

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)

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

SUBJECT : PROJECT MANAGEMENT

Day : Monday

Time : 10:00 AM-12:00 PM

Date : 12/12/2022

W-22813-2022

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.

SECTION - I

- Q.1 What are the different kinds of Organizational Structures? Explain in detail. [10]
- Q.2 What is Project Management? Explain role of PMBOK in Project Management. [10]
- Q.3 Discuss various Leadership Styles for Project Managers in brief. [10]
- Q.4 Explain the process of Risk Management in short. [10]
- Q.5 Write short notes on **ANY TWO** of the following: [10]
- a) Project Management Software
 - b) Quality measures
 - c) Gantt Chart

SECTION-II

- Q.6 Draw the activity network diagram and find earliest start time and earliest finish time. Also find critical path. [10]

Activity	Predecessor	Time (Week)
A	-	13
B	-	12
C	-	10
D	A	7
E	B	6
F	B	5
G	C	10
H	B	11
I	F,G	9
J	D,E	8

- Q.7 You have been appointed as head of the event “Xpression 22: A National Level Management Fest”. Management has asked you to develop a team for this event. How will you develop Project Team? Give list of stakeholders identified by you for this event. [10]
- Q.8 a) Give any five features available in Project Management Software's. [05]
- b) What is quality? Why is it difficult to maintain quality? [05]

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MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)
M.B.A Sem-IV : WINTER- 2022
SUBJECT : SALES & DISTRIBUTION MANAGEMENT & B2B

Day : Tuesday

Time : 10:00 AM-12:00 PM

Date : 13-12-2022

W-22814-2022

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

SECTION – I

- Q.1** Describe personal selling process. What is the role of sales manager in today's business scenario? [10]
- Q.2** What is sales forecasting? Describe any two methods of sales forecasting. [10]
- Q.3** What is sales territory? Why is it necessary for companies to establish sales territory? [10]
- Q.4** What are the basic concepts of sales organization? Explain any one sales organization structure with suitable example. [10]
- Q.5** Write short notes on **ANY TWO** of the following: [10]
- a) Sales Quotas
 - b) Sales Audit
 - c) Sales Managers' skills

SECTION – II

- Q.6** Assume you are a sales person selling electronic goods. How will you make presentation for selling electronic medical equipment to Hospital chain? [10]
- Q.7** Assume you are a branch manager of a company, which has recently introduced a sales quota system that is linked to the incentive scheme for the sales people. However, the sales people have complained about the frequent short supply of same products which have affected their quarterly incentive payments. As a branch manager what would you do? [10]
- Q.8** Suggest sales strategies for a courier company operating in the domestic market. Make suitable assumption if needed. [10]

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

Day : Wednesday

Time : 10:00 AM-12:00 PM

Date : 14-12-2022

W-22815-2022

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.
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SECTION – I

- Q.1** Discuss the pull and push strategies with reference to Integrated Marketing Communications. (10)
- Q.2** Explain in detail the different objections to advertising. (10)
- Q.3** What is Media Mix? Discuss the social media and its impact on the customers. (10)
- Q.4** Define public relation. How are public relation established through event sponsorship and publicity. (10)
- Q.5** Write short notes on any **TWO** of the following: (10)
- i) Coupons
 - ii) Ad appeal
 - iii) Film based merchandising

SECTION - II

- Q.6** Develop and advertisement for print media of any FMCG of your choice and do its media planning. (10)
- Q.7** What steps will you take to promote a 'Cycle Club' to improve the fitness level of the student community through effective Integrated Marketing Communication strategies? (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 : WINTER- 2022

SUBJECT : INTERNATIONAL MARKETING

Day : Tuesday

Time : 10:00 AM-12:00 PM

Date : 20-12-2022

W-22816-2022

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

- Q.1** Define International Marketing. Explain the concept and importance of International Marketing. (10)
- Q.2** Elaborate the factors which affect International Retail Environment. (10)
- Q.3** Explain the factors to be considered while selecting retail International Market. Support your answer with suitable examples. (10)
- Q.4** Write in detail on International Marketing Research and Information System. (10)
- Q.5** Write short notes on **ANY TWO** of the following: (10)
- a) Competing in foreign market
 - b) Motives of International Retailing
 - c) Competitive advantages in foreign market

SECTION – II

- Q.6** Draw the International Marketing strategy for an Indian Agro Based Company marketing fruit pulps in any International Market of your choice. (10)
- Q.7** As an International Marketing Manager of a small car manufacturing company, design an International Marketing Research plan to launch small electric cars in African Countries. (10)
- Q.8** An Indian manufacturing firm has two locally famous brands of incense sticks (Agarbattis). The firm is planning to enter foreign markets. Expand your advice regarding choice of markets abroad, as also the social, cultural challenges that the firm may face in these markets. (10)

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)
M.B.A Sem-IV : WINTER- 2022
SUBJECT : GLOBAL BUSINESS STRATEGIES

Day : Wednesday

Time : 10:00 AM-12:00 PM

Date : 21-12-2022

W-22817-2022

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 marks.
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SECTION – I

- Q.1** How Indian IT companies are formulating competitive strategy, while operating in International business? Comment. (10)
- Q.2** What are the important elements of global business? Discuss with Examples. (10)
- Q.3** What are the advantages of Globalization? Discuss with Examples. (10)
- Q.4** Describe International capital movement and its impact on International Business (10)
- Q.5** Write short notes on any **TWO** of the following (10)
- a) Global Business Environment
 - b) Licencing and Franchising
 - c) Importance of quality in global business

