

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

: WINTER - 2018

SUBJECT : STRATEGIC MANAGEMENT

Day : Wednesday
Date : 14/11/2018

W-2018-1954

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 right indicate full Marks
 - 3) Separate Answers books to be used for SECTION-I and SECTION-II
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SECTION – I

- Q.1** What is Strategic Management Process? Explain with suitable examples, (10)
various stages of Strategic Management.
- Q.2** What is SWOT Analysis? How is it relevant for running successful Business? (10)
- Q.3** What is Corporate Level Strategy? Explain the stability and expansion (10)
strategy used by Indian companies.
- Q.4** What is Strategic Control? Explain the evaluation techniques of Strategy (10)
evaluation.
- Q.5** Write short Notes on any TWO (10)
a) Ansoff Matrix
b) Generic Strategy
c) Strategic Implementation

SECTION -II

- Q.6** Mission statement formulation requires five questions to be answered. What (15)
is my Business? Who is my Customer? What is value to my Customer? What
will be my Business? And What should be my Business? Comment giving
suitable examples.
- Q.7** Formulate a functional level strategy for a company intending to start (15)
Electronic Manufacturing in India.
- Q.8** As a consultant for Aurvedic company, suggest plan of action for expansion (15)
of Domestic and International Market.

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

: WINTER - 2018

SUBJECT: OPERATIONS RESEARCH

Day : Friday
Date : 16/11/2018

W-2018-1955

Time 02.00 PM TO 05.00 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 Define 'Operations Research'. How are the different operations research techniques applicable in management?

Q.2 A large book publisher has five manuscripts that must be edited as soon as possible. Five editors are available for doing the work, however their working times on the various manuscripts will differ based on their backgrounds and interests. Estimates for editing time (in hours) for each editor are given below

Manuscripts	Typists				
	A	B	C	D	E
1	9	10	14	13	9
2	12	18	10	16	13
3	17	14	9	18	12
4	12	18	22	11	27
5	16	7	11	9	11

Find the optimal assignment schedule of manuscripts and editors.

Q.3 Higgins plumbing and heating maintains a stock of hot water heaters. The pattern of heater sales over the last 50 weeks are as follows:

Sales per week	4	5	6	7	8	9	10
Number of weeks	6	5	9	12	8	7	3

Using the random numbers given below, simulate the demand for the next ten weeks: 24, 10, 03, 32, 23, 59, 95, 88, 36, 42. What is the average number of heaters sold per week?

Q.4 Find the initial basic feasible solutions through Vogel's approximation method and check whether it is optimal

To From	A	B	C	D	Supply
P	3	4	3	5	120
Q	4	5	4	6	30
R	5	6	2	4	80
S	2	3	1	5	30
T	3	3	5	5	40
Demand	80	90	110	120	

P.T.O.

- Q.5** Write short notes on any **TWO**:
- Critical Path Method
 - Importance of LPP
 - Degeneracy in Transportation problem

SECTION - II

- Q.6** A company has four factories from which it ships its product units to four warehouses W, X, Y, Z which are the distribution centers. The table below gives unit transportation cost from factories to warehouses. Find the transportation schedule which will minimize the transportation cost.

Plant	Ware house				Availability
	W	X	Y	Z	
A	48	60	56	58	140
B	45	55	53	60	260
C	50	65	60	62	360
D	52	64	55	61	220
Requirement	200	320	250	210	

- Q.7** A company manufactures two products A and B which are processed on the same machine. It takes 10 minutes to process one unit of product A and 2 minutes for each unit of product B and the machine operates for a maximum of 35 hours in a week. Product A requires 1 kg and product B requires 0.5 kg of raw material per unit, the supply of which is 600 kg per week. Market constraints on product B is known to be minimum of 800 units every week. Product A costs Rs. 40 and sold at Rs. 50, whereas product B costs Rs.60 per unit and can be sold at unit price of Rs. 68. Formulate as LPP and solve graphically to determine the number of units of A and B to be manufactured weekly so as to maximize profit.

- Q.8** A small maintenance project countries of the following jobs

Jobs	(1-2)	(2-3)	(2-4)	(3-4)	(3-5)	(4-6)	(5-8)	(6-7)	(6-8)	(7-9)	(8-9)
Duration (days)	3	7	3	3	5	3	5	8	4	4	2

- Draw the project network diagram
- Find the earliest times and the latest times for each activity.
- Construct the float table and find the critical path.

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M.B.A. (GEN.) SEM-III / M.B.A.(HR) SEM-III (2016 Course) CBCS
: WINTER - 2018
SUBJECT : ENTREPRENEURSHIP DEVELOPMENT

Day : Saturday
Date : 17/11/2018

W-2018-1956

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) Both the sections should be written in **SEPARATE** answer books
- 3) Figures to the **RIGHT** indicate full marks.

