

**M.B.A. (GEN.) SEM-IV / M.B.A.(HR) SEM-IV (2016 Course) CBCS :  
SUMMER - 2019**

**SUBJECT: PROJECT MANAGEMENT**

Day: Monday  
Date: 15/04/2019

**S-2019-2213**

Time: 10.00 AM TO 01.00 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 **SAME** answer book.

**SECTION - I**

- Q.1** What do you mean by project? Explain project audit process. (10)
- Q.2** Discuss use of IT in projects by citing examples. (10)
- Q.3** Write a detailed note on TQM in projects. (10)
- Q.4** Explain the Importance of project identification by citing examples. (10)
- Q.5** Write short notes on **ANY TWO** of the following: (10)
- a) Project organizational structure
  - b) Types of project
  - c) Feasibility Study
  - d) Concept of project quality

**SECTION -II**

- Q.6** Discuss Team building process along with stages in developing a high performance project team with suitable examples. (15)
- Q.7** What is project performance measurement and control? How will you monitor and assess project performance? (15)
- Q.8** Differentiate between CPM and PERT. Discuss use of CPM and PERT in developing the project network with suitable example. (15)

\* \* \* \* \*

**M.B.A. (GEN.) SEM-IV / M.B.A.(HR) SEM-IV (2016 Course) CBCS :  
SUMMER - 2019**

**SUBJECT: SALES AND DISTRIBUTION MANAGEMENT  
(MARKETING MANAGEMENT)**

Day: Thursday  
Date: 09/05/2019

**S-2019-2214**

Time: 10.00 AM TO 01.00 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) 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: (10 Marks X 1 = 10 Marks)

“Sales training is essential for newly appointed as well as experienced salespersons.” Do you agree? Justify your answer.

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

What are the different methods of sales performance appraisal used by the organizations? Explain.

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

What is meant by Personal Selling? Discuss in detail personal selling process.

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

What is meant by sales forecasting? Explain different methods of sales forecasting.

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

- a) Recent trends in sales management
- b) Ways to identify potential customers
- c) Types of intermediaries
- d) Channel conflict

**SECTION - II**

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

As an in-charge of Sales operations of a newly set up publication house, develop suitable sales organizational structure for the same. State your assumptions clearly, if any.

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

Assume that you are appointed as In-charge Sales Operations of MALCO. The Company deals in aluminum extruded products such as door, window panels, partition frame etc. The company is located in Pune district of Maharashtra. Initially the company wants to focus on the western Maharashtra to further their business interests. It includes Pune, Satara, Sangli, Kolhapur and Solapur districts. You are required to design a sales territory so as to cover the given market effectively. Describe how you would go about it.

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

Aditya Solar is a company situated in Maharashtra. The company is dealing in solar water heaters, cookers, solar panels etc. in the regional market. The awareness about solar energy, the products that runs on it and its utilities has increased manifold amongst the people in general. Considering this fact the company has decided to widen its reach in the Indian market. As a Sales Manager what factors will you consider while selecting the channel members? Explain.

\*\*\*\*\*

**M.B.A. (GEN.) SEM-IV / M.B.A.(HR) SEM-IV (2016 Course) CBCS :  
SUMMER - 2019**

**SUBJECT: INTEGRATED MARKETING COMMUNICATION**

Day : Saturday  
Date : 11/05/2019

S-2019-2215

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 **SAME** answer book.
- 

**SECTION - I**

- Q.1** What is the concept of public relations? Explain its various types.
- Q.2** What is ad agency? Describe in detail its structure.
- Q.3** What is ad copy? Elaborate the role of advertising appeal.
- Q.4** What is media planning? Explain in detail its process with a suitable example.
- Q.5** Write notes on **ANY TWO** of the following:
- a) Sales promotion
  - b) Objections on advertising
  - c) Film based merchandising
  - d) Ethical IMC

**SECTION - II**

- Q.6** Design an ad copy with appeals for the following products.
- a) Car
  - b) Scooter
  - c) Refrigerator
- Q.7** Design a sales promotion plan for the following products.
- a) Laptop
  - b) Television
  - c) Mobile phone
- Q.8** As an advertising consultant, develop an image building plan for the following products.
- a) Shampoo
  - b) Cosmetics
  - c) Hair oil

\* \* \* \* \*

**M.B.A. (GEN.) SEM-IV / M.B.A.(HR) SEM-IV (2016 Course) CBCS :  
SUMMER - 2019**

**SUBJECT : INTERNATIONAL BUSINESS MANAGEMENT :  
INTERNATIONAL MARKETING  
(COMMON FOR M.B.A. (G) & M.B.A. (H.R.))**

**Day : Saturday  
Date : 20/04/2019**

**S-2019-2216**

**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 the **RIGHT** indicate **FULL** marks.
- 3) Both the sections should be written in a **SAME** answer book.

