

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

Day : Tuesday

Time : 10:00 AM-12:00 PM

Date : 28-11-2023

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

- Q.1** Discuss the role of a Project leader. (10)
- Q.2** What are the characteristics of a Project? What are the various Project Management knowledge areas? (10)
- Q.3** What are the project team pitfalls? Explain the team building process. (10)
- Q.4** Describe the various network planning models. (10)
- Q.5** Write short note on **ANY TWO** of the following : (10)
- a) Risk Analysis
 - b) Need of Project Planning
 - c) CMM (Capability Maturity Model) standards

SECTION – II

- Q.6** What is the role of Risk Management in Project Management? (10)
- Q.7** What are the quality measures used in Project Management? (10)
- Q.8** List and explain common features of Project Management Software. (10)

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

Day : Wednesday

Time : 10:00 AM-12:00 PM

Date : 29-11-2023

W-22814-2023

Max. Marks : 50

N.B.:

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

- Q.1** What are the different sources of recruitment used for hiring salespersons? Discuss the advantages and disadvantages of each source. **(10)**
- Q.2** What are the different types of sales quotas? Explain in brief the need and importance of sales quotas. **(10)**
- Q.3** What are the different methods of sales forecasting? Explain its managerial utility for an organization. **(10)**
- Q.4** What are the different ways by which potential and qualified prospects can be identified in personal selling? Enumerate the steps involved in personal selling process. **(10)**
- Q.5** Write short notes on **ANY TWO** of the following: **(10)**
- a) Role and skills of modern sales managers
 - b) Sales budgeting process
 - c) Sales organization structures
 - d) Retailing

SECTION-II

- Q.6** As a corporate trainer of an automobile company facing fierce competition in the market, design a suitable sales training programme for the experienced salespersons so as to enable them to counter the competitors effectively. **(10)**
- Q.7** As a Sales Manager of a leading telecom service provider, which parameters will you consider for evaluating the performances of salespersons? Illustrate the same in light of current business scenario. **(10)**
- Q.8** Assume that, you are appointed as In-charge Sales Operations of a company that deals in wireless mobile chargers. The company wants to increase its presence in far-flung areas of our country. Considering this, you are required to design a suitable distribution mix for the company. **(10)**

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

Day : Thursday

Date : 30-11-2023

W-22815-2023

Time : 10:00 AM-12:00 PM

Max. Marks : 50

Instructions:

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 is meant by scheduling? Explain in brief the models of scheduling. **10**
- Q.2** What are the different types of public relations used for managing, protecting and enhancing the reputation of an organization? **10**
- Q.3** Explain the benefits of product placement and branding in films. **10**
- Q.4** What is meant by Sales Promotion? Explain in brief the objectives of consumer sales promotion and trade promotions. **10**
- Q.5** Write short note on any **TWO** of the following: **10**
- a) Types of media
 - b) Objections to advertising
 - c) Components of Integrated Marketing Communications (IMC)
 - d) Types of advertising

SECTION II

- Q.6** A company wishes to launch new toothpaste which can effectively prevent cavities and tooth decay. The said market is highly crowded with multiple brands. As an In-charge of Marketing Communications, devise suitable communication strategies for promoting this toothpaste. **10**
- Q.7** Off late, it has been observed that marketing communication has become an integral part in the success of every commercial organizations be it a manufacturing company or a service provider. In line with this trend, as In-charge of a private college imparting professional education, develop a media plan for the said college. State your assumptions clearly, if any. **10**
- Q.8** What is meant by personal selling? As a Sales representative of a consumer durable firm, how you will handle the following objections raised by the prospective buyer? **10**
- a) The price of your product is too high
 - b) I am happy with the product being used by me.

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

Day : Wednesday

Time : 10:00 AM-12:00 PM

Date : 6/12/2023

W-22816-2023

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 **SAME** answer book.
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SECTION – I

- Q.1** Write an illustrative note on the socio-cultural factors and its influence on international retail environment. (10)
- Q.2** What are the steps involved in international marketing research process? (10)
- Q.3** Comment on the internationalization of retailing in light of current business scenario. (10)
- Q.4** What is meant by cross market subsidization? Explain by giving examples. (10)
- Q.5** Write short note on **ANY TWO** of the following : (10)
- a) India's presence in international marketing
 - b) Joint ventures
 - c) Retail structure
 - d) Importance of international marketing

SECTION – II

- Q.6** A famous Indian Company dealing in processed food items is planning to enter the international market. As an expert, suggest suitable market entry strategies for this company. State your assumptions clearly if any. (10)
- Q.7** What is meant by franchising? Illustrate it by citing appropriate examples. (10)
- Q.8** Which marketing strategies should be used for having an edge over the competitors in the international market? Explain. (10)

