

Thursday 21-11-2019

10:00 AM-01:00 PM

16586/W-15411-2019

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)

Define strategic management. What are the various levels? Explain.

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

What is competitive advantage? How does a firm acquire competitive advantage?

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

What are the steps in strategy implementation?

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

Define strategic control .Explain the types of strategic control.

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

- a) SWOT Analysis
- b) Organizational culture and change
- c) Importance of Strategic Control

SECTION - II

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

- a) Distinguish between mission, vision and goal. Prepare mission and vision for a new generation bank proposing to start business in India.
- b) Illustrate and explain. How GE Planning grid can be used for the insurance industry and what would be the growth strategies you would suggest.

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

What is Retrenchment Strategy? Explain the various types of Retrenchment Strategy?

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

- a) Consider the case of corporate hospital of your choice and suggest how a system of operational control would work in such institutions.
- b) Explain the strategy used in global environment for building and restructuring the corporation.

Friday 22-11-2019
10:00 AM-01:00 PM

16587 W-15412-2019
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
- 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 operations research. Discuss the applications and limitations of operations research.

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

Apply graphical method to solve the following LPP

$$\text{Minimize } Z = 20x_1 + 10x_2$$

Subject to, $x_1 + 2x_2 \leq 40$

$$3x_1 + x_2 \geq 30$$

$$4x_1 + 3x_2 \geq 60$$

$$x_1, x_2 \geq 0$$

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

Given the following transportation table, find the initial basic feasible solution by Vogel's Approximation Method and Check whether it is optimal or not.

Destination Origin	X	Y	Z	Supply
A	11	15	14	23
B	10	8	6	37
C	9	10	12	60
Demand	30	55	40	

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

Define Simulation and state its applications.

Given the following probability distribution for weekly demand of laptops at a dealer's outlet:

Demand	Probability
0	0.10
1	0.12
2	0.18
3	0.25
4	0.20
5	0.10
6	0.05

- i) Simulate the demand for the next 15 weeks using the following random numbers
75, 58, 33, 87, 54, 33, 21, 09, 99, 80, 65, 44, 82, 19, 55.
- ii) Compute the average weekly demand.

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

- Hungarian method
- Applications of transportation problems
- Floats and slacks in network

SECTION -II

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

The following table gives unit cost of transportation from three refineries to four depots.

To From Refinery	Depot 1	Depot 2	Depot 3	Depot 4	Capacity
A	65	35	85	40	5000
B	35	55	75	70	7000
C	55	65	80	45	3000
Demand	3000	4000	5000	4000	

- Find the optimum solution that minimizes the total transportation cost. Give the total minimum cost.
- Is there shortage or surplus observed ? Give details.

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

From the following matrix of expected sales (in thousand rupees) , find the optimal assignment of sales managers to sales territories.

Territories→ Sales managers	I	II	III	IV
A	13	12	15	13
B	15	15	16	15
C	13	17	16	14
D	15	16	14	12

Is your solution unique? Give alternate solution if it exists.

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

The following table gives optimistic time (o), most likely time (m) and pessimistic time (p).

- Draw the network diagram of the project.
- Find estimated time and variance for each activity.
- Find the critical path.

Activity	(1-2)	(1-3)	(2-5)	(3-4)	(4-5)	(5-8)	(4-6)	(4-7)	(6-9)	(8-9)	(7-10)	(9-10)
o	3	1	6	8	0	5	6	3	1	3	8	2
m	5	2	8	12	0	7	9	6	2	5	15	5
p	7	3	12	17	0	9	12	8	3	8	20	6

Saturday 23-11-2019
10:00 AM-01:00 PM

16588/W-15413-2019
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 to 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) Define Entrepreneur. What are the various functions of an entrepreneur?
- b) Describe the process of project launching. Prepare an outline of the preliminary project report for setting up a 'Play school' in your city.

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

Explain the concept of 'Corporate Entrepreneurship'. Give suitable examples.