**SECTION – I**

- Q.1** What do you mean by term ‘International Marketing’? Differentiate between domestic and International Marketing. **(10)**
- Q.2** ‘Effective International marketing Research is crucial to prevent marketing failures.’ Justify the statement with suitable examples. **(10)**
- Q.3** Explain determinants of pricing strategies in International Markets with suitable examples. **(10)**
- Q.4** Identify and describe various tools and techniques suitable for International Marketing communication with reference to International Markets. **(10)**
- Q.5** Write short notes on **ANY TWO** of the following. **(10)**
- a) Packaging strategies
  - b) Distribution logistics
  - c) Global quality standard

**SECTION - II**

- Q.6** Design a branding strategy entering into European Market. **(15)**
- Q.7** Suggest and justify the international market entry strategies for an Indian Company planning to export branded turmeric into global markets. **(15)**
- Q.8** As an international marketing manager of a small car manufacturing company , design an international marketing research plan to launch small cars in African countries **(15)**

\* \* \* \* \*

**M.B.A. (GEN.) SEM-IV / M.B.A.(HR) SEM-IV (2016 Course) CBCS :  
SUMMER - 2019**

**SUBJECT : GLOBAL BUSINESS STRATEGIES**

Day : Monday  
Date : 22/04/2019

**S-2019-2217**

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

**SECTION – I**

- Q.1** Explain the role of custom agencies in import of goods. (10)
- Q.2** Discuss the issues related to global supply chain management. (10)
- Q.3** Discuss the different types of organizational structures global companies use. (10)
- Q.4** Explain the different types of contracting as a collaboration arrangement in international business. (10)
- Q.5** Write short notes on any **TWO**: (10)
- a) Licensing
  - b) Shared ownership
  - c) Merger
  - d) TQM

**SECTION – II**

- Q.6** Explain the step wise outline of an effective export business plan. (15)
- Q.7** “Control strategies for an international business firm are difficult to formulate compared to domestic firms”. Therefore business firms have to take into account several factors. Explain these factors. (15)
- Q.8** What collaborative strategies would you suggest to an Indian Agro food processing company that wishes to enter in to the global markets? (15)

\* \* \*

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

**SUMMER - 2019**

**SUBJECT: CORPORATE FINANCE (FINANCIAL MANAGEMENT)**

Day: Monday  
Date: 13/05/2019

S-2019-2218

Time: 10.00 AM TO 01.00 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) 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: (10 Marks X 1 = 10 Marks)

Elaborate the concept, nature and scope of Corporate Finance.

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

Discuss the determinants of Size of Investment in Receivable.

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

Write detailed note on the Corporate Restructuring techniques with suitable examples.

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

Discuss the Significance of Price -Earnings ratio (P/E Ratio) and Earnings per Share (EPS) Analysis in Mergers.

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

- a) Equity Shares
- b) Over -Capitalization
- c) Pooling of Interest Method
- d) Strategic Alliance

**SECTION - II**

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

Elaborate the Steps involved in the preparation of Financial Plan with appropriate examples.

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

Elaborate the techniques of Inventory Control with suitable examples.

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

Briefly explain the sources of long-term corporate finance.

\*\*\*\*\*

**M.B.A. (GEN.) SEM-IV / M.B.A.(HR) SEM-IV (2016 Course) CBCS :  
SUMMER - 2019**

**SUBJECT : INTERNATIONAL FINANCIAL MANAGEMENT**

Day : Wednesday  
Date : 24/04/2019

**S-2019-2219**

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

**N. B. :**

- 1) Attempt **ANY THREE** questions from Section – I and attempt **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 books.

