

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)

M.B.A Sem-IV :SUMMER : 2023

SUBJECT : PROJECT MANAGEMENT

Day : Monday

Time : 10:00 AM-12:00 PM

Date : 17-04-2023

S-22813-2023

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 the **SAME** answer book.

SECTION- I

- Q. 1 What are the common features available in most of the project management software. Explain advantages using project management software. (10)
- Q. 2 What do you mean by project quality management? Explain place of quality in planning. (10)
- Q. 3 What is Project Risk Management? Discuss steps in Risk management. (10)
- Q. 4 Discuss project planning and scheduling by citing examples. (10)
- Q. 5 Write short notes on any **TWO** of the following: (10)
- a) Team management and diversity management
 - b) Project management knowledge areas
 - c) ISO standards
 - d) Risk mitigation

SECTION- II

- Q. 6 What is project management? Discuss characteristics of project with suitable examples. (10)
- Q. 7 What are the roles and responsibilities of project leader? Explain leadership styles for project managers. (10)
- Q. 8 Write a detailed note on Critical Path Analysis and PERT technique with suitable illustrations. (10)

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MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)
M.B.A Sem-IV :SUMMER : 2023
SUBJECT : SALES & DISTRIBUTION MANAGEMENT & B2B

Day : Tuesday

Time : 10:00 AM-12:00 PM

Date : 18-04-2023

S-22814-2023

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** What are the different sources of recruitment used for hiring sales persons? (10)
Discuss the advantages and disadvantages of any two such sources.
- Q.2** Write an illustrate note on sales territory. (10)
- Q.3** Which methods of sales forecasting are used by companies to estimate the future sales? Discuss. (10)
- Q.4** Explain the role and functions of retailers in the light of current business scenario. (10)
- Q.5** Write short note on any **TWO** of the following: (10)
- a) Sales organisation
 - b) Types of retailers
 - c) Difference between logistics and supply chain management
 - d) Sales organisation structures

SECTION – II

- Q.6** Assume that, you are appointed as Vice-President Sales of a leading fast-moving consumer goods (FMCG) company. It is observed that the revenue generated through sales volume is decreasing since last couple of quarters. The top management has asked you to prepare a comprehensive plan covering suitable training inputs for the sales persons and motivation of sales force. (10)
- Q.7** Outline the various parameters for evaluating the performance of the sales force of a consumer durable firm. (10)
- Q.8** As a sales representative of telecom service provider, how will you deal with the following objections raised by the prospective buyer. (10)
- a) The data charges and call rates of services are too high.
 - b) Your network is very poor.

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MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)
M.B.A Sem-IV :SUMMER : 2023
SUBJECT : INTEGRATED MARKETING COMMUNICATIONS

Day : Wednesday

Time : 10:00 AM-12:00 PM

Date : 19-04-2023

S-22815-2023

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

SECTION – I

- Q.1** State the importance of Integrated Marketing Communications (IMC) along with its components. (10)
- Q.2** Differentiate between corporate advertising and social advertising. (10)
- Q.3** Define Media Mix. Which media is more effective today? Justify your answer. (10)
- Q.4** What is sales promotion? Explain its objectives from the traders and consumers point of view. (10)
- Q.5** Write short notes on any **TWO** of the following: (10)
- i) Twitter
 - ii) Direct marketing
 - iii) Negative emotional appeal

SECTION - II

- Q.6** Develop an advertisement for any one service from the hospitality sector of your choice. (10)
- Q.7** What steps will you take to promote a 'laughter club' to reduce the stress of professionals? (10)
- Q.8** Assuming India is going to host the next Asian Games. Explain the different Integrated Marketing Communication tools and techniques you will use for effective branding of the event. (10)

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MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)
M.B.A Sem-IV :SUMMER : 2023
SUBJECT : INTERNATIONAL MARKETING

Day : Thursday

Date : 27-04-2023

S-22816-2023

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.
 - 5) Use of **Non Programmable** Calculator is allowed
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SECTION – I

- Q.1** Define International Marketing. Elaborate how International Marketing is important in today's context. **(10)**
- Q.2** Identify the sources of information for International Marketing research. Discuss the steps of conducting International Marketing research. **(10)**
- Q.3** Write a note on Joint Ventures and Franchising as a foreign market entry strategy. **(10)**
- Q.4** How do socio cultural and economic factors affect International Retail Environment? Explain with suitable examples. **(10)**
- Q.5** Write short notes on **ANY TWO** of the following: **(10)**
- a) Selection of Retail Market
 - b) Cross market subsidization
 - c) Future of International Marketing

