

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)

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

SUBJECT : STRATEGIC MANAGEMENT

Day : Monday

Time : 02:00 PM-04:00 PM

Date : 12/12/2022

W-22789-2022

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.
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SECTION – I

- Q.1** Explain objectives and goals with suitable examples. (10)
- Q.2** Discuss the Value Chain Analysis with appropriate examples. (10)
- Q.3** Explain Retrenchment strategy with suitable examples. (10)
- Q.4** Discuss the McKinsey's 7s Framework. (10)
- Q.5** Write short notes on **ANY TWO** of the following: (10)
- a) Business purpose
 - b) GE 9 cell matrix
 - c) Operational strategies

SECTION – II

- Q.6** Discuss different steps of strategic control process. (10)
- Q.7** Discuss the strategies to be used for competing in global markets. (10)
- Q.8** Carry out SWOT Analysis of the organization of your choice. (10)

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)

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

SUBJECT : OPERATIONS RESEARCH FOR MANAGERS

Day : Wednesday

Time : 02:00 PM-04:00 PM

Date : 14-12-2022

W-22790-2022

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 section should be written in **SAME** answer book.
- 3) Use of non-programmable **CALCULATOR** is allowed.
- 4) Use graph paper **WHEREVER** necessary.
- 5) Figures to the right indicate **FULL** marks.

SECTION – I

Q.1 What is Operations Research? Explain applications of Operations Research in Business and Management. [10]

Q.2 Solve the following L.P.P. graphically: [10]
Max $Z = 5x + 7y$
Subject to: $x + y \leq 4$
 $3x + 8y \leq 24$
 $10x + 7y \leq 35$
 $x, y \geq 0$

Q.3 Find Initial Basic Feasible Solution I.B.F.S of the following T.P by [10]
a) North-West Corner Rule (NWCR)
b) Vogel's Approximation Method (VAM)

Plants	Warehouses				Supply
	W ₁	W ₂	W ₃	W ₄	
P ₁	190	300	500	100	70
P ₂	700	300	400	600	90
P ₃	400	100	400	200	180
Demand	50	80	70	140	340

Q.4 The rainfall distribution in monsoon season is as follows: [10]

Rain in cm	0	1	2	3	4	5
Frequency	50	25	15	5	3	2

Simulate the rainfall for 10 days using following random numbers:

67, 63, 39, 55, 29, 78, 70, 06, 78, 76

Also find average rainfall.

Q.5 Write short notes on **ANY TWO** of the following: [10]

- a) Network Analysis
- b) History of Operations Research
- c) Monte-Carlo Simulation

P.T.O.

SECTION – II

Q.6 The owner of a company has four salesmen to be assigned to five districts. The [10]
expected profits (in Rs. Thousands) are given in the following table.

Salesman	Districts				
	I	II	III	IV	V
A	62	78	50	101	82
B	71	84	61	73	59
C	87	92	111	71	81
D	48	64	87	77	80

Advice the owner of company which assignment of salesmen maximizes the total profit.

Q.7 Four petrol dealers A, B, C and D required 50, 40, 60 and 40 kl of petrol [10]
respectively. It is possible to supply this from three locations X, Y and Z which have 80, 100 and 50 kl respectively. The cost in ₹ for shipping each kl is shown in the table below:

Location	Dealers			
	A	B	C	D
X	7	6	6	6
Y	5	7	6	7
Z	8	5	8	6

Determine the most economical supply pattern for the company.

Q.8 A small maintenance project consists of the following jobs. The jobs and their [10]
duration in days is given below:

Job	1 – 2	1 – 3	2 – 3	2 – 5	3 – 4	3 – 6	4 – 5	4 – 6	5 – 6	6 – 7
Duration (days)	15	15	3	5	8	12	1	14	3	14

- a) Draw a network diagram representing the project and find earliest time and latest time for each activity.
- b) Find the critical path and the total project duration.