**SECTION – I**

- Q. 1** Explain the scope of International Finance in today's globalized era. **(10)**
- Q. 2** Explain the structure of Foreign Exchange Market. **(10)**
- Q. 3** Which techniques are used to hedge Foreign Exchange risk? **(10)**
- Q. 4** Explain Buyer's Credit and Supplier's Credit. **(10)**
- Q. 5** Write short notes on **ANY TWO** of the following: **(10)**
- a) Foreign Exchange Exposure
  - b) Purchasing Power Parity
  - c) Flexible Exchange Rate Regime

**SECTION II**

- Q. 6** What do you mean by Balance of Payment? Explain the components of Balance of payment. **(15)**
- Q. 7** Write a note on Letter of Credit as a method of international trade settlement. **(15)**
- Q. 8** Explain the factors influencing Exchange Rate. **(15)**

\* \* \* \* \*

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

**SUMMER - 2019**

**SUBJECT: LOGISTICS & SUPPLY CHAIN MANAGEMENT (P&OM)**

Day: Thursday  
Date: 25/04/2019

**S-2019-2220**

Time: 10.00 AM TO 01.00 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) 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: (10 Marks X 1 = 10 Marks)

“Supply Chain Management has gained considerable importance in recent years in the Manufacturing and Services sector of economy”. Discuss

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

Discuss types of distribution network by citing examples.

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

Explain Water Transportation system with its merits and demerits.

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

Explain Material Requirement Planning (MRP) concept with suitable examples.

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

- a) Materials Management
- b) Sourcing and pricing in logistics
- c) Stores functions
- d) 3PL

**SECTION - II**

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

“Concept of 5R is directly related to Customer satisfaction/delight” Explain.

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

Compare and contrast issues involved in Transportation systems in the following applications:

- a) Milk collection for a dairy co-operative
- b) Product delivery to retailers by a soft-drink company ( the van is also expected to pick-up the empty glass bottles)

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

“Stores layout decides efficiency of Stores operations” Do you agree? Justify your answer.

\*\*\*\*\*



**M.B.A. (GEN.) SEM-IV / M.B.A.(HR) SEM-IV (2016 Course) CBCS :  
SUMMER - 2019**

**SUBJECT: INDUSTRIAL MANAGEMENT (P&OM)**

Day: Saturday  
Date: 27/04/2019

**S-2019-2221**

Time: 10.00 AM TO 01.00 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) 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: (10 Marks X 1 = 10 Marks)

What do you mean by Industrial Management? Discuss its scope with suitable examples.

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

Discuss steps involved in Work Study.

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

What are the classical types of Plant Layout? What are their advantages?

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

What do mean by Industrial Psychology? State its objectives.

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

- a) Functions of Industrial Management
- b) Fatigue Reduction
- c) Selection of suitable Material Handling equipment
- d) Difference between Value Analysis and Value Engineering
- e) Working Climate Analysis

**SECTION - II**

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

What is Productivity? How will you calculate Productivity? Make suitable assumptions.

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

What do you understand by Plant Location? Discuss factors affecting Location of following industries:

- a) Iron and Steel Industry
- b) Chemical Industry

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

Discuss Business Process Reengineering concept by citing examples.

\*\*\*\*\*

**M.B.A. (GEN.) SEM-IV / M.B.A.(HR) SEM-IV (2016 Course) CBCS :**  
**SUMMER - 2019**  
**SUBJECT: PERSONNEL COST & COMPENSATION MANAGEMENT**  
**(HUMAN RESOURCE MANAGEMENT)**

Day: Tuesday  
Date: 14/05/2019

Time: 10.00 AM TO 01.00 PM  
Max Marks. 60

S-2019-2222

**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 **SAME** answer books.

**SECTION – I**

- Q.1** Discuss in detail the roles and responsibilities of a Compensation and Benefit Manager. **(10)**
- Q.2** Describe various Components of Employee Compensation in detail. **(10)**
- Q.3** Explain the advantages and disadvantages of Performance Based Pay. **(10)**
- Q.4** State with example ‘Ranking Method’ of Job Evaluation and highlight its merits and demerits. **(10)**
- Q.5** Write short notes on any **TWO** of the following: **(10)**
- a) Pay Grades
  - b) Labour Market
  - c) External Equity

