

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

SUBJECT: STRATEGIC MANAGEMENT

Day : **Monday**
Date : **20/11/2017**

W-2017-1721

Time : **10.00 AM TO 01.00 PM**
Max. Marks: 60

N.B.

- 1) Attempt any **THREE** questions from SECTION-I and any **TWO** questions from SECTION-II
- 2) Figures to right indicate **FULL** Marks
- 3) Separate Answers books to be used for SECTION-I and SECTION-II

SECTION – I

- Q1** What is the significance of strategic Management? Explain the levels at which strategy operates. **(10)**
- Q2** How do the internal and the external environment affect the Business decisions? Justify your answer with examples. **(10)**
- Q3** How is corporate level strategy different than generic strategy? How it compliments each other? **(10)**
- Q4** What issues need to be addressed while implementation of Strategy? **(10)**
- Q5** Write short Notes on any TWO **(10)**
- a) Porters Five Force Model
 - b) BCG Matrix
 - c) Strategic Control

SECTION -II

- Q6** Comment on the Vision and Mission statements of any two Indian companies. How do these statements answer the question of 'What is my Business? What will be my Business? And What should be my Business?' **(15)**
- Q7** Comment on Global issues faced by Pharmacy and IT companies in the context of strategic Management? **(15)**
- Q8** What is disruptive innovation? Comment on how 'Jio' has disrupted Telecom Sector? Comment on future of Telecom sector in India. **(15)**

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Day : Wednesday
Date : 22/11/2017

W-2017-1722

Time 10.00 AM TO 01.00 PM
Max. Marks : 60

N.B.

- 1) Attempt any **THREE** questions from Section – I. Each questions carries 10 marks.
- 2) Attempt any **TWO** questions from Section – II. Each questions carries 15 marks.
- 3) Answers to both the sections should be written in **SEPARATE** answer book.
- 4) Use of non-programmable scientific calculator is **ALLOWED**. Graph paper will be provided if necessary.

SECTION – I

Q.1 In a transportation problem, how do you identify and solve:

- a) An Unbalanced problem?
- b) A Maximization problem?

Q.2 The owner of a small machine shop has four mechanics available to assign jobs for the day. Five jobs are offered with expected profit for each mechanic on each job, which are as follows:

Mechanics	Jobs				
	A	B	C	D	E
Virat	71	84	61	73	59
Raj	48	64	87	77	80
Jay	62	78	50	111	82
Adi	87	92	111	71	81

- a) Find the optimal assignment of mechanics to the jobs.
- b) Which job should be declined?

Q.3 An automobile production line turns out about 100 cars a day but deviations occur owing to many causes. The production is more accurately described by the probability distribution given as

Production/day	95	96	97	98	99	100	101	102	103	104	105
Probability	0.03	0.05	0.07	0.10	0.15	0.20	0.15	0.10	0.07	0.05	0.03

Finished cars are transported across the bay at the end of each day by a ferry. Simulate the daily production for the next 15 days. Use the random numbers 02, 97, 80, 66, 55, 96, 50, 29, 58, 51, 04, 86, 24, 39, 47.

If the ferry has space for only 101 cars, what will be the average number of cars waiting to be shipped and what will be the average number of empty spaces on the ferry?

Q.4 Given the following project details:

Task	(1-2)	(1-3)	(1-4)	(2-3)	(2-6)	(3-5)	(3-6)	(4-5)	(5-6)
Time (days)	23	8	20	16	24	18	4	19	10

- Construct a network diagram.
- Find the critical path.

Q.5 Write short notes on any **TWO**:

- Graphical solution of LPP
- Types of Floats
- Applications of simulation

SECTION – II

Q.6 A farmer plans to mix two types of food, type A and type B, to make a mix of low cost feed for the animals on his farm. A bag of food A costs Rs. 100 and contains 40 units of proteins, 20 units of minerals and 10 units of vitamins. A bag of food B costs Rs 120 and contains 30 units of proteins, 20 units of minerals and 30 units of vitamins. How many bags of food A and B should be consumed by the animals each day in order to meet the minimum daily requirements of 150 units of proteins, 90 units of minerals and 60 units of vitamins at a minimum cost?

