

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)
M.B.A Sem-III :SUMMER- 2022
SUBJECT : STRATEGIC MANAGEMENT

Day : Tuesday
Date : 7/6/2022

S-22789-2022

Time : 10:00 AM-12:00 PM
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 various levels at which strategy operates for an organization. (10)
- Q.2** Discuss Porters Five Forces Model with appropriate examples. (10)
- Q.3** Explain stability strategy with suitable examples. (10)
- Q.4** Explain the various components of strategic control. (10)
- Q.5** Write short notes on **ANY TWO** of the following: (10)
- a) Competitive advantage
 - b) Business purpose
 - c) Marketing strategies

SECTION – II

- Q.6** Illustrate various issues incurred in implementation of strategy with suitable examples. (10)
- Q.7** Discuss in detail disruptive innovation with reference to smartphone. (10)
- Q.8** ‘The intense competition can be countered with strategic effectiveness.’ Comment. (10)

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)
M.B.A Sem-III :SUMMER- 2022
SUBJECT : OPERATIONS RESEARCH FOR MANAGERS

Day : Thursday
Date : 9/6/2022

S-22790-2022

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 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 the phases of Operations Research. [10]

Q.2 Solve the following L.P.P. graphically: [10]

$$\text{Min } Z = 4x + 2y$$

$$\text{Subject to: } x + 2y \geq 2$$

$$3x + y \geq 3$$

$$4x + 3y \geq 6$$

$$x, y \geq 0$$

Q.3 Find the I.B.F.S., of the following transportation problem by [10]

- a) Vogel's Approximation Method (VAM)
- b) Least-Cost Method (LCM)

Plants	Destinations			Supply
	I	II	III	
X	10	3	9	400
Y	12	10	5	300
Z	8	11	12	300
Demand	200	300	500	

Q.4 Bright Bakery keeps stock of a popular brand of cake. Previous experience indicates the daily demand as given below: [10]

Daily Demand	0	10	20	30	40	50
Probability	0.01	0.20	0.15	0.50	0.12	0.02

Consider the following sequence of random numbers

48, 78, 19, 51, 56, 77, 15, 14, 68, 09.

Using this sequence simulate the demand for next 10 days.

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

- a) Simulation
- b) MODI method
- c) Scope of Operations Research

P.T.O.

SECTION – II

Q.6 The following data gives cost incurred if a job is performed on different machines. There are 4 jobs and 4 machines so prepare assignment schedule for minimization of total cost. [10]

Machines	Jobs			
	A	B	C	D
I	3	8	5	9
II	4	2	1	6
III	3	8	5	7
IV	4	7	10	8

Q.7 Find the optimum solution for the following transportation problem for Minimization. [10]

Sources	Destinations				Capacity
	A	B	C	D	
X	9	12	9	6	70
Y	7	3	7	7	60
Z	6	5	9	11	90
Demand	70	50	70	30	

Q.8 A project has the following time schedule: [10]

Activity	1 – 2	1 – 3	1 – 4	2 – 5	3 – 6	3 – 7	4 – 6	5 – 8	6 – 9	7 – 8	8 – 9
Time (months)	2	2	1	4	8	5	3	1	5	4	3

- a) Construct PERT Network and compute earliest time and latest time for each activity.
- b) Compute Critical path and its duration.

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

Day : Saturday
Date : 11/6/2022

S-22791-2022

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

N.B.

- 1) Attempt **ANY THREE** questions from Section – I.
- 3) Attempt **ANY TWO** questions from Section – II.
- 4) Figures to the **RIGHT** indicate **FULL** marks.
- 5) Answers to both the sections should be written in **SAME** answer book.

