

Wednesday 13-11-2019

W-15458-2019

02:00 PM-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 section 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) Define the Planning phase of a Project. Explain the importance of this phase with suitable example.
- b) Write the difference between forward pass and backward pass.

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

Explain any two Numeric criteria for selection of Projects stating the suitable examples.

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

Explain the basic concept of TQM (Total Quality Management) along with suitable example.

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

- a) List the factors that are involved in making a team. Explain the importance of Team building.
- b) Discuss the planning, monitoring and controlling cycle for the Projects.

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

- a) Differences in PERT and CPM (Program Evaluation and Review Technique) (Critical Path Method)
- b) Market feasibility
- c) Features of MS(Microsoft) Project.
- d) What are the common reasons for Project termination?

SECTION -II

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

- a) You have been given the responsibility of carrying out the "Social Gathering" event for your course. Plan and explain the event using the Project management concept. Draw the figure or table wherever necessary.

- b) Draw PERT network for the following project. Also give the critical path, start time and end time.

ACTIVITY	DESCRIPTION	DURATION (IN WEEKS)	PREDECESSORS
A	Interview stock control staff, draw up and agree a list of main Requirements	6	
B	Assess alternative OTS packages and select the most Appropriate	6	A
C	Specify and order all the required new hardware and communications.	3	B
D	Test and install all the new hardware and equipment	9	C
E	Modify and test the package software.	15	B
F	Install the package software	1	D,E
G	Specify & obtain the stock data required to implement the system	6	E
H	Draw up a training plan.	3	B
I	Train the users	9	H
J	Draw up an acceptance test plan test	3	B
K	Acceptance testing	4	F,I,J
L	Load data and implement the new system.	3	G,K

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

- Discuss the importance of the feasibility study in carrying out the following public projects:
 - Providing Safe drinking water in rural areas.
 - Solar energy projects
- Discuss the quality management system in a manufacturing industry. State a world class example for the same.

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

- What is the type of team structure suitable for software Projects? Explain with the help of example.
- What are the methods for monitoring and evaluating cost and schedule performance for a Project?

MASTER OF BUSINESS ADMINISTRATION (C.B.C.S.)(2016 COURSE) M.B.A. (G)

M.B.A (HR)

Sem - IV: WINTER- 2019

SUBJECT: SALES & DISTRIBUTION MANAGEMENT (UE)

(common for MBA Gen/HR (2016))

Thursday 14-11-2019

W-15459-2019

02:00 PM-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** Describe the various methods which may be used for appraising salesman's performance. (10)
- Q.2** What is meant by sales territory? What are its advantages and limitations? Discuss with the help of examples. (10)
- Q.3** Write a detailed note on nature and scope of sales management in the current business scenario. (10)
- Q.4** Discuss the role and functions of Intermediaries in the distribution of products. (10)
- Q.5** Write short notes on any **TWO** of the following: (10)
- a) International Marketing Channels
 - b) Selection process for salesman
 - c) Channel conflicts and how to resolve them
 - d) Sales quota

SECTION-II

- Q.6** You are a sales manager of a big detergent power manufacturing and marketing company. Prepare training program for your salesman. Give an outline of your program. (15)
- Q.7** Describe the channels through which the following reach the consumers in India. (15)
- i) Sanitary ware ii) Soft drinks iii) Cosmetics
- Explain the reason as to why they are sold in this way.
- Q.8** An International cricket ODI match is organized by your states cricket association in your city. How will you organize its ticket sales as the president of your states cricket association? State your assumptions. (15)

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MASTER OF BUSINESS ADMINISTRATION (C.B.C.S.)(2016 COURSE) M.B.A.

Sem - IV: WINTER- 2019

SUBJECT: INTEGRATED MARKETING COMMUNICATIONS (UE)

(Common for M.B.A (H.R) CBCS-2016 course sem-IV)

Friday 15-11-2019

02:00 PM-05:00 PM

W-15460-2019

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** What is message evaluation? Explain in detail its various techniques.
- Q.2** What is publicity? Explain how it plays a vital role in public relations.
- Q.3** What is media planning? Explain its execution with a suitable example.
- Q.4** What are Push and Pull Strategies? Explain how they affect on marketing of consumer products.
- Q.5** Write short notes on any **TWO**:
- a) Ethical IMC practices
 - b) Functions of advertising
 - c) Event management
 - d) Branding in films

SECTION – II

- Q.6** Design the Promotion Mix for the following:
- a) Insurance policies
 - b) Soft drinks
 - c) Computers
- Q.7** An American car manufacturing company has entered in Indian Market. Design an Advertisement for the various models of the company.
- Q.8** A Chinese chain of hotels have started their business in different countries of the world including India. Design a media plan for the chain of hotels.

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MASTER OF BUSINESS ADMINISTRATION (C.B.C.S.)(2016 COURSE) M.B.A.

Gen, HR Sem - IV: WINTER- 2019

SUBJECT: CORPORATE FINANCE (UE)

(C.F.M)

Tuesday 19-11-2019
02:00 PM-05:00 PM

Common for MBA, & HR

W-15463-2019
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)

Distinguish between the Long range Financial Planning and Short range Financial Planning with suitable examples.