Q.7 A company has four factories supplying to four warehouses and its management wants to determine the shipping schedule for its weekly output of trolleys. The supply, demand and shipping cost per trolley are shown in the following table:

To Factories	Warehouses				Supply
	E	F	G	H	
A	10	30	25	15	14
B	20	15	20	10	10
C	10	30	20	20	15
D	30	40	35	45	12
Demand	10	15	12	15	

- Find the optimal shipping schedule.
- Is your solution unique? State alternate solution if any.

Q.8 The following table shown the time estimates of jobs of a project.

Activity →	(1-2)	(1-6)	(2-3)	(2-4)	(3-5)	(4-5)	(5-8)	(6-7)	(7-8)
Optimistic (a)	3	2	6	2	5	3	1	3	4
most likely (m)	6	5	12	5	11	6	4	9	19
pessimistic (b)	15	14	30	8	17	15	7	27	28

- Draw the project network.
- Compute estimated time for each activity.
- Find critical path and expected project duration.

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

SUBJECT : ENTREPRENEURSHIP DEVELOPMENT

Day : **Thursday**
Date : **23/11/2017**

Time : **10.00 AM TO 01.00 PM**
Max. Marks : 60

W-2017-1723

N.B.

- 1) Attempt any **THREE** questions from Section-I and any **TWO** questions from Section-II.
- 2) Both the sections should be written in **SEPARATE** answer books
- 3) Figures to the **RIGHT** indicate full marks.

SECTION-I

- Q.1.** Define the term entrepreneur and explain its characters with suitable examples. **(10)**
- Q.2.** a) Explain the process of idea generation **(10)**
b) What are the various ways of screening of Projects?
- Q.3.** State the need and the benefits of corporate entrepreneurship. **(10)**
- Q.4.** Elaborate on the entrepreneurial opportunities for women. Also state the challenges faced by the women entrepreneurs. **(10)**
- Q.5.** Write short notes on ANY **TWO**: **(10)**
a) Managers v/s Entrepreneurs
b) Innovation and Entrepreneurship
c) Factors favorable for family entrepreneurship.

SECTION-II

- Q.6.** Design a business plan for setting up a food outlet in the college campus. **(15)**
- Q.7.** Write a feasibility study report for establishing a Agri-based business of your choice. **(15)**
- Q.8.** What is international entrepreneurship? Briefly explain its nature and importance. **(15)**

M.B.A. SEM-III / M.B.A.(HR) SEM-III (2016 COURSE) CBCS
: WINTER - 2017
SUBJECT: MARKETING MANAGEMENT 1) CONSUMER BEHAVIOUR

Day : **Friday**
Date : **24/11/2017**

W-2017-1724

Time **10.00 AM TO 01.00 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 to both the sections should be written **SEPARATE** answer book.

SECTION-I

- Q.1** How do the cross cultural factors influence the consumer buying behavior in the marketplace? Explain it in the context of current business scenario. Give examples.
- Q.2** Write a detailed note on Consumer Attitudes.
- Q.3** Discuss in details the diffusion of innovations process. Give suitable examples.
- Q.4** What is meant by personality and self concept? How does it influence the purchase decision? Give suitable examples.
- Q.5** Write short notes on **Any TWO** of the following:
- a) Engel-Kollat-Blackwell model
 - b) Importance of studying consumer behavior in the contemporary market
 - c) Consumer buying Vs Organizational Buying
 - d) Theory of Classical Conditioning

SECTION-II

- Q.6** Present a detailed plan to research the PG students market, to explore their perception and preference for:
- a) Classroom based education &
 - b) Online education
- Q.7** Examine the different buying motives that will matter in the following situations
- a) A bicycle user wants to purchase a motorcycle
 - b) A motorcycle user wants to purchase a motorcar
- Q.8** Young professionals often fly from one city to other. While on board they demand high level of quality and efficiency from the airline and its staff. They are usually unhappy with the services rendered. The same professionals sometimes go on an adventurous trek in the hills. Here they suffer hardships, are prepared to starve and at times even go sleepless. They are happy in the rough and tough surroundings. Explain these two patterns of behavior by the same individuals.