SECTION – I

- Q.1** Describe with examples the common characteristics of successful entrepreneurs. (10)
- Q.2** Explain various types of innovation with suitable examples. (10)
- Q.3** Describe the innovation process in case of any product of your choice. (10)
- Q.4** By citing suitable examples, explain the concept of lean start-ups. (10)
- Q.5** Write short notes on **ANY TWO** of the following: (10)
- a) Components of creativity
 - b) Business Pitching
 - c) Lean start up

SECTION – II

- Q.6** Discuss role of entrepreneurship in economic development of India. (10)
- Q.7** How does leadership affect innovation? Explain your answer with suitable examples. (10)
- Q.8** Give importance of value proposition for business. Explain value propositions for the following businesses / products. (10)
- a) Ola cabs
 - b) Swiggy

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)

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

SUBJECT : CONSUMER BEHAVIOUR

Day : Monday
Date : 13-06-2022

S-22792-2022

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) All questions carry **EQUAL** 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 understand by attitude? Discuss the characteristics of attitude and strategies for attitude change. **(10)**
- Q.2** Explain the meaning of diffusion of innovation and adoption of innovation. Enumerate the adoption of innovation process. **(10)**
- Q.3** Discuss the various consumer behavior models in detail. **(10)**
- Q.4** What are the different environmental determinants of consumer behavior? **(10)**
- Q.5** Write short notes on (**ANY TWO**): **(10)**
- a) Characteristics of Business Markets
 - b) Maslow's Hierarchy of needs
 - c) Different buying roles in consumer behavior

SECTION-II

- Q.6** Explain briefly the various individual determinants of consumer behavior with reference to buying an electric car. **(10)**
- Q.7** What are the different types of buying behavior? Discuss it with appropriate examples. **(10)**
- Q.8** You need a two wheeler. How will you come to the buying decision of a particular brand? Discuss it with the consumer buying decision making process. **(10)**

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

Day : Tuesday
Date : 14-06-2022

S-22793-2022

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

- Q.1** What are the different strategies a service marketer can use to manage the demand of services? Discuss. **[10]**
- Q.2** Explain, how services marketing differs from goods marketing. Give examples. **[10]**
- Q.3** Write an illustrative note on the characteristics of services. **[10]**
- Q.4** “The conventional marketing mix elements suffice the requirements of the services marketing”. Do you agree? Justify your answer. **[10]**
- Q.5** Write short notes on **ANY TWO** of the following: **[10]**
- a) Service recovery
 - b) Factors responsible for the growth of services sector in India
 - c) Service life cycle
 - d) Service encounter

SECTION – II

- Q.6** Design a service blue print for a domestic courier service. **[10]**
- Q.7** Off late it has been observed that many service providers are delivering the services at the customer’s door step. As a service marketer of a delivery services, you are required to suggest suitable pricing strategies. **[10]**
- Q.8** What is meant by physical evidence? Illustrate its need and importance in the context of a B-school. **[10]**

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

Day : Wednesday
Date : 15-06-2022

S-22796-2022

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

N.B.:

- 1) Attempt **ANY THREE** questions from **Section – I**
- 2) Attempt **ANY TWO** questions from **Section – II**
- 3) Answer to both the sections should be written in **SAME** answer book.
- 4) Use of Non-Programmable **CALCULATOR** is allowed.

SECTION-I

- Q.1** What do you mean by Technical Analysis? Discuss the various charts used in Technical Analysis. [10]
- Q.2** Elaborate the types of Mutual Fund Schemes with suitable examples. [10]
- Q.3** Explain the concept of risk and return with reference to Investment. Discuss basic principles of Risk Management. [10]
- Q.4** Explain the concept and objectives of Portfolio Management with appropriate examples. [10]
- Q.5** Write short notes on **ANY TWO**: [10]
- a) Efficient Frontier
 - b) Derivatives
 - c) Fundamental Analysis
 - d) Bond Management Strategies

SECTION-II

- Q.6** The return of two assets under four possible states of nature are given below. [10]

State of Nature	Probability of Occurrence	Return on Asset 1 (%)	Return on Asset 2 (%)
1	0.20	10	10
2	0.20	10	15
3	0.40	20	18
4	0.20	25	24

- a) What is the Covariance and Coefficient of Correlation between Asset 1 and Asset 2?
 - b) If the proportion of Asset 1 is 0.30 and remaining for other than calculate the portfolio risk and return.
- Q.7** Explain the concept and forms of Efficient Market Hypothesis with suitable examples. [10]
- Q.8** Discuss the role of Securities Market in Indian Economy. [10]

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

Day : Thursday
Date : 16-06-2022

S-22797-2022

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

N.B.

