

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)
M.B.A Sem-II : WINTER- 2022
SUBJECT : MARKETING MANAGEMENT

Day : Thursday

Time : 10:00 AM-12:00 PM

Date : 1/12/2022

W-22778-2022

Max. Marks : 50

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** Define Marketing. Explain core concepts of marketing. (10)
- Q.2** Describe buying decision making process in detail with suitable examples. (10)
- Q.3** Explain the concept of “ Segmentation – Targeting – Positioning” (STP) . Give its importance for marketers. (10)
- Q.4** Discuss various stages of Product Life Cycle (PLC) . Why is it important to study PLC? (10)
- Q.5** Write short notes on: (10)
- a) Buying roles
 - b) Pricing objectives
 - c) Contents of marketing plan

SECTION – II

- Q.6** Design 7 Ps of marketing mix for a five star hotel in a metro city. (10)
- Q.7** How will you segment a market for the following products (10)
- a) Washing machine
 - b) Tractor
- Q.8** Discuss distribution strategy for distributing fresh flowers in your city. (10)

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MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)
M.B.A Sem-II : WINTER- 2022
SUBJECT : FINANCIAL MANAGEMENT

Day : Friday

Date : 2/12/2022

W-22779-2022

Time : 10:00 AM-12:00 PM

Max. Marks : 50

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) Use of non-programmable **CALCULATOR** is allowed.
- 4) Figures to the right indicate **FULL** marks.

SECTION – I

- Q.1** What is Financial Management? State its objectives in detail by citing the arguments in favor or against of these objectives. [10]
- Q.2** Explain the concept of Capital Budgeting and describe the Discounting Techniques of capital budgeting with its merits, demerits and acceptance rule. [10]
- Q.3** Define the concept of working capital and elaborate the factors determining the requirement of Working Capital. [10]
- Q.4** What is Dividend Decision? Explain the various forms of Dividend Payment. [10]
- Q.5** Write Short Notes on **ANY TWO** of the following: [10]
- a) Common size Statements and Comparative size Statements
 - b) Weighted Average Cost of Capital
 - c) Equity Shares and Preference Shares

SECTION – II

- Q.6** The following information is available of PQR Ltd. The company is considering two mutually exclusive proposals X and Y, Initial investment in both the proposals is ₹ 15,00,000. [10]

Particulars	Project X	Project Y
	Cash Inflows ₹	
1	1,00,000	6,50,000
2	2,50,000	6,00,000
3	3,50,000	6,00,000
4	5,50,000	5,75,000
5	7,50,000	5,25,000

You are required to calculate:

- a) Net Present Value
- b) Profitability Index

Assume discounting rate 10%.p.a

Discounting Factors as below:

Year	1	2	3	4	5
Discounting Factors @ 12%	0.909	0.826	0.751	0.683	0.621

P.T.O.

Q.7 From the following information you are required to calculate the amount of working capital for the production of 1,000 units. **[10]**

	Cost Per Unit (₹)
Raw Material	30
Direct Labour	10
Overheads	05
Total Cost	45
Profit	10
Selling Price	55

- The following other particulars are available:
- a) Raw material are in stock for 1 month.
 - b) Finished goods are in stock for 30 days.
 - c) Creditors have allowed credit period of 2 months.
 - d) Debtors are allowed credit period of 1 months.
 - e) There is time lag in payment of wages by 1 week.
 - f) Lag in payment of overhead expenses is 1 month.
 - g) Cash Balance is to be maintained for ₹ 60,000.

Q.8 A firm has sales of ₹ 10,00,000; Variable Cost is 20% of Sales, fixed cost ₹ 2, 50,000 and Debentures of ₹ 5,00,000 at 10% rate of interest. Calculate: **[10]**

- a) Operating Leverage
- b) Financial Leverage
- c) Combined Leverage from the above data

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MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)
M.B.A Sem-II : WINTER- 2022
SUBJECT : HUMAN RESOURCE MANAGEMENT

Day : Saturday
Date : 3/12/2022

W-22780-2022

Time : 10:00 AM-12:00 PM
Max. Marks : 50

N.B.

