

(Gen)
M.B.A. SEM-IV / M.B.A.(HR) SEM-IV (2016 COURSE) CBCS :
SUMMER - 2018
SUBJECT: PROJECT MANAGEMENT

Day : **Saturday** Time: **02.00 PM TO 05.00 PM**
Date : **05/05/2018** **S-2018-1839** 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 types of Projects along with suitable examples. (10)
- Q.2** Elaborate the concept of CPM and PERT.(Program Evaluation and Review Technique/Critical Path Method) (10)
- Q.3** Write in detail the contents of feasibility report. (10)
- Q.4** Discuss the Project quality. How is quality management carried out at different stages of Projects? (10)
- Q.5** Write short notes (**Any Two**) (10)
- (a) Project evaluation process
 - (b) Criteria for software selection
 - (c) Non-numeric methods of Project selection
 - (d) Characteristics of Projects

SECTION-II

- Q.6 (a)** Explain the team development process in detail (07)
- (b)** What are the various Project team pitfalls? (08)
- Q.7** Elaborate on Project organizational structure and explain any one organizational structure. (15)
- Q.8 (a)** Explain the process of Project audit. (07)
- (b)** Draw an Activity Network Diagram for the following and find out the critical path. Find the start time, End time. (08)

| Activity | Description | Duration (in days) | Predecessors |
|----------|---------------------------|-----------------------|--------------|
| A | Develop Project Plan | 1 | -- |
| B | Assign Project Task | 4 | A |
| C | Obtain Necessary Hardware | 17 | A |
| D | Project Coding | 70 | B |
| E | Hardware Installation | 10 | C |
| F | Testing Program | 30 | D |
| G | Preparing User Manual | 25 | E |
| H | File Conversion | 20 | E |
| I | Testing the system | 25 | F |
| J | Testing Users | 20 | G,H |
| K | User Acceptance Testing | 25 | I,J |

(Gen.)
M.B.A. SEM-IV / M.B.A.(HR) SEM-IV (2016 COURSE) CBCS :
SUMMER - 2018
SUBJECT: (MARKETING MANAGEMENT)
3) SALES & DISTRIBUTION MANAGEMNT

Day : **Wednesday**
Date : **09/05/2018**

S-2018-1840

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 **SEPARATE** answer book.

SECTION-I

- Q.1** What is meant by sales organization? Illustrate the types of sales organization structures with suitable examples. (10)
- Q.2** What are the different types of sales quotas? Explain the need and importance of sales quotas in the light of current business scenario. (10)
- Q.3** Write a detailed note on the methods of sales force performance appraisal. (10)
- Q.4** What is meant by Sales Territory? State and explain the methods of designing sales territories. (10)
- Q.5** Write short notes on any **TWO** of the following: (10)
- a) Performance appraisal of channel members
 - b) Role and functions of a retailer
 - c) Sales closure techniques
 - e) Sales forecasting

SECTION -II

- Q.6** Assume that you are appointed as VP Sales of a leading fast moving consumer goods company (FMCG) company. The revenue generated through sales is decreasing since last couple of quarters. The top management has asked you to prepare a comprehensive plan covering suitable training inputs for the sales persons and motivation of the sales force. (15)
- Q.7** As a Sales Manager of a leading transport service provider, you are facing following problems: (15)
- i) Sales persons are not spending adequate time to develop new customers.
 - ii) They are concentrating more on easy to sell products than profitable products to achieve their targets.
- Suggest compensation cum motivation plan to address this problem effectively.
- Q,8** As a sales representative of a leading Air Conditioner brand, how would you handle the following objections raised by the prospective customers? (15)
- i) The air conditioners are too expensive.
 - ii) I am satisfied with my current air conditioner.
 - iii) I will get back to your soon.

(Gen)
M.B.A. SEM-IV / M.B.A.(HR) SEM-IV (2016 COURSE) CBCS :
SUMMER - 2018

SUBJECT : INTEGRATED MARKETING COMMUNICATION

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|------|---------------------|--|--------------------|--|--|------------|-------------------------------|
| Day | : Friday | | | | | Time | : 02.00 PM TO 05.00 PM |
| Date | : 11/05/2018 | | S-2018-1841 | | | 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 book.