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

Explain the concept of Inventory Control System. Also state the factors determining level of Inventory.

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

Explain the concept of Slump Sale and Divestment with suitable examples.

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

Explain in brief the accounting methods used for Mergers and Acquisitions.

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

- a) Any one source of short term Finance
- b) Financial Planning
- c) Inventory Control System
- d) Under Capitalization and Over Capitalization

SECTION - II

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

Write detailed note on the Changing role of Corporate Finance in global economic environment.

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

“Business combinations are used as the tools of Corporate Restructuring” Comments with suitable examples.

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

Sohan Ltd. is considering the acquisition of Rohan Ltd. The following are the financial data of two companies.

	Sohan Ltd.	Rohan Ltd.
Profit after tax	40,000	8,000
No of shares	10,000	4,000
EPS (Rs)	4	2
Market Value per Share (Rs)	60	15
Price- Earnings (P/E) ratio	15	7.5
Total Market Capitalization (Rs.)	6, 00,000	60,000

Sohan Ltd. is thinking of acquiring Rohan Ltd. through exchange of shares in proportion of the market value per share. For the merger how many shares Sohan Ltd. should issue to the shareholders of Rohan Ltd. Find out whether merger is going to create the value for shareholders.

MASTER OF BUSINESS ADMINISTRATION (C.B.C.S.)(2016 COURSE) M.B.A.

Sem - IV: WINTER- 2019

SUBJECT: INTERNATIONAL FINANCIAL MANAGEMENT (UE)

(Common for M.B.A-Gen, HR)

Wednesday 20-11-2019

W-15464-2019

02:00 PM-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 the **SAME** answer book.
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SECTION - I

- Q.1** Write in details about Importance and Challenges of International Financial Management. (10)
- Q.2** Chart out and explain major participants in Foreign Exchange Market. (10)
- Q.3** Which are the principles and components of Balance of Payment problem. (10)
- Q.4** List out various factors affecting Foreign Exchange Rates. (10)
- Q.5** Write short notes on : (**Any TWO**) (10)
- a) Pre a Post Shipment Credit
 - b) Buyer's Credit
 - c) Bretton Woods System

SECTION - II

- Q.6** Explain tools and techniques of Foreign Exchange Risk Management. (15)
- Q.7** Which are different Methods and Processes of trade settlement. (15)
- Q.8** Explain the steps involved in letter of credit mechanism. (15)

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MASTER OF BUSINESS ADMINISTRATION (C.B.C.S.)(2016 COURSE) M.B.A.
Geno, MBA-HR - Sem - IV: WINTER- 2019
SUBJECT: PERSONNEL COST & COMPENSATION MANAGEMENT (UE)

Saturday 23-11-2019
02:00 PM-05:00 PM

W-15467-2019
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) Answer to both the section should be written in **SAME** answer book.
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SECTION – I

- Q.1** Define Compensation. Enumerate and discuss importance of Compensation Management. (10)
- Q.2** What are Fringe Benefits? Discuss the types of fringe benefits offered by IT Industry in India. (10)
- Q.3** Discuss in detail the reasons behind executives getting very high remuneration in modern organizations. (10)
- Q.4** Define the term Job Evaluation and discuss any two methods of job evaluation. (10)
- Q.5** Write short notes on any **TWO** of the following: (10)
- a) Pay Grade
 - b) Taxation of Stock Options
 - c) Bonus

SECTION - II

- Q.6** Explain the concept of Exemption with regards to current Income Tax Rules in India. (15)
- Q.7** Write a report on how to implement Hay – Guide Chart Profile method of Job Evaluation in a large organization. (15)
- Q.8** From the given details of an individual calculate the Income Tax Payable. If required make your own assumptions. (15)
- Age : 45 years
 - Residence : Pune
 - Gross Income : Rs. 85,000 per month
 - Basic : Rs. 20,000 per month
 - House Rent Allowance : Rs.13,000 per month
 - PF Contribution : Rs. 6,000 per month
 - LIC Premium : Rs. 10,000 per month
 - Actual Rent Paid : Rs. 15,000 per month

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MASTER OF BUSINESS ADMINISTRATION (C.B.C.S.)(2016 COURSE) M.B.A.

Gen. & H.R - Sem - IV: WINTER- 2019

SUBJECT: PERFORMANCE MANAGEMENT SYSTEM (UE)

Monday 25-11-2019

02:00 PM-05:00 PM

W-15468-2019

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)

Explain the need and usage of Performance Management? Explain it with the help of example?

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

- a) Explain the linkage of Performance Management to Reward and Compensation Systems?
- b) Explain with the help of an example employee's responsibility in Performance Planning Mechanics?

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

Explain in detail the Critical Incident Method.

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

- a) With the help of an example, explain how performance can be linked to Pay Band?
- b) What sort of ethics can be employed in Performance Management?

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

- a) Learning Organization
- b) Performance Management Document
- c) Virtual Teams

SECTION -II

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

You are working with an IT firm as HR executive, Prepare a note on linkages of HR process with performance appraisal for employee development of your organization

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

How would you implement 360 degree performance appraisal method for sales manager?

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

What do you think are the factors that need to be taken into considered for appraising virtual teams?