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

SUBJECT: SERVICES MARKETING

Day : **Saturday**
Date : **25/11/2017**

W-2017-1725

Time **10.00 AM TO 01.00 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 to both the sections should be written in the **SEPARATE** answer-book.
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SECTION-I

- Q.1** What is 'Service Quality'? Explain in detail its significance in the service operations.
- Q.2** Discuss the concept of 'Service'. Describe in detail its characteristics. Quote suitable examples.
- Q.3** What is service Promotion? Discuss how Advertising, Personal Selling and Sales Promotion contribute to the overall promotion of service operation.
- Q.4** Bring out the essential concepts in Service satisfaction. How can this be monitored and measured?
- Q.5** Write notes on any TWO of the following.
- a) Service Guarantee
 - b) Service Encounter
 - c) Strategies for service distribution
 - d) Services marketing mix

SECTION-II

- Q.6** Suggest a scheme to develop Service Quality Standards for a civil aviation company having domestic as well as international operations.
- Q.7** Design a Service marketing mix for a chain of hotels to be launched in India soon.
- Q.8** Design a Pricing plan for the service products of a courier company about to start its operations in India.

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

**SUBJECT : INTERNATIONAL BUSINESS MANAGEMENT: REGULATORY
ASPECTS OF INTERNATIONAL BUSINESS**

Day : **Monday**
Date : **27/11/2017**

Time **10.00 AM TO 01.00 PM**
Max. Marks : 60

W-2017-1726

N.B.:

- 1) Attempt any **3** Questions from Section – I and any **2** Questions from section – II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Both the Sections should be written in **SEPARATE** answer book.

SECTION – I

- Q.1** Explain the term “Cross Border Trade”. Why is it necessary to govern the cross border trade? **(10)**
- Q.2** Narrate the economic conditions during the war times and the evolution of Bretton Woods Agreements. **(10)**
- Q.3** What is the role of banks in international trade? How are international contracts settled through banking channels? **(10)**
- Q.4** What is the role of Trade related Intellectual Property rights in International trade? Explain with examples. **(10)**
- Q.5** Write short Notes on (**ANY TWO**): **(10)**
- a) INCO TERMS
 - b) Deregulation of Monetary System in India
 - c) UCPDC

SECTION II

- Q.6** What is “FEMA”? What are the important provisions of FEMA? **(15)**
- Q.7** “Country risk analysis is the most important part of International expansion decision.” Do you agree to the statement? Explain various parameters in conducting Country risk analysis. **(15)**
- Q.8** What is Exchange Control? What are the various aspects of Exchange control in India? **(15)**

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M.B.A. SEM–III / M.B.A.(HR) SEM–III (2016 COURSE) CBCS
: WINTER - 2017
SUBJECT : EXPORT IMPORT POLICIES, PROCEDURES & DOCUMENTATION

Day : Tuesday
Date : 28/11/2017

Time 10.00 AM TO 01.00 PM
Max. Marks : 60

W-2017-1727

N.B.:

- 1) Attempt any **3** Questions from Section – I and any **2** Questions from section – II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Both the Sections should be answered in **SEPARATE** answer book.

SECTION – I

- Q.1** Write a detailed note on Deemed Exports. (10)
- Q.2** Explain the role of Freight Forwarder, Custom House Agent and Multimodal Operator in International movement of goods. (10)
- Q.3** Explain the procedure for application of Import Export Code to DGFT. (10)
- Q.4** What do you understand by the term “International Logistics”? Explain the role of every participant in international movement of export cargo. (10)
- Q.5** Write short Notes on (**ANY TWO**): (10)
- a) Regulatory and Non regulatory documents in International trade.
 - b) Containerization
 - c) Economic Order Quantity

SECTION - II

- Q.6** Explain various procedural aspects involved in Export Customs Clearance process. (15)
- Q.7** Explain various types of containers. Explain the same according to the suitability of export cargo. (15)
- Q.8** Explain various INCOTERMS used in International Trade contract. (15)

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M.B.A. (Gen.) / H.R. Sem-III CBCS-2016 : Winter-2017
SUBJECT : FINANCIAL MANAGEMENT I) INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT

Day : Wednesday
Date : 29.11.2017

W.2017 - 1728

Time : 10.00 A.M. To 1.00 P.M
Max. Marks : 60

N.B.

- 1) Attempt Any **THREE** questions from Section I
- 2) Attempt Any **TWO** questions from Section II
- 3) Answers to Both the sections should be written in SEPARATE Answer Book
- 4) Use of Non Programmable calculator is allowed.