SECTION-I

- Q.1.** Explain the concept of entrepreneurship. Elaborate any three theories of entrepreneurship you have studied. (10)
- Q.2.** What do you understand by feasibility analysis? Expand your answer by giving brief account of economic, marketing, financial and technical feasibility. (10)
- Q.3.** What is corporate entrepreneurship? State the benefits of and conditions favorable for corporate entrepreneurship. (10)
- Q.4.** List and explain the various sources of finance available to an entrepreneur. (10)
- Q.5.** Write short notes on ANY **TWO**: (10)
a) Manager v/s entrepreneur
b) Creative problem solving
c) Professionalism and Family entrepreneur.

SECTION-II

- Q.6.** Prepare a business plan for setting up a washing powder manufacturing unit. (15)
- Q.7.** You are in search of innovative project. Elaborate the various ways available to you for identification of project? (15)
- Q.8.** What is international entrepreneurship? State any two entrepreneurial opportunities in the international scenario. (15)

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: WINTER - 2018

SUBJECT: MARKETING MANAGEMENT 1) CONSUMER BEHAVIOUR

Day : Monday
Date : 19/11/2018

W-2018-1957

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 to both the sections should be written **SEPARATE** answer book.

SECTION-I

- Q.1** Why is it necessary for marketers to study consumer behavior? Explain it by citing suitable examples.
- Q.2** Write a detailed note on diffusion of innovations.
- Q.3** What are the different factors that influence the consumer behavior? Illustrate by giving suitable examples.
- Q.4** How does consumer buying differ from organizational buying? Explain with suitable examples.
- Q.5** Write short notes on **Any TWO** of the following:
- a) Types of buying behavior
 - b) Nicosia Model
 - c) Attitudes
 - d) Memory and learning

SECTION-II

- Q.6** You run a bakery that caters to the daily requirements of bread of middle-to - low income segment of the city's population. These days many people seem to prefer the whole wheat bakery products. Present your plan for researching this change of preference among the consumers. What objectives will you set? Which sources of secondary data will you use? How will you gather and analyze the primary data?
- Q.7** Examine the evolving pattern of buying motives that will apply in the following situations:
- a) A slum-dweller dreams of moving into a properly constructed 'single-room with toilet'.
 - b) An owner of '1BHK' flat aspires to purchase a far bigger row house or bungalow.
- Q.8** At a training programme for young Sales Executives, the Trainer asks the trainees, "Ever wondered about that, imaginary bridge across which so many consumption products move from USA/Europe into India and sell well in spite of different cultures?" You are required to help the trainees draft the correct answer: What bridge? How does it work?

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: WINTER - 2018

SUBJECT: SERVICES MARKETING

Day : Wednesday
Date : 21/11/2018

W-2018-1958

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 to both the sections should be written in the **SEPARATE** answer-book.
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SECTION – I

- Q.1** What is Services Marketing mix? Describe in details its role in the formation of an effective marketing system.
- Q.2** Define and distinguish between Consumer services and industrial services. Quote suitable examples.
- Q.3** What is 'Physical Evidence'? Explain its significance in Service operation with suitable examples.
- Q.4** What are the distribution strategies in services? Explain the challenges involved in the distribution of services.
- Q.5** Write notes on any **TWO** of the following.
- a) Characteristics of services
 - b) Service quality models
 - c) Customer satisfaction
 - d) Role of Relationship marketing in Services

SECTION – II

- Q.6** Design a services marketing mix for a Courier Service having its operations in domestic as well as international markets.
- Q.7** Develop the service quality standards for a newly started Holiday resort in Goa in terms of Physical evidence in services marketing.
- Q.8** Design a Services promotion plan for a Civil Aviation Corporation operating on international level.

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M.B.A. (GEN.) SEM–III / M.B.A.(HR) SEM–III (2016 Course) CBCS
: WINTER - 2018
SUBJECT : INTERNATIONAL BUSINESS MANAGEMENT: REGULATORY
ASPECTS OF INTERNATIONAL BUSINESS

Day : Thursday
Date : 22/11/2018

W-2018-1959

Time 02.00 PM TO 05.00 PM
Max. Marks : 60

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** Write a detailed note explaining the Bretton Woods system of commercial and financial relations among countries. **(10)**
- Q.2** What is the role of banks in international trade? How are international contracts settled through banking channels? **(10)**
- Q.3** What do you understand by the term “Cross Border Trade”? What role do International Laws play in governing international trade? **(10)**
- Q.4** What is the need to undertake Country Risk Analysis? How does country risk analysis help companies to take international trade decisions? **(10)**
- Q.5** Write short Notes on (**ANY TWO**): **(10)**
- a) UCPDC
 - b) International Commercial Terms
 - c) Deregulation of Monetary System in India