- 1) Attempt **ANY THREE** questions from Section – **I** and attempt **ANY TWO** questions from Section - **II**.
 - 2) Both sections should be written in **SAME** answer book.
 - 3) Figures to the right indicate **FULL** marks.
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SECTION – I

- Q.1** What do you mean by New Issue Market? Explain the procedure of Initial Public Offer (IPO) by giving appropriate example. (10)
- Q.2** Elaborate the Stages in Venture Capital Financing with suitable examples. (10)
- Q.3** What do you mean by Credit Rating? Discuss the Functions of Credit Rating Agencies. (10)
- Q.4** Discuss the types of Merchant Banking Services available in India. (10)
- Q.5** Write Short notes on **ANY TWO** of the following :- (10)
- a) Rural Credit Institutions
 - b) Advantages of Venture Capital
 - c) Consumer Credit
 - d) Mutual Fund

SECTION - II

- Q.6** What do you mean by Indian Financial system? Discuss the functions of Indian Financial system with suitable examples. (10)
- Q.7** Explain in detail the concept, advantages and limitations of Micro Finance with suitable examples. (10)
- Q.8** Elaborate upon the recent developments of Indian Capital Market and Indian Money Market. (10)

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

Day : Friday
Date : 17-06-2022

S-22800-2022

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) Figures to the right indicate **FULL** marks.
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SECTION – I

- Q.1** Define human resource planning and explain its importance in today's business environment. [10]
- Q.2** Explain in detail process of human resource planning. [10]
- Q.3** Discuss various techniques and methods of manpower demand forecasting. [10]
- Q.4** Explain the concept of executive development and its importance. [10]
- Q.5** Write short notes on **ANY TWO** of the following: [10]
- a) Job Analysis
 - b) Job Design
 - c) Training Need Analysis (TNA)

SECTION – II

- Q.6** As a HR Head of Automobile manufacturing company prepare a career planning for newly joined trainee engineers. (Make necessary assumption). [10]
- Q.7** Explain the concept of VRS(Voluntary Retirement Scheme) with its challenges and benefit to employees and business enterprise. [10]
- Q.8** Prepare a note on importance of training effectiveness and its relation to ROI (Return on Investment) of training program. [10]

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MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)
M.B.A Sem-III :SUMMER- 2022
SUBJECT : LABOUR LAWS-I

Day : Saturday
Date : 18-06-2022

S-22801-2022

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) Figures to the right indicate **FULL** marks.

SECTION – I

- Q.1** Explain the principles of social justice and natural justice. [10]
- Q.2** Discuss in details welfare provisions under The Factories Act, 1948. [10]
- Q.3** Write a detailed note on provisions of The Minimum Wages Act, 1948. [10]
- Q.4** Give an overview of the major provisions of The Employees Provident Fund and Miscellaneous Provisions Act, 1952. [10]
- Q.5** Write short notes on **ANY TWO** of the following: [10]
- a) The Payment of Bonus Act, 1965
 - b) Definition of Manufacturing as per The Factories Act, 1948
 - c) Equal Remuneration

SECTION – II

- Q.6** Prepare a detailed note on The Payment of Gratuity Act, 1972. [10]
- Q.7** Write a detailed report on role of ILO in promoting social security and labour welfare. [10]
- Q.8** Prepare a detailed note to CEO of your organization on precaution to be taken for health and safety of your employees based on the provisions of The Factories Act, 1948. [10]

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MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)
M.B.A Sem-III :SUMMER- 2022
SUBJECT : QUALITY MANAGEMENT

Day : Wednesday
Date : 22-06-2022

S-22798-2022

Time : 10:00 AM-12:00 PM
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** What do you mean by Quality? Explain types of Quality with suitable examples. (10)
- Q.2** What is Quality Control? State objectives of Quality Control. (10)
- Q.3** Discuss control charts for variables. (10)
- Q.4** What is Acceptance Sampling? Explain principles of Acceptance Sampling. (10)
- Q.5** Write short notes on **ANY TWO** of the following (10)
- a) ACSI model
 - b) Quality Auditing
 - c) Kaizen

SECTION – II

- Q.6** Discuss six sigma concept by citing examples. (10)
- Q.7** Explain Kano's model of Customer Satisfaction. (10)
- Q.8** Discuss control charts for attributes alongwith the use of these control charts. (10)