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MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)
M.B.A Sem-III : WINTER- 2022
SUBJECT : ENTREPRENEURSHIP DEVELOPMENT & INNOVATION
MANAGEMENT

Day : Friday

Time : 02:00 PM-04:00 PM

Date : 16-12-2022

W-22791-2022

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 sections should be written in **SAME** answer book.
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SECTION - I

- Q.1** Describe with examples various traits of entrepreneurs. **(10)**
- Q.2** What do you mean by “Innovation”? explain difference between Radical vs Incremental innovation. **(10)**
- Q.3** Discuss Innovation process in detail. **(10)**
- Q.4** Elaborate on components of Business model canvas. **(10)**
- Q.5** Write short notes on **ANY TWO** of the following: **(10)**
- a) Venture Financing
 - b) Role of institutions in promoting entrepreneurship
 - c) Six hat thinking exercises

SECTION - II

- Q.6** You are planning to launch a Fitness Center in your city. Discuss your value proposition. State your assumptions. **(10)**
- Q.7** Discuss the initiatives of Government of India for startups. **(10)**
- Q.8** Household waste disposal is one of the major issues in urban India. As an entrepreneur discuss the opportunities and challenges to tackle this problem. **(10)**

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MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)

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

SUBJECT : CONSUMER BEHAVIOUR

Day : Saturday

Time : 02:00 PM-04:00 PM

Date : 17-12-2022

W-22792-2022

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 the **SAME** answer book.
- 3) Figures to the right indicate **FULL** marks.

SECTION-I

- Q.1** What is meant by buying motives? Discuss its different types by citing appropriate examples. (10)
- Q.2** Write an illustrative note on Howard-Sheth model of consumer behavior. (10)
- Q.3** What are the steps involved in consumer buying decision making process? Explain it in the context of buying a high end laptop. (10)
- Q.4** Which are the factors that influence the consumer behavior in the marketplace? Discuss. (10)
- Q.5** Write short note on **ANY TWO** of the following: (10)
- a) Post purchase evaluation and behavior
 - b) Importance of consumer behavior studies in the field of marketing
 - c) Types of buying behavior
 - d) Maslow's Hierarchy of Needs theory

SECTION-II

- Q.6** A leading fast food chain in Maharashtra is planning to enter in the national market. The target market is the people who are leaving early in the morning to their workplaces/ schools/colleges etc. As a result of this they are unable to have their breakfast in time. Keeping this fact in mind, the company wants to position its menu as ethnic fast food which can be hold by figures and can be eaten while on the move. Explain how the understanding of cultural and subcultural influences can be used for developing effective marketing strategies for the national market. (10)
- Q.7** Critically comment on the Nicosia model of consumer behavior. (10)
- Q.8** A public sector airline service provider is experiencing unfavorable consumers' attitude towards their services. The reason for the same can be attributed to the deficient services provided since last couple of years. Considering this situation, you are required to suggest strategies for changing consumer's attitude towards the said services. (10)

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

Day : Monday

Time : 02:00 PM-04:00 PM

Date : 19-12-2022

W-22793-2022

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.
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SECTION - I

- Q.1** What are the characteristics of services? Illustrate its implications for service marketers. (10)
- Q.2** Write an illustrative note on service life cycle (SLC). (10)
- Q.3** How does services marketing differ from goods marketing? Explain. (10)
- Q.4** What is meant by service blue print? Discuss the steps involved in preparing a service blue print. (10)
- Q.5** Write short note on any **TWO** of the following: (10)
- a) Strategies for managing the demand of services
 - b) Classification of services
 - c) Channels of distribution in services
 - d) Growth of services sector in India

SECTION - II

- Q.6** In a post pandemic situation the life is returning to normalcy and so does the business activities. Keeping this in mind you are required to prepare a sales promotional plan for a tours and travels company located in your city. (10)
- Q.7** What are the elements of service marketing mix? Discuss the importance of physical evidence for the following services: (10)
- a) Banking
 - b) Education
- Q.8** What is meant by personal selling? As a sales representative of a tours and travels company how you will handle the following objections raised by the prospective customer: (10)
- a) The prices are too high
 - b) I have deferred the plan my pleasure trip