SECTION - II

- Q.6** What is Exchange Control? Explain various provisions related to exchange control in India. **(15)**
- Q.7** What is “Intellectual Property”? How do Trade Related Intellectual Property rights affect international trade? **(15)**
- Q.8** “FERA” had more stringent provisions as compared to “FEMA”. Do you agree to the statement? How is FEMA different than FERA? **(15)**

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**M.B.A. (GEN.) SEM–III / M.B.A.(HR) SEM–III (2016 Course) CBCS
: WINTER - 2018**

SUBJECT : EXPORT IMPORT POLICIES, PROCEDURES & DOCUMENTATION

Day : Saturday
Date : 24/11/2018

W-2018-1960

Time 02.00 PM TO 05.00 PM
Max. Marks : 60

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** Discuss the framework of international business with relevant examples. (10)
- Q.2** Explain the meaning, objectives and components of International Trade Logistics. (10)
- Q.3** Explain the Risk bearing, Transport and Other Statutory and Non-Statutory documents involved in international trade. (10)
- Q.4** What do you understand by “Deemed Exports”? What kind of benefits are available to Deemed Exporters? (10)
- Q.5** Write short Notes on (ANY TWO): (10)
- a) Financial Documents in International Trade
 - b) Economic Order Quantity
 - c) Cross border trade flows

SECTION - II

- Q.6** Elaborate INCOTERMS. Explain how the responsibility shifts from the importer to exporter with every Inco Term. (15)
- Q.7** Explain various steps involved in Customs clearance process of Exportable Cargo. (15)
- Q.8** What are the different methods of International Trade Settlement? Explain with relevant examples. (15)

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

: WINTER - 2018

**SUBJECT : FINANCIAL MANAGEMENT 1) INVESTMENT ANALYSIS &
PORTFOLIO MANAGEMENT**

Day : Monday
Date : 26/11/2018

W-2018-1961

Time 02.00 PM TO 05.00 PM
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 objectives and process of Portfolio Management. (10)
- Q 2** a) Explain the concept of Risk and Return with reference to Investment. (05)
b) What are the basic principles of Risk Management? (05)
- Q 3** Explain in detail the process of Fundamental Analysis.
- Q 4** Explain behavioural finance and its impact on investment decision making (10)
- Q 5** Write short notes on ANY TWO. (10)
a) Equity Management Strategy
b) Random walk theory
c) Systematic Investment Plan.(SIP)

SECTION - II

- Q 6** During the past five years, the returns of stocks were as follows: (15)

Year	Return
1	0.06
2	0.12
3	0.05
4	0.08
5	0.10

Compute the following:

- a. Cumulative Wealth Index
- b. Arithmetic Mean
- c. Variance
- d. Standard Deviation

- Q 7** The following information is available for the stocks of Alpha Ltd. And Beta Ltd. You are required to calculate Standard Deviation and Variance of stocks of both companies. (15)

State of economy	Probability of Occurrence	Alpha Ltd. Return %	Beta Ltd. Return %
Boom	0.30	15	18
Normal	0.50	20	22
Recession	0.20	16	18

- Q 8** “Derivatives are important tools of Risk Management” Discuss the statement with example. (15)

M.B.A. (GEN.) SEM-III / M.B.A.(HR) SEM-III (2016 Course) CBCS
: WINTER - 2018
SUBJECT: 2) MANAGEMENT OF FINANCIAL SERVICES

Day : Tuesday
Date : 27/11/2018

W-2018-1962

Time 02.00 PM TO 05.00 PM
Max. Marks : 60

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 role and functions of Rural Credit Institutions. (10)
- Q.2** Explain the Following: (10)
- a) Initial Public Offer(IPO)
 - b) Leasing
- Q.3** What do you mean by Credit Rating? Explain the major players in Credit Rating Agencies in India. (10)
- Q.4** Elaborate the concept, Objectives and recent developments of Indian Money Market. (10)
- Q.5** Write detailed note on Origin, nature and scope of Merchant Banking. (10)
- Q.6** Write short notes on **ANY TWO** of the following: (10)
- a) Venture Capital
 - b) Securitization
 - c) Retail Banking
 - d) Loan Syndication

SECTION-II

- Q.7** Discuss the role of Financial System in Economic development with suitable Examples. (15)
- Q.8** What do you mean by Mutual Fund? Explain various types of Mutual Fund available in India (15)
- Q.9** Explain the concept, advantages and limitations of Micro Finance with appropriate examples. (15)