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

Discuss various problems faced by the Indian Women Entrepreneurs. Describe support mechanism provided by the government for women entrepreneurs.

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) What are the problems faced by entrepreneurs while starting business in India?

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

- a) Entrepreneurship as a Career
- b) Creative Problem Solving
- c) Venture Capital Process
- d) International vs Domestic Entrepreneurship.

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? Justify your answer with suitable examples.
- b) Why is innovativeness important in Entrepreneurship? Describe a few ways to promote innovativeness in an organization?

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

- a) State & explain the factor that you should consider while starting a new entrepreneurial unit / location for an industrial unit.
- b) Discuss the initiatives taken by government to support women entrepreneurship in India.

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

- a) "Neither over capitalization nor under capitalization is good for an enterprise". Discuss
- b) 'Contribution to Indian Economy has to come from Entrepreneurial achievements'. Evaluate the statement, signifying the role of Entrepreneurship.

Monday 25-11-2019

10:00 AM-01:00 PM

W-15591 / W-15414-2019
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 to be written in ~~SAME~~ answer books.
- 4) Draw a labeled diagram WHEREVER necessary.

SECTION - I

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

- a) What is meant by Customer & Consumer? Discuss the relevance of studying consumer behaviour in the light of current business scenario. Give Examples.
- b) What are external determinants of consumer behavior? Explain how do they influence on buying decision making.

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)

Explain the Howard- Sheth model by citing appropriate examples.

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

- a) What are the different categories and characteristics of adopters? Explain.
- b) 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) Utility of consumer behaviour studies in the field of marketing
- b) Influence of personality on purchase decisions
- c) Post purchase dissonance
- d) The adoption process

SECTION - II

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

- a) How can a marketer use the concept of social class to segment a market for the following products?
 - i) Exercise equipments
 - ii) Tours and travels
- b) What are the basic concepts that emerge out of classical conditioning theory? As a marketer of FMCG Company, suggest suitable strategies to overcome the effect of repetition in product's advertising.

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

Mr. Suresh Kulkarni's family wants to replace their existing 21" colour Television with a smart TV. They are thinking on price, dealer, brand, features etc. Considering the buyer behaviour concept, discuss the process of buying a smart TV.

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

Design a research plan for a world renowned low cost airliner, who wants to enter the Indian market in the near future.

**MASTER OF BUSINESS ADMINISTRATION (C.B.C.S.)(2016 COURSE) M.B.A.
Gen/M.B.A.(H.R.)(2016) Sem - III: WINTER- 2019**

SUBJECT: SERVICES MARKETING (UE)

Tuesday 26-11-2019
10:00 AM-01:00 PM

W - 16592-2019 / W-15415-2019
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 to 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)

Write an illustrative note on Robert Johnston Model of service segmentation.

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

What is meant by service guarantee? Explain the ways to handle complaints effectively.

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

Explain in detail the concept of service encounter.

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

What is meant by service recovery? Discuss with suitable examples the service recovery strategies.

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

- a) 4 I's of services
- b) Sales promotion
- c) Role of Relationship Marketing in promoting services
- d) Goods Vs Services

SECTION - II

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

As a service marketer, you are expected to design a service product for a luxury hotel [Hotel room for an overnight stay]. What add-ons will you give to your customer so as to make your product the best in the hospitality sector? Discuss.

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

What is meant by physical evidence? Discuss the need and importance of the same in the context of a restaurants.

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

What are the determinants of service quality? Discuss the reasons for gaps in service quality and the strategies to fill these gaps.

MASTER OF BUSINESS ADMINISTRATION (M.B.A Gen/H.R.)
(C.B.C.S)(2016 COURSE) M.B.A. Sem-III: WINTER- 2019
SUBJECT: PAPER-I: INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT
Common (M.B.A - (G.) & M.B.A (H.R.))