SECTION – I

- Q.1** What is Promotion Mix? Explain in detail its components.
- Q.2** What is Ad agency? Describe in detail its structure.
- Q.3** What is media mix? Explain in detail the role of Ad copy in media mix.
- Q.4** What is Public Relations? Explain in detail its various types.
- Q.5** Write short notes on any **TWO**:
- a) Advertising Budget
 - b) Sales Promotion
 - c) Image Building
 - d) Message Evaluation

SECTION – II

- Q.6** Design an Ad Copy with appeal for the following products:
- a) Car
 - b) Laptop
 - c) Mobile Phones
- Q.7** Develop a Sales Promotion Plan for the following Products:
- a) Refrigerator
 - b) Television
 - c) Washing Machine
- Q.8** As an Advertising Consultant formulate the policies for an Advertising agency to maintain the long lasting Client Agency Relationship.

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M.B.A. SEM-IV / M.B.A.(HR) SEM-IV (2016 COURSE) CBCS :
SUMMER - 2018
SUBJECT : (INTERNATIONAL BUSINESS MANAGEMENT)
INTERNATIONAL MARKETING

Day : **Saturday**
Date : **12/05/2018**

S-2018-1842

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 **SEPARATE** answer book.

SECTION – I

- Q.1** Explain in detail the concept of International Product Life Cycle (IPLC) with appropriate examples. (10)
- Q.2** Discuss various factors affecting International pricing. (10)
- Q.3** ‘Knowledge of political environment and legal and regulatory environment of any international market is essential for successful international marketing.’ Discuss. (10)
- Q.4** Discuss the role of World Trade Organization (WTO) in International Marketing. (10)
- Q.5** Write short notes on any **TWO**: (10)
- a) Global quality standards
 - b) Packing strategies for international markets
 - c) Franchising for International Marketing
 - d) Modes of transportation in the International Market

SECTION – II

- Q.6** You company a pharmaceutical company manufactures mainly for the European market. (15)
You are expected to design an international distribution channel for fast transfer of goods from manufacturer in India to your European distributors. Also highlight various factors affecting your choice of the channel of distribution.
- Q.7** As an expert of International Marketing, you are expected to advise to your client on the advertising in the international market and other means of communication. (15)
- Q.8** An Indian Auto Component Manufactures plans to enter the European market. You are expected to suggest suitable foreign market entry strategies for the company overseas operation. (15)

(Gen)
M.B.A. SEM-IV / M.B.A.(HR) SEM-IV (2016 COURSE) CBCS :
SUMMER - 2018
SUBJECT: GLOBAL BUSINESS STRATEGIES

Day : **Monday**
Date : **14/05/2018**

S-2018-1843

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

SECTION-I

- Q.1** Write note on different types of foreign factories. (10)
- Q.2** Discuss the role of third party intermediaries in Exports. (10)
- Q.3** Explain, what are the issues related to global supply chain? (10)
- Q.4** Explain the steps in planning process for global business. (10)
- Q.5** Write short notes on Any **TWO** of the following: (10)
- a) TQM
 - b) Joint Ventures
 - c) Global Product
 - d) Competitive Strategy

SECTION-II

- Q.6** Different types of organization structures of an international company have their advantages and disadvantages. MNCs, in recent times have developed mechanisms to overcome the disadvantages with respect to functional aspects, geographic (international) and product perspective. Discuss these mechanisms in detail. (15)
- Q.7** “A detailed export business plan is an essential element in implementing an effective export strategy” - Elaborating on the statement, explain the step wise outline of an effective export business plan. (15)
- Q.8** “A company’s supply chain management involves the coordination of materials, information and funds from initial raw-material supplier to ultimate customer”. – How can this coordination become challenging in managing a global supply chain? Illustrate with examples. (15)

(Gen)
M.B.A. SEM-IV / M.B.A.(HR) SEM-IV (2016 COURSE) CBCS :
SUMMER - 2018
SUBJECT: LOGISTICS & SUPPLY CHAIN MANAGEMENT
(PRODUCTION & OPERATIONS MANAGEMENT)

Day : **Thursday**
Date : **17/05/2018**

S-2018-1846

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

SECTION-I

- Q.1** Explain the following concepts: (10)
i) 3PL ii) 4 PL
- Q.2** Discuss material handling equipments with suitable examples. (10)
- Q.3** What are the complexities in transshipment and exporting the goods? (10)
- Q.4** Discuss Sourcing and Pricing of Logistics with suitable examples. (10)
- Q.5** Write short notes on any **TWO** of the following: (10)
a) Types of Distribution network
b) EOQ Models
c) Materials Management and Logistics
d) Role of forwarding and clearing agents

SECTION-II

- Q.6** Consider the Supply Chain for a pharmaceutical Company. For the Company answer the following: (15)
i) Draw the Supply Chain and identify components of Supply Chain.
ii) Identify different organizations involved in the supply chain.
Make necessary assumptions and state them.
- Q.7** Discuss the use of Information Technology in Supply Chain Management by citing examples. (15)
- Q.8** Explain types of Transportation Systems with their merits and demerits. (15)

(Gen)
M.B.A. SEM-IV / M.B.A.(HR) SEM-IV (2016 COURSE) CBCS :
SUMMER - 2018
SUBJECT: INDUSTRIAL MANAGEMENT

Day: **Friday**
Date: **18/05/2018**

S-2018-1847

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) Both sections should be written in **SEPARATE** answer book.
- 4) Figures to the right indicate **FULL** marks.