**M.B.A. (GEN.) SEM-III / M.B.A.(HR) SEM-III (2016 Course) CBCS
: WINTER - 2018**

**SUBJECT : PRODUCTION & OPERATIONS MANAGEMENT
I) QUALITY MANAGEMENT**

Day : Wednesday
Date : 28/11/2018

W-2018-1963

Time : 02.00 PM TO 05.00 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 briefly various determinants of quality in a manufacturing organization. (10)
- Q.2 Discuss the Quality and Financial Performance with suitable examples. (10)
- Q.3 Explain different Control Charts for variables used in Quality Control. (10)
- Q.4 Explain the sampling plans with examples. (10)
- Q.5 Write short notes on any **TWO** of the followings (10)
- a) Types of Quality
 - b) p - chart
 - c) Six Sigma

SECTION - II

- Q.6 Describe the TS 16949 with suitable examples. (15)
- Q.7 Explain the Kano's model of customer satisfaction (15)
- Q.8 "To sustain the competitiveness in the corporate scenario quality is unavoidable" Comment. (15)

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**M.B.A. (GEN.) SEM-III / M.B.A.(HR) SEM-III (2016 Course) CBCS
: WINTER - 2018**

SUBJECT : PRODUCTION PLANNING & CONTROL

Day : Thursday
Date : 29/11/2018

W-2018-1964

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 sections should be written in the **SEPARATE** Answer Books.

SECTION - I

- Q.1** What does Just-In-Time (JIT) signify? How far JIT concept possible to be applied under Indian conditions? **(10)**
- Q.2** What is Production Planning and Control? Discuss organizational set up of Production Planning department. **(10)**
- Q.3** Explain factors influencing Production Planning and Control system in the organization by citing examples. **(10)**
- Q.4** What do you mean by forecasting? State its objectives. **(10)**
- Q.5** Write Short Notes on any **TWO** of the following: **(10)**
a) Levels of Production Control
b) Mass Production
c) Job Sequencing

SECTION - II

- Q.6** Explain Enterprise Resource Planning (ERP) concept with suitable examples. **(15)**
- Q.7** What are the functions of Dispatching? How does dispatcher takes care of the problem arisen due to jobs getting completed faster than expected? **(15)**
- Q.8** Discuss techniques of Production Control by citing examples. **(15)**

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

: WINTER - 2018

SUBJECT : HUMAN RESOURCE MANAGEMENT 1) TRAINING & DEVELOPMENT

Day : Friday
Date : 30/11/2018

W-2018-1965

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 sections should be written in **SEPARATE** answer book.

SECTION-I

- Q.1 Highlight with examples the concept and rationale of Training and Development for sustainable growth of an organization.
- Q.2 Why an organization should have Training Need Assessment as a routine activity for its success?
- Q.3 Differentiate with appropriate examples the following concepts: a) Distance Learning, b) Open Learning and c) E-learning.
- Q.4 Explain with examples the advantages and limitations of Flexible Learning Modules in an IT organisation.
- Q.5 Write Short Note on **ANY TWO** of the following:
a) Role of external agencies in Training and Development
b) In-basket exercise
c) Preparation of Trainers

SECTION - II

- Q.6 Your private sector bank intends to install Robot at the front office to direct the customers to appropriate counters. Explain how you will train customers to be comfortable with the said Robot.
- Q.7 What is Sensitive Training and how it can be imbued by supervisory staffs?
- Q.8 Prepare a note on the existing good practices in the field of Training and Development followed by any leading company in the private sector as per your choice.

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M.B.A. (GEN.) SEM-III / M.B.A.(HR) SEM-III (2016 Course) CBCS
: WINTER - 2018
SUBJECT: LABOUR LAWS

Day Saturday
Date 01/12/2018

W-2018-1966

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 **SEPARATE** answer book

SECTION – I

- Q.1** Highlight the unique characteristics of Indian Labour. (10)
- Q2.** Explain with examples various statutory provisions under The Factories Act, 1948 on working hours of adult and child workmen. (10)
- Q3.** Explain the provisions under the Trade Union Act, 1926 for amalgamation and merger as well as dissolution of a trade union. (10)
- Q4.** Give an outline of the provisions of The Equal Remuneration Act, 1976. (10)
- Q5.** Write Short Note on Any **TWO** of the following:- (10)
- a) Strikes and Lock-out
 - b) Social Justice
 - c) Misconduct

SECTION – II

- Q6.** What are the authorized deductions as per the Payment of Wages Act, 1936 and state the various remedies an employee is entitled for unauthorized deductions from his wages? (15)
- Q7.** Explain as to when and how a Works Committee constituted under the Industrial Disputes Act, 1947 is formed in an organization and highlight its functions. (15)
- Q8.** State the salient provisions of The Maternity Benefit Act, 1961. (15)

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