Friday 29-11-2019
10:00 AM-01:00 PM

15418/W-16595-2019
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 to 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) Discuss the role of Securities Market in Indian economy.
- b) Elaborate the various types of Mutual Fund Schemes.

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

Explain the concept and importance of Technical Analysis.

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

Elaborate the various Equity Management Strategies with appropriate examples.

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

- a) Following Data are available for the Stock of Ohm Ltd and Sai Ltd.

State of Economy	Probability of Occurrence	Ohm Ltd (Return (%))	Sai Ltd (Return (%))
Boom	0.30	12	14
Normal	0.30	10	12
Recession	0.40	6	8

Calculate for the Stock of Ohm Ltd and Sai Ltd.

The Expected rate of return,
Standard deviation

- b) Explain in detail the concept of Efficient Market Hypothesis.

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

- a) Constraints of Investment
- b) Derivatives
- c) Limitations of Technical Analysis
- d) Optimal Portfolio
- e) Risk and Return for security

SECTION - II

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

- a) Elaborate any three avenues of Investment with suitable examples.
- b) Write detailed note on Performance Evaluation of Mutual Fund Schemes using Sharpe, Treynor and Jensen's Models.

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

- a) Explain the concept of Fundamental Analysis with suitable examples.
- b) What do you mean by Portfolio? Explain the process of Portfolio Management.

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

a) The returns on the Asset 1 and Asset 2 under four possible state of nature are given below:

Sr. No.	Probability of Occurrence	Return on Asset 1 (%)	Return on Asset 2 (%)
1	0.20	5	10
2	0.30	10	8
3	0.30	15	18
4	0.20	20	26

- a. What is the standard deviation of the return on asset 1 and assets 2?
 - b. What is the covariance between the returns on asset 1 and assets 2?
 - c. What is the coefficient of correlation between the returns on assets 1 and 2?
- b) Explain in detail the Testing techniques of Weak Form of Efficient Market Hypothesis.

291119-m-imed-pune

MASTER OF BUSINESS ADMINISTRATION (C.B.C.S.)(2016 COURSE) M.B.A.
Gen/M.B.A.(H.R.) **Sem - III: WINTER- 2019**

SUBJECT: MANAGEMENT OF FINANCIAL SERVICES (UE)

(Common for M.B.A.G, M.B.A (H.R.))

Saturday 30-11-2019

10:00 AM-01:00 PM

16596 /W-15419-2019

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 Financial System and discuss the important functions performed by it. Also explain components and structure of Indian Financial System.

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

Describe the composition of Money Market and state recent developments of Money Market.

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

Discuss in detail the 'Pre-Issue' activities undertaken by a Merchant Banker.

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

Explain the sources of financing Rural Development. Also explain the role of RBI and NABARD in this regard.

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

- a) Loan Syndication
- b) Book Building
- c) Types of Mutual Fund

SECTION - II

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

What is Merchant Banking? Describe the types of Merchant Banking Services in detail.

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

What is Credit Rating? Explain the function of credit rating agencies in India.

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

What is Micro Finance? State its origin and describe advantages and limitations of Micro Finance.

Wednesday 04-12-2019

10:00 AM-01:00 PM

W-15422-2019

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 to 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)

Explain how training and development strategies can be aligned to company's strategy?

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

Explain following techniques of enhancing decision making and interpersonal skills-

- a) Special Projects
- b) Action Maze

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

What are the things to be kept in mind while designing a training program?

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

"Training evaluation will help managers to measure effectiveness of training program". Justify the statement.

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

- a) Training and Development Policies
- b) Purpose of Training Need Analysis
- c) E-Learning
- d) Gamification

SECTION - II

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

As a manufacturing unit of electric products, you are noticing drop in the productivity of the unit. How training need analysis can benefit the organization in finding areas where training is required?

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

You are looking for an external trainer/trainers for the workers in an oil refining unit. What qualities will you look for in the trainers before selecting them for training program?

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

Describe how team training can be used in organization to increase engagement and effectiveness in corporate training?