**SECTION - II**

- Q.6** As the Compensation and Benefit Manager of a manufacturing organization, design a Tax-friendly pay package for its employees. **(15)**
- Q.7** ‘Arrival of foreign multinational companies in India has a strong influence on how Indian organizations handle remuneration of their senior executives’. Comment. **(15)**
- Q.8** Calculate Income Tax of an individual from the details mentioned below. **(15)**  
Make your own assumptions, if required:
- Age : 55 years
  - Residence : Pune
  - Work Place : Mumbai
  - Gross Income : Rs. 1,00,000 per month
  - Basic : Rs. 35,000 per month
  - House Rent Allowance : Rs. 20,000 per month
  - LIC Premium : Rs. 15,000 per month
  - Interest on House Loan : Rs. 2,00,000 per annum
  - Actual Rent paid : Rs 15,000 per month

\* \* \*

**M.B.A. (GEN.) SEM-IV / M.B.A.(HR) SEM-IV (2016 Course) CBCS :  
SUMMER - 2019**

**SUBJECT: PERFORMANCE MANAGEMENT SYSTEM (HRM)**

Day: Tuesday  
Date: 30/04/2019

**S-2019-2223**

Time: 10.00 AM TO 01.00 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) 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: (10 Marks X 1 = 10 Marks)

Explain the difference between Performance Appraisal and Performance Management?

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

- a) What do you mean by Performance Management Audit?
- b) Explain the importance of Performance Agreement with the help of an example?

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

What do you mean by BARS and where it is applicable?

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

- a) What do you mean by the term "High Performance Teams"?
- b) An immediate superior is usually the one who appraises employees. What ethical issues may arise when using this approach?

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

- a) Performance Measures
- b) Self Appraisal
- c) Cross Functional Teams

**SECTION - II**

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

As HR executive of leading Information Technology firm, what steps you will follow for the development of performance appraisal process.

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

As HR manager of Medium Scale Firm engaged in manufacturing of electronics equipments, which steps will you follow for planning the performance appraisal?

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

You are a manager of automobile manufacturing industry which has teams at the shop floor level. What would you take into consideration for appraising team performance?

\*\*\*\*\*

**M.B.A. (GEN.) SEM-IV / M.B.A.(HR) SEM-IV (2016 Course) CBCS :**  
**SUMMER - 2019**  
**SUBJECT: MERCHANDISING, DISPLAY AND ADVERTISING**  
**(RETAIL MANAGEMENT)**

Day: Tuesday  
Date: 07/05/2019

**S-2019-2228**

Time: 10.00 AM TO 01.00 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) 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: (10 Marks X 1 = 10 Marks)

Discuss in detail the process of devising a merchandise plan.

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

What is meant by sales forecasting? Explain the methods of forecasting the sales.

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

What are the steps involved in implementing the merchandise plan? Explain.

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

What are the objectives of pricing? Illustrate the pricing strategies used by retail stores.

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

- a) Reverse logistics
- b) Elements of promotion mix
- c) Inventory Management
- d) Space Management

**SECTION - II**

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

As an Expert, suggest suitable merchandise strategies for a scie-fi movie to be released during this Diwali. State your assumptions clearly.

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

Critically comment on personal selling and relationship marketing in the context of a retail store.

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

As an In-charge of Promotion at a renowned retail store, how will you manage the sales promotion and publicity? Illustrate it in the context of current business scenario.

\*\*\*\*\*

**M.B.A. (GEN.) SEM-IV / M.B.A.(HR) SEM-IV (2016 Course) CBCS :  
SUMMER - 2019**

**SUBJECT: SUPPLY CHAIN MANAGEMENT IN RETAILING  
(RETAIL MANAGEMENT)**

Day: Wednesday  
Date: 08/05/2019

**S-2019-2229**

Time: 10.00 AM TO 01.00 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) 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: (10 Marks X 1 = 10 Marks)

Explain how demand and supply is managed in supply chain of retail business.

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

Describe the important factors which influence distribution network in modern retailing.

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

Explain logistics system analysis with suitable examples.

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

Explain pricing and revenue management for multiple customers in retail business.

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

- a) Process view
- b) Supply chain network
- c) Modes of transportation

**SECTION - II**

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

Describe the role of Information Technology (IT) in Supply Chain Management (SCM) of retail organization.

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

Describe supply chain drivers in retail firm with suitable examples.

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

“Effective supply chain management leads to organizational growth”. Comment.

\*\*\*\*\*