SECTION – II

- Q.6** Discuss all probable challenges and opportunities that an international distributor of 'Bollywood' (Hindi) feature films may have to face, in any two foreign markets (of your choice). **(10)**
- Q.7** As a head of Market Research Department, develop the research plan for selecting the market for exporting your product. Explain the tools and techniques for collecting the suitable information. **(10)**
- Q.8** 'Culture is a very complex factor and is often considered critical component of International Business Environment. Marketer must have proper understanding of cultural dimension for product development and promotion.' Elaborate this statement with suitable examples. **(10)**

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)
M.B.A Sem-IV :SUMMER : 2023
SUBJECT : GLOBAL BUSINESS STRATEGIES

Day : Friday

Time : 10:00 AM-12:00 PM

Date : 28-04-2023

S-22817-2023

Max. Marks : 50

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 10 marks.
- 3) Both the sections should be written in the **SAME** answer books.

SECTION-I

- Q.1** Explain the impact of Technology on Export Strategies.
- Q.2** Discuss the Global Manufacturing Strategies with examples.
- Q.3** Explain in brief Control in Process of Internationalization.
- Q.4** Describe the role of legal structure in control strategies.
- Q.5** Write short notes on **ANY TWO** of the following:
- a) Ethical Dilemma
 - b) Licensing and Franchising
 - c) Cultural Difference

SECTION-II

- Q.6** What are the Global Business Environmental factors impacting business enterprises in consumer durable industry?
- Q.7** Identify Global trends that influence Global business with reference to 'On-line fashion Stores'.
- Q.8** Discuss steps to know how Innovation breeds collaboration with citing suitable examples.

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MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)
M.B.A Sem-IV :SUMMER : 2023
SUBJECT : CORPORATE FINANCE

Day : Thursday

Time : 10:00 AM-12:00 PM

Date : 20-04-2023

S-22818-2023

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 Inventory Control? Discuss any two techniques of Inventory Control. (10)
- Q.2** What do you mean by International Mergers & Acquisitions? Make recommendations for Effective Cross Border Mergers & Acquisitions. (10)
- Q.3** Explain the concept and Characteristics of Demerger. (10)
- Q.4** Discuss how Corporate Finance role is changing in Global Economic Environment. (10)
- Q.5** Write Short Notes on **ANY TWO** of the following: (10)
- a) Pooling of Interest Method
 - b) Financial Planning
 - c) Receivable Management
 - d) Corporate Governance

SECTION - II

- Q.6** What do you mean by Over Capitalization? Discuss the causes & remedial measures for Over Capitalization. (10)
- Q.7** "There are different motives of Corporate Restructuring." Discuss with Suitable examples. (10)
- Q.8** Vidya Ltd is merging with Vaishya ltd. The shareholders of Vaishya Ltd would receive 0.8 shares of Vidya Ltd for each share held by them. Relevant data of two companies is as follows: (10)

Particulars	Vidya Ltd	Vaishya Ltd
Sales (In Crores)	500	200
Profit After Tax (In Crores)	1400	600
No of Shares	100	200
EPS (₹)	14	3
Market Value per share (₹)	56	15
Price Earnings Ratio	4	5

For the combined company (post merger), you are required to calculate:

- a) Number of Shares
- b) EPS
- c) Market Value Per share
- d) P/E Ratio
- e) Market Capitalization

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MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)
M.B.A Sem-IV :SUMMER : 2023
SUBJECT : INTERNATIONAL FINANCIAL MANAGEMENT

Day : Friday

Time : 10:00 AM-12:00 PM

Date : 21-04-2023

S-22819-2023

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** Discuss the concept and benefits of Foreign Direct Investment for Indian Economy. (10)
- Q.2** Explain the following : (10)
- i) International Capital Budgeting
 - ii) Bretton Woods System
- Q.3** Elaborate the steps involved in Letter of Credit (L.C.) Mechanism. (10)
- Q.4** What do you mean by International Trade? Discuss risks involved in International Trade. (10)
- Q.5** Write short notes on **ANY TWO** of the following: (10)
- a) Double Taxation Avoidance Agreement (DTAA)
 - b) Interest Rates Parity
 - c) Post Shipment Finance
 - d) Tax Havens and Transfer Pricing

SECTION – II

- Q.6** What do you mean by International Finance? Distinguish between International Finance and Domestic Finance with suitable examples. (10)
- Q.7** Discuss the concept and components of Balance of Payments with reference to Indian Economy. (10)
- Q.8** Elaborate various tools and techniques of Foreign Exchange Risk management with appropriate examples. (10)

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)
M.B.A Sem-IV :SUMMER : 2023
SUBJECT : LOGISTICS & SUPPLY CHAIN MANAGEMENT

Day : Saturday

Time : 10:00 AM-12:00 PM

Date : 29-04-2023

S-22820-2023

Max. Marks : 50

N.B.