SECTION - I

- Q.1** What is Industrial Management? Explain in detail functions of Industrial Management. [10]
- Q.2** Define Industrial Psychology. Explain objectives and scope of Industrial Psychology. [10]
- Q.3** Explain methods and advantages of Business Process Re-engineering (BPR). [10]
- Q.4** Write short notes on **ANY TWO** of the following: [10]
- a) Work Study
 - b) Material handling
 - c) Industrial legislation

SECTION – II

- Q.5** Select suitable Plant Layout for the following and Justify your selection. [15]
- a) Automobile Assembly Plant
 - b) Educational Institution
 - c) Hospital
- Q.6** “Productivity is a means for increasing the welfare of the nation”. Justify the statement with suitable example. [15]
- Q.7** State reasons for the location of: [15]
- i) Iron and steel Industries in Bihar and Orissa.
 - ii) Textile Industries at Bombay and Ahmedabad.
 - iii) Sugar Industries in Maharashtra and U.P.

(Gen)
M.B.A. SEM-IV / M.B.A.(HR) SEM-IV (2016 COURSE) CBCS :
SUMMER - 2018

SUBJECT: HUMAN RESOURCE MANAGEMENT:
PERSONNEL COST AND COMPENSATION MANAGEMENT

Day : **Saturday**
Date : **19/05/2018**

S-2018-1848

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 internal and external factors considered while deciding compensation? **(10)**
- Q.2** "Job evaluation does not actually price jobs." Discuss. **(10)**
- Q.3** What are the major differences between Performance Based Pay and Competency Based Pay with regards to Executive Compensation system? **(10)**
- Q.4** Enumerate and explain various methods of Job Evaluation. **(10)**
- Q.5** Write short on any **TWO** of the following: **(10)**
- a) EVA
 - b) Wage Determination
 - c) Pay Grades
 - d) Labour Market

SECTION-II

- Q.6** Arrival of Multinational companies into India has a strong influence on remuneration to executives in Indian organizations. Substantiate. **(15)**
- Q.7** Design a tax-friendly salary package for the managerial level employees of a service organization. **(15)**
- Q.8** From the below given details calculate the Income Tax Payable by the individual concerned. Make assumptions where required: **(15)**
- Name and Age: Parag Talawlikar (37 Years)
 - Residence: Pune
 - Gross Income: Rs. 100,000 PM
 - Basic: Rs. 35,000 PM
 - DA: Rs. 20,000 PM
 - HRA: Rs. 20,000 PM
 - PF Contribution: Rs. 5,000 PM
 - LIC Premium: Rs. 25,000 PM
 - Principal Repayment of House Loan: Rs. 1,50,000 PA
 - Medical Insurance Premium (includes parents): Rs. 15,000 PA
 - Interest on House Loan: Rs. 2,00,000 PA
 - Actual rent paid is Rs. 20,000 PM

SUMMER - 2018

M.B.A (Gen) Sem-IV / M.B.A (H.R) SEM-IV (2016 Course) C.B.C.S.

SUBJECT: PERFORMANCE MANAGEMENT SYSTEMS

Day : Monday
Date : 21-05-2018

Time: 2:00 P.M. TO 5:00 P.M.
Max. Marks: 60.

S-2018-1849

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** Discuss the need and importance of Performance Management in today's industrial context. (10)
- Q.2** How does the Performance Review process help in developing an individual's performance? (10)
- Q.3** What are the challenges of linking performance and reward in the service sector organization? (10)
- Q.4** What precautions one has to take while setting "Performance Standards"? (10)
- Q.5** Write short notes (**Any Two**) (10)
- (a) Evaluating Performance Management
 - (b) Performance Measures
 - (c) Critical Incident Method
 - (d) Performance Management for Teams

SECTION-II

- Q.6** Explain in detail Performance Management System of an organization known to you, which you consider best in the present circumstances. (15)
- Q.7** Discuss various ethical issues encountered in Performance Management. (15)
- Q.8** Develop a Performance Management System for sales representatives of a large scale FMCG company and discuss the methods used by you. (15)