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MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)
M.B.A Sem-III : WINTER- 2022
SUBJECT : REGULATORY ASPECTS OF INTERNATIONAL BUSINESS

Day : Saturday

Time : 02:00 PM-04:00 PM

Date : 24-12-2022

W-22794-2022

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 the same answer book.
 - 3) Figures to the right indicate **FULL** marks.
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SECTION – I

- Q.1** What is Cross Border Trade? Discuss the nature of Cross Border Trade. [10]
- Q.2** Explain the statutes framed by Country of Origin to govern Cross Border Trade. [10]
- Q.3** What are the techniques for Regulation of International Banking? [10]
- Q.4** Explain the Bretton Woods Monetary System with its evolution. [10]
- Q.5** Write short notes on **ANY TWO** of the following: [10]
- a) Choice of Law
 - b) Exchange Control Manual
 - c) Currency Board
 - d) Intellectual Property Rights (IPR)

SECTION – II

- Q.6** Write a detailed note on Bank for International Settlement. [10]
- Q.7** What are the General Provisions under FEMA Act? [10]
- Q.8** Explain in detail the International Accounting Standards. [10]

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MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)
M.B.A Sem-III : WINTER- 2022
SUBJECT : EXPORT IMPORT POLICIES, PROCEDURES & DOCUMENTATION

Day : Monday

Time : 02:00 PM-04:00 PM

Date : 26-12-2022

W-22795-2022

Max. Marks : 50

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- 1) Attempt any **THREE** questions from Section-I and any **TWO** questions from Section-II
2) All questions carry **EQUAL** 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 International Business? Explain the Nature and Scope of International Business. (10)
- Q.2** Explain the World's Foreign Trade Scenario and India's Trade Composition in Foreign Trade. (10)
- Q.3** What are the documents required for customs clearance of goods? (10)
- Q.4** What is Documentary Credit? Explain the various types of Documentary Credit. (10)
- Q.5** Write Short Notes on (ANY TWO) (10)
a) Meaning and Types of Import & Export
b) Consignment Trading
c) Objectives of International Trade Logistics
d) Multimodal Transport Operator

SECTION-II

- Q.6** Explain the Export Procedure from registration to final shipment and post shipment. (10)
- Q.7** What are the relevant documents for transportation of goods? (10)
- Q.8** Write a note on Ports in India. What are the major factors that affect the efficiency and productivity of ports in India? (10)

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MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)
M.B.A Sem-III : WINTER- 2022
SUBJECT : INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT

Day : Tuesday

Time : 02:00 PM-04:00 PM

Date : 20-12-2022

W-22796-2022

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) Answers to both the sections should be written in the **SAME** answer book.
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SECTION – I

- Q.1** What do you mean by Derivatives? Explain the types of Derivatives with suitable examples. (10)
- Q.2** Explain how to prepare Investment Plans for Individuals in different stages of Life Cycles and different situation by taking examples. (10)
- Q.3** Discuss the role of Securities Market in Indian Economy. (10)
- Q.4** Explain the concept and forms of Efficient Market Hypothesis with suitable examples. (10)
- Q.5** Write short notes on **ANY TWO**: (10)
- a) Technical Analysis
 - b) Efficient Frontier
 - c) Portfolio Management
 - d) Objectives of Mutual Fund

SECTION – II

- Q.6** “Risk and Return is inseparable part of Investment”. Comment with suitable examples. (10)
- Q.7** Discuss the concept of Fundamental Analysis by taking example of any Industry and Company of Indian Economy. (10)

P.T.O.

Q.8 A) The following information is available:

(04)

	Stock A	Stock B
Expected Rate of Return	18 %	21 %
Standard deviation	9%	9.5%
Coefficient of Correlation	0.6	

- a) What is the Covariance between Stock A and B?
b) What is the expected return and risk of a portfolio in which A and B have weights of 0.4 and 0.6.