- 1) Attempt **ANY THREE** questions from Section-I.
- 2) Attempt **ANY TWO** questions from Section-II.
- 3) Each question carries 10 marks.
- 4) Both the Sections should be written in **SAME** answer book.

SECTION-I

- Q.1** Explain the Economic Order Quantity (EOQ) model.
- Q.2** Explain the various types of distribution level used in SCM with suitable examples.
- Q.3** Discuss the 5R concept used in Logistics and SCM with appropriate examples.
- Q.4** Explain various complexities faced in trans-shipment.
- Q.5** Write Short Notes on **ANY TWO** of the following:
- a) Forth Party Logistics (4PL)
 - b) Rail Transportation
 - c) Store Layout

SECTION-II

- Q.6** Discuss overall integration of various functions of material management with suitable examples.
- Q.7** Illustrate the Materials Requirements Planning (MRP) with relevant examples.
- Q.8** "The efficient movement of goods creates competitive advantage for the firm/organization" Do you agree? Justify your answer with suitable examples.

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MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)
M.B.A Sem-IV :SUMMER : 2023
SUBJECT : COMPENSATION & BENEFITS MANAGEMENT

Day : Monday

Time : 10:00 AM-12:00 PM

Date : 24-04-2023

S-22822-2023

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

- Q. 1** Discuss the scope and importance of compensation management. (10)
- Q. 2** Explain any two wage incentive plans with examples. (10)
- Q. 3** Elaborate on the process of total reward management in detail. (10)
- Q. 4** “Compensation and organization structure are interlinked with each other”. Justify the statement. (10)
- Q. 5** Write short notes on **ANY TWO** of the following: (10)
- a) Objectives of wage policy
 - b) Taxation of stock options
 - c) Causes of high labour turnover rate

SECTION – II

- Q. 6** Write a letter to your compensation management team explaining about designing a tax friendly package for employees. (10)
- Q. 7** As a compensation Manager, which best practices in Global compensation you will implement for your employees? (10)
- Q. 8** “Competency based pay will encourage employees to acquire new skills”. Your comments. (10)

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MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)
M.B.A Sem-IV :SUMMER : 2023
SUBJECT : COMPETENCY MAPPING & PERFORMANCE MANAGEMENT

Day : Tuesday

Time : 10:00 AM-12:00 PM

Date : 25-04-2023

S-22823-2023

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 the **SAME** answer book.
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SECTION – I

- Q.1** Explain the concept of managerial competencies with its significance for effective work performance. (10)
- Q.2** Discuss in detail the role of competency mapping in career planning and development. (10)
- Q.3** Explain the linkage of performance management to other HR processes. (10)
- Q.4** State the importance of documentation in performance appraisal and responsibilities of a manager. (10)
- Q.5** Write short notes on **ANY TWO** of the following: (10)
- a) Ethics in Performance Management
 - b) Managerial competencies for Global Workplace
 - c) Traditional Appraisal Method

SECTION – II

- Q.6** As a HR Manager of a leading manufacturing company, identify training needs and design a training plan for developing managerial competencies of a newly joined management trainee. (10)
- Q.7** You are appointed as a HR Head of IT firm, design a competency based performance management system for effective HR development. (10)
- Q.8** Prepare a report on challenges in implementation of performance appraisal system. (10)

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)
M.B.A Sem-IV :SUMMER : 2023
SUBJECT : ENTERPRISE BUSINESS APPLICATIONS

Day : Thursday

Time : 10:00 AM-12:00 PM

Date : 4/5/2023

S-22825-2023

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 the **SAME** answer book

SECTION-I

- Q.1** What is ERP? Explain in detail its advantages. **(10)**
- Q.2** Explain in detail Data Warehousing and Data Mining. **(10)**
- Q.3** Discuss the functionalities included in finance module of the ERP software. **(10)**
- Q.4** Explain the role of Supply Chain Management in an organization. **(10)**
- Q.5** Short notes (Any Two) **(10)**
- a) Evolution of ERP
 - b) On Line Analytical Processing (OLAP)
 - c) Data Migration

SECTION -II

- Q.6** Explain in detail various product features of People Soft. **(10)**
- Q.7** Explain in detail Business Process Reengineering process for Trading Industry. **(10)**
- Q.8** What is CRM? What are the business benefits of investing in CRM? Elaborate it with appropriate example. **(10)**

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