SECTION – I

- Q 1** Explain the various avenues of Investments available for the investors in India. (10)
- Q 2** What are the Objectives of Mutual Fund? Explain various types of Mutual Funds Schemes. (10)
- Q 3** Explain the Concept and Types of Derivatives. (10)
- Q 4** Write a note on Bond Management Strategies. (10)
- Q 5** Write short notes on ANY TWO. (10)
- a) Technical Analysis
 - b) Capital Asset Pricing model (CAPM)
 - c) Arbitrage Pricing Theory

SECTION – II

- Q 6** The returns of the two assets under the four possible states of nature are given below. (15)

State of Nature	Probability	Return on asset 1	Return on asset 2
1	0.10	12%	8%
2	0.30	10%	9%
3	0.50	15%	20%
4	0.10	19%	23%

- a. What is the standard deviation of the return on asset 1 and asset 2?
- b. What is the covariance between returns on asset 1 and asset 2?
- c. What is the coefficient of correlation between the returns of asset 1 and asset 2?

- Q 7** During the past five years, the returns of stocks were as follows: (15)

Year	Return
1	0.08
2	0.10
3	-0.04
4	0.07
5	0.11

Compute the following:

- a. Cumulative wealth index
 - b. Arithmetic mean
 - c. Variance
 - d. Standard deviation
- Q 8** Write a detailed note on Fundamental Analysis with suitable examples. (15)

M.B.A. SEM-III / M.B.A.(HR) SEM-III (2016 COURSE) CBCS
: WINTER - 2017
SUBJECT: 2) MANAGEMENT OF FINANCIAL SERVICES

Day : **Thursday**
Date : **30/11/2017**

Time **10.00 AM TO 01.00 PM**
Max. Marks : 60

W-2017-1729

N.B.:

- 1) Attempt **ANY THREE** questions from Section-I and attempt **ANY TWO** questions from Section-II
- 2) Both the Sections should be written in **SEPARATE** answer book.
- 3) Figures to the right indicate **FULL** marks.

SECTION-I

- Q.1** Elaborate the concept, advantages and limitations of Micro Finance. (10)
- Q.2** Explain the Following: (10)
- a) Factoring
 - b) Credit Rating
- Q.3** What do you mean by Retail Banking? Distinguish between Retail Banking and Wholesale Banking. (10)
- Q.4** Discuss the recent developments of Indian Capital Market and Indian Money Market. (10)
- Q.5** Explain the concept and types of Mutual Fund with suitable examples. (10)
- Q.6** Write short notes on **ANY TWO** of the following: (10)
- a) Securitization
 - b) Weakness of Indian Financial System
 - c) Role of Rural Credit Institutions
 - d) Venture Capital

SECTION-II

- Q.7** Explain the functions and players of New Issue Market. (15)
- Q.8** What do you mean by Financial System? Explain the role of Financial System in Economic Development. (15)
- Q.9** Explain the concept, nature and scope of Merchant Banking in India. (15)

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

SUBJECT : PRODUCTION & OPERATIONS MANAGEMENT

1) QUALITY MANAGEMENT

Day : **Saturday**
Date : **02/12/2017**

W-2017-1730

Time **10.00 AM TO 01.00 PM**
Max. Marks : 60

N.B.

- 1) Attempt any **THREE** questions from Section – **I** and **TWO** questions from Section - **II**
- 2) Answers to both the sections should be written in **SEPARATE** answersheet.
- 3) Figures to the right indicates **FULL** marks.

SECTION - I

- Q. 1** Explain how “Cost of Quality” can be reduced? **(10)**
- Q. 2** What is difference between Quality Assurance and Quality Control? **(10)**
- Q. 3** What is the necessity of Statistical Quality Control when a product has ultimately pass through inspection? **(10)**
- Q. 4** Discuss the three primary applications of control charts. **(10)**
- Q. 5** Write short notes on any **TWO** of the followings **(10)**
- a) Determinants of quality
 - b) C - Chart
 - c) Taguchi Method

SECTION - II

- Q. 6** Discuss the ISO 9000 process in detail. **(15)**
- Q. 7** Describe the Customer –driven quality cycle with examples **(15)**
- Q.8** “Organizational image is the reflection of Quality” Discuss with examples **(15)**