B) Total returns from the Stock A and Stock B over a six year period are as follows: **(06)**

Year	Total Return A %	Total Return B %
1	12	9
2	15	-6
3	-9	12
4	21	18
5	15	9
6	18	18

Calculate the Standard deviation for Stock A and Stock B.

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MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)

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

SUBJECT : MANAGEMENT OF FINANCIAL SERVICES

Day : Wednesday

Time : 02:00 PM-04:00 PM

Date : 21-12-2022

W-22797-2022

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) Answers to both the sections should be written in the **SAME** answer book.

SECTION – I

- Q.1** Explain the meaning and functions of Indian Financial System with suitable examples. (10)
- Q.2** What do you mean by Credit Rating? Discuss Functions of Credit Rating Agencies in India with suitable examples. (10)
- Q.3** Elaborate the concept, advantages and limitations of Micro Finance. (10)
- Q.4** What do you mean by Financial Market? Discuss recent developments of Indian Capital and Money Market. (10)
- Q.5** Write short notes on **ANY TWO**: (10)
- a) Rural Credit Institutions
 - b) Hire Purchase Finance
 - c) Mutual Fund
 - d) Securitization

SECTION – II

- Q.6** Discuss types of Merchant Banking Services available in India with suitable examples. (10)
- Q.7** What do you mean by New Issue Market? Elaborate the procedure of Initial Public Offering (IPO) by taking recent cases. (10)
- Q.8** Explain the concept and stages in Venture Capital Financing by taking recent examples. (10)

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MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)
M.B.A Sem-III : WINTER- 2022
SUBJECT : HUMAN RESOURCE PLANNING & DEVELOPMENT

Day : Thursday

Time : 02:00 PM-04:00 PM

Date : 22-12-2022

W-22800-2022

Max. Marks : 50

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) Answer to both the sections should be written in **SAME** answer book.

SECTION-I

- Q.1** Explain the process of human resource planning and its linkages with other human resource management functions. (10)
- Q.2** Discuss in detail factors affecting manpower planning. (10)
- Q.3** Explain the various techniques of manpower supply forecasting. (10)
- Q.4** State the importance of on the job training and off the job training in human resource development. (10)
- Q.5** Short note on (ANY TWO): (10)
- a) Training and ROI (Return On Investment)
 - b) Job design
 - c) Skill Inventory

SECTION-II

- Q.6** Prepare a detailed report on importance of training in manpower planning and development also suggest training plan for development of newly joined Software Engineers in you organization (Make necessary assumptions). (10)
- Q.7** You organization intends to implement. VRS (Voluntary Retirement Scheme) for effectives manpower planning and improving productivity. Write a detailed note to CEO of your organization on various factors needs to be considered while preparing VRS (Voluntary Retirement Scheme) for effective planning. (10)
- Q.8** As a Human Resource Exceptive of leading FMCG (Fast Moving Consumer Goods) organization which manpower demand forecasting techniques you will use in forecasting- Justify. (10)

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MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)

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

SUBJECT : LABOUR LAWS-I

Day : Friday

Time : 02:00 PM-04:00 PM

Date : 23-12-2022

W-22801-2022

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.

SECTION - I

- Q.1** Explain the concept of natural justice and social justice. (10)
- Q.2** What are the provisions of The Factories Act 1948 in respect of health and safety of workers? (10)
- Q.3** What is objective of The Payment of Wages Act 1936? Explain various provisions of the Act. (10)
- Q.4** Explain the various provisions of The Equal Remuneration Act 1976. (10)
- Q.5** Write short note on **ANY TWO** of the following: (10)
- a) Certifying Officer
 - b) Contribution of ILO (International Labour Organization) in Labour Welfare
 - c) Advisory Committee

SECTION - II

- Q.6** Prepare a detailed note on responsibilities of employer as per The Employees Provident Fund and Miscellaneous Provisions Act 1952. (10)
- Q.7** Write in detail process of certification of standing orders as per The Industrial Employment (Standing Orders) Act, 1952. (10)
- Q.8** Explain in detail various provisions of The Employee's State Insurance Act, 1948. (10)

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