate the concept of Efficient Market Hypothesis with appropriate examples.

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

**SUBJECT: MANAGEMENT OF FINANCIAL SERVICES
(FINANCIAL MANAGEMENT)**

Day: Wednesday
Date: 08/05/2019

S-2019-2202

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)

Compare and contrast 'Leasing' and 'Hire Purchasing'. Why do companies go for leasing of assets? Briefly explain.

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

Explain the concept and procedure of Initial Public Offer (IPO).

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

Discuss the nature and scope of Merchant Banking with suitable examples.

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

What do you mean by Retail Banking? Explain the approval process for Retail Loans.

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

- a) Factoring
- b) Money Market
- c) Securitization
- d) Function of Financial System

SECTION - II

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

How the concept of Venture Capital originated? Explain the guidelines for Venture Capital financing.

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

Explain the function of Credit Rating Agencies in India. Do you agree that the role of credit rating agencies is important in a developing country like India?

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

Explain the concept, advantages and limitations of Mutual Fund with suitable examples.

M.B.A. (GEN.) SEM-III / M.B.A.(HR) SEM-III (2016 Course) CBCS

: SUMMER - 2019

SUBJECT : HUMAN RESOURCE MANAGEMENT 1) TRAINING & DEVELOPMENT

Day : Monday
Date : 13/05/2019

S-2019-2205

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) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in **SAME** answer book.

SECTION – I

- Q.1** Discuss the role as well as limitations of external agencies in Training and Development. (10)
- Q.2** Define Training Need Assessment (TNA). Discuss the purpose of TNA citing suitable examples. (10)
- Q.3** Compare and contrast Competency Based Training and Role Based Training. (10)
- Q.4** Write a detailed note on the Kirkpatrick Model of evaluating Training and Development (T&D) programme. Is it feasible to evaluate all the T&D programmes at all the levels suggested by Kirkpatrick? Support your answer with suitable examples. (10)
- Q.5** Write short notes on any **TWO** of the following: (10)
- a) Skills of an Effective Trainer
 - b) Role Play
 - c) Cost of Training

SECTION – II

- Q.6** You have to conduct a training programme for supervisory staff of an engineering concern on what is Six-sigma and what are its advantages. Prepare a detailed training programme to be lasted for 3 days. (15)
- Q.7** Prepare a guideline note to the internal trainers on the necessity of evaluating training programme from the trainees and also prepare a form to be filled up by trainees once the training is over. (15)
- Q.8** Prepare a note to your departmental head on what is Brain-storming, when it is to be resorted and what are its advantages. (15)

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

SUBJECT: LABOUR LAWS

Day : Tuesday
Date : 14/05/2019

S-2019-2206

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) Answer to both the section should be written in **SAME** answer book.

SECTION-I

- Q.1** State with examples unique characteristics of Indian Labour. (10)
- Q.2** Clarify, with examples, on what is a hazardous process? (10)
- Q.3** Explain as to how a state Government fixes and notifies minimum wages for a notified industry. (10)
- Q.4** What is Arbitration? Can parties appeal against arbitrator's decision / award? (10)
- Q.5** Write Short Note on **ANY TWO** (10)
- a) Outside leadership in Trade Unions, in India
 - b) Domestic Enquiry
 - c) Natural Justice

SECTION-II

- Q.6** What are the various statutory authorities for settlement of industrial disputes under the provisions of The Industrial Disputes Act, 1947? (15)
- Q.7** You have 100 workmen in your unit. Your CEO desires to close the unit as it is in loss for last four years. Prepare a note addressed to your CEO on the provisions and the manner for closure of the unit under the Industrial Disputes Act, 1947. (15)
- Q.8** Give in brief salient provisions of The Workmen Compensation Act. (15)

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