SECTION - II

- Q.6** What are the global business Environmental Factors impacting business enterprises in consumer durable Industry. (10)
- Q.7** Identify any two Global trends that influence Global business. Discuss its effects on (10)
- a) On line fashion Stores.
 - b) Hand made silver Jewellery.
- Q.8** What is global strategy? Explain Four global Business Strategies with suitable examples relevant current post covid situation. (10)

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MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)

M.B.A Sem-IV : WINTER- 2022
SUBJECT : CORPORATE FINANCE

Day : Thursday

Time : 10:00 AM-12:00 PM

Date : 15-12-2022

W-22818-2022

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 corporate restructuring? Discuss various forms of restructuring. (10)
- Q.2** Highlight the role of International M & A and discuss its contributions in International trade growth. (10)
- Q.3** Explain the concept of Inventory Control Management. Discuss the factors determining level of Inventory. (10)
- Q.4** Elaborate on the changing role of Corporate Finance in global economic environment. (10)
- Q.5** Write short notes on **ANY TWO** of the following: (10)
- a) Over Capitalization
 - b) Corporate Governance
 - c) Characteristics of Demerger

SECTION – II

- Q.6** Discuss the characteristics of a sound Financial Planning and highlight the factors affecting Financial Planning. (10)
- Q.7** Alpha Ltd wants to acquire business of Cipla Ltd. Share exchange ratio will be based on Market Price. Details of both businesses are as follows : (10)

Particulars	Alpha	Cipla
Profit before Tax	20,00,000	10,00,000
Tax rate	30%	30%
No. of shares	10,000	5,000
Market price per share	Rs. 300	Rs.500

Calculate :

- i) Share Exchange Ratio
- ii) New no. of shares
- iii) Post-Acquisition Market Capitalization.

- Q.8** Calculate Economic Order Quantity from following data and also its cost. (10)

Particulars	Details
Monthly Demand	200 units
Purchase price per unit	Rs. 500
Ordering cost per order	Rs. 10
Carrying cost per unit	Rs. 25
Order Size	150 Units

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

Day : Friday

Time : 10:00 AM-12:00 PM

Date : 16-12-2022

W-22819-2022

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** Discuss the importance and challenges of International Financial Management. (10)
- Q.2** Explain the following : (10)
- i) International Tax System
 - ii) The Flexible Exchange Rate Regime
- Q.3** Write detailed note on Pre Shipment Finance and Post Shipment Finance. (10)
- Q.4** Elaborate various tools and techniques of Foreign Exchange Risk Management. (10)
- Q.5** Write short notes on **ANY TWO** of the following: (10)
- a) Balance of Payments
 - b) Adjusted Present Value Model
 - c) International Portfolio Management
 - d) Consignment Trading

SECTION – II

- Q.6** 'There are various factors that influence International Trade.' Comment with suitable examples. (10)
- Q.7** Elaborate the concept of Interest Rates Parity and Purchasing Power Parity with appropriate examples. (10)
- Q.8** What do you mean by Documentary Credit? Elaborate the Documentary Credit Mechanism. (10)

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MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)
M.B.A Sem-IV : WINTER- 2022
SUBJECT : COMPENSATION & BENEFITS MANAGEMENT

Day : Saturday

Time : 10:00 AM-12:00 PM

Date : 17-12-2022

W-22822-2022

Max. Marks : 50

N.B.

- 1) Attempt **ANY THREE** questions from **SECTION-I**. Each questions carries 10 marks.
- 2) Attempt **ANY TWO** questions from **SECTION-II**. Each questions carries 10 marks.
- 3) Answers to both Sections should be written in **SAME** answer book.

SECTION-I

- Q.1** What is Compensation Management? Explain its importance in today's competitive world. (10)
- Q.2** Discuss the various components of Compensation Package. (10)
- Q.3** "Economic Value Added (EVA) is an alternative to stock based Compensation." Comment. (10)
- Q.4** Explain the types of labour market with an example. (10)
- Q.5** Write short note **ANY TWO** of the following: (10)
- a) Competency based pay
 - b) External equity
 - c) Global compensation strategies

SECTION-II

- Q.6** Write a letter to your team members explaining about how to design tax friendly package (10)
- Q.7** As a Compensation Manager, What steps you will follow to conduct wage surveys? (10)
- Q.8** "Reward Management System contributes in improving employee retention rate." Your views about the statement. (10)

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MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)
M.B.A Sem-IV : WINTER- 2022
SUBJECT : COMPETENCY MAPPING & PERFORMANCE MANAGEMENT

Day : Monday

Time : 10:00 AM-12:00 PM

Date : 19-12-2022

W-22823-2022

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

- Q.1** Define the scope of performance management. What are the foundations for the evaluation of performance management? (10)
- Q.2** Discuss in detail any two methods of performance appraisal. (10)
- Q.3** Explain the concept of competency mapping with its scope, significance and techniques of competency mapping. (10)
- Q.4** How performance management is linked with other functions of HR? (10)
- Q.5** Write short notes on **ANY TWO** of the following: (10)
- a) Ethics in Performance Management
 - b) Challenges in Performance Management
 - c) Importance of documentation in performance appraisal

SECTION – II

- Q.6** Design a performance planning process for your organisation. (Make suitable assumptions). (10)
- Q.7** Prepare a report on importance and benefit of balanced score card and 360° performance appraisal system for your organisation. (10)
- Q.8** Develop a set of critical incidents covering the production department performance of Trainee Engineers in your organisation and write a note on how to measure performance and to manage behaviour of these engineers. (10)