- 1) Answer 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 the **SAME** answer book.
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SECTION – I

- Q.1** What is Human Resource Planning (HRP)? Explain the factors affecting HRP. (10)
- Q.2** Write a detailed note on: (10)
a) Sources of recruitment
b) Process of recruitment
- Q.3** How would you differentiate training from development? Enlist the various methods of training. (10)
- Q.4** Discuss the importance of Performance Appraisal for effective employee performance in organizations. (10)
- Q.5** Write short notes on any **TWO**: (10)
a) Issues in Employee Relation Management
b) Importance of Employee Relation Management
c) Global perspectives of HRM

SECTION – II

- Q.6** It is often said that recruitment is positive and selection is negative. Explain this statement with appropriate examples. (10)
- Q.7** Training is not merely a function of HR, but a retention strategy of an organization. Comment. (10)
- Q.8** Effective career development policies are valuable to business and organization. Discuss the benefits of the same for employees and organization.. (10)

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MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)

M.B.A Sem-II : WINTER- 2022

SUBJECT : INTERNATIONAL BUSINESS

Day : Monday

Time : 10:00 AM-12:00 PM

Date : 5/12/2022

W-22781-2022

Max. Marks : 50

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 the **SAME** answer book.
 - 3) Figures to the right indicate full marks
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SECTION- I

- Q.1** Define International Business. Explain the Nature and Scope of International Business. (10)
- Q.2** Define Globalisation. Explain the drivers of Globalisation. (10)
- Q.3** Explain the Porter's Diamond Model with appropriate diagram. (10)
- Q.4** State the difference between FERA and FEMA. (10)
- Q.5** Write short Notes (Any **TWO**) (10)
- a) Franchising
 - b) Components of BOP
 - c) SAARC
 - d) Types of Exchange Rates

SECTION- II

- Q.6** Explain the General Provisions of the Current Foreign Trade Policy. (10)
- Q.7** Write a detailed note of International Monetary Fund (IMF) (10)
- Q.8** What is Foreign Exchange Market? Explain the participants of Foreign Exchange Market. (10)

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MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)
M.B.A Sem-II : WINTER- 2022
SUBJECT : PRODUCTION & OPERATIONS MANAGEMENT

Day : Tuesday

Time : 10:00 AM-12:00 PM

Date : 6/12/2022

W-22782-2022

Max. Marks : 50

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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) Both the sections should be written in **SAME** answer books.
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SECTION – I

- Q.1** What is the Production and Operations Management? Explain objectives of production management. (10)
- Q.2** Different between plant location and plant Layout. (10)
- Q.3** What is Quality? Explain importance of Quality Management in todays competitive world. (10)
- Q.4** What is Materials Management? Explain objectives of materials management. (10)
- Q.5** Write a short notes on (**ANY TWO**) of the following: (10)
- a) Recent trends in Manufacturing
 - b) Maintenance Management
 - c) SCM – Supply Chain Management

SECTION – II

- Q.6** Would operations planning and control in service industry be different from PPC in manufacturing industries, Discuss? (10)
- Q.7** As a management discipline does maintenance management differ from production management If yes, in what way? Discuss. (10)
- Q.8** How could the operations strategies be different for organizations that have different focus:- (10)
- i) Customer focus
 - ii) Technology focus
 - iii) Product focus
- Explain the operations strategies in each case.

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MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)

M.B.A Sem-II : WINTER- 2022

SUBJECT : RESEARCH METHODOLOGY

Day : Wednesday

Time : 10:00 AM-12:00 PM

Date : 7/12/2022

W-22783-2022

Max. Marks : 50

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 Research? Explain types of Research with suitable examples. (10)
- Q.2** What is Research Design? Explain advantages and importance of Research Design. (10)
- Q.3** What do you mean by Sampling? Explain need and importance of Sampling. (10)
- Q.4** Discuss steps involved in Processing of Data. (10)
- Q.5** Write short notes on **ANY TWO** of the following: (10)
- a) Types of Reports
 - b) Use of Statistical Software Packages for Research
 - c) Chi-square test

SECTION – II

- Q.6** Discuss ethical issues of conducting research with suitable examples. (10)
- Q.7** Explain concept of Univariate and Multivariate analysis of Data. (10)
- Q.8** Discuss Primary and Secondary Sources of Data. (10)

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)

M.B.A Sem-II : WINTER- 2022

SUBJECT : BUSINESS ENVIRONMENT

Day : Thursday

Time : 10:00 AM-12:00 PM

Date : 8/12/2022

W-22784-2022

Max. Marks : 50

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** Define business environment and explain various types of business environment. (10)
- Q.2** What is globalization, liberalization and privatization? Explain its main characteristics. (10)
- Q.3** Explain the objectives of the Monetary Policy. (10)
- Q.4** What are the main provisions of The Consumer Protection Act? (10)
- Q.5** Write short notes on any **TWO** of the following: (10)
- a) Right to Information
 - b) Social Audit
 - c) Business Ethics and Corporate Governance

SECTION-II

- Q.6** Critically examine the Industrial Policy of India and give your opinion on its role in development of industry in India. (10)
- Q.7** Write a detailed report on functions of World Trade organization (WTO) and highlight its impact on Indian business. (10)
- Q.8** Prepare a report on various market reforms in Asian Countries studied by you. (10)

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