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

Day : Friday

Time : 10:00 AM-12:00 PM

Date : 1/12/2023

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

SECTION-I

- Q.1** Discuss the changing role of Corporate Finance in global economic environment. (10)
- Q.2** What do you mean by Inventory Control? Explain factors determining level of Inventory. (10)
- Q.3** Explain the concept and characteristics of Demerger with appropriate examples. (10)
- Q.4** Elaborate the opportunities and threats involved in International Merger and Acquisition. (10)
- Q.5** Write short notes on **ANY TWO** of the following: (10)
- a) Purchase Method
 - b) Under Capitalization
 - c) Corporate Governance
 - d) Role of Merger and Acquisition in International trade growth

SECTION-II

- Q.6** What do you mean by Merger? Discuss types of Mergers with suitable examples. (10)
- Q.7** Explain the concept and objectives of Financing Planning. (10)
- Q.8** Ziya Company is being acquired by Rama Company on a share exchange basis. Their selected data are as follows: (10)

	Rama	Ziya
Profit after tax (Rs. Lakh)	90	55
Number of shares (lakh)	15	11
Earnings per share (Rs.)	6	5
Price earnings ratio	5	4

Determine:

- a) Pre-merger market value per share
- b) The maximum exchange ratio Rama Company should offer without the dilution of
 - i) EPS
 - ii) Market value per share

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

Day : Saturday

Date : 2/12/2023

W-22819-2023

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. Figures to the **RIGHT** indicate **FULL** marks.
3. Answers to both the sections should be written in **SAME** answer book.

SECTION – I

- Q.1** What is the International Financial Management? Distinguish between Domestic Finance and International Finance. (10)
- Q.2** Explain the Current Exchange Rate Arrangements of International Monetary Systems with suitable examples. (10)
- Q.3** Define Foreign Exchange Market and state the Functions and Structure of Foreign Exchange Market. (10)
- Q.4** Elaborate in detail the Factors Influencing International Trade. (10)
- Q.5** Write short note on **ANY TWO** of the following : (10)
- a) Offshore Banking
 - b) Purchasing Power Parity
 - c) Bretton Woods System

SECTION – II

- Q.6** Explain Consignment Trading Method of International Trade Settlement with the benefits and risks involved in it. (10)
- Q.7** Elaborate in detail Letter of Credit Mechanism by highlighting the Role played by parties to the Letter of Credit. (10)
- Q.8** Elaborate the Significance of International Capital Budgeting in detail. (10)

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

Day : Monday

Time : 10:00 AM-12:00 PM

Date : 04-12-2023

W-22822-2023

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.

SECTION- I

- Q.1** Explain the meaning and the scope of Compensation and Benefits Management, highlighting their significance in the context of employee satisfaction and retention? (10)
- Q.2** Discuss three main parts of a compensation package? Discuss the legal requirements for employee benefits. (10)
- Q.3** Discuss three main parts of a compensation package? Discuss the legal requirements for employee benefits. (10)
- Q.4** What is international compensation? What strategies are important for international compensation? (10)
- Q.5** Write short notes on any **TWO** of the following: (10)
- a). Labour turnover
 - b. Fringe benefits
 - c. Taxation of stock options

SECTION- II

- Q.6** Consider Rohit, who earns a monthly salary of ₹80,000. He receives a special annual bonus of ₹20,000 and has professional tax deductions of ₹2,500 per annum. Rohit is also part of the company's provident fund scheme with a monthly contribution of ₹5,000. Calculate Rohit's taxable income, taking into account the salary, bonus, professional tax deduction, and provident fund contribution, and determine the income tax payable based on the applicable rules. (10)
- Q.7** . Imagine you're the Compensation and Benefits Manager of a tech company. A top-performing employee has exceeded expectations this year. How would you decide on their performance-based bonus, considering the company's compensation strategy? (10)
- Q.8** Imagine you're a Human Resources Manager in a call center experiencing high turnover. How would you address the specific causes of turnover, and what actions would you take to improve the situation with the help of designing incentive scheme? (10)

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

Day : Tuesday
Date : 5/12/2023

W-22823-2023

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. Figures to the **RIGHT** indicate **FULL** marks.
3. Answers to both the sections should be written in **SAME** answer book.

SECTION – I

- Q.1** What are the challenges managers might face in applying competencies across global workplace? (10)
- Q.2** How can an organisation ensure job fit when recruiting manager for particular positions? (10)
- Q.3** How can HRM integrate competency mapping into performance management system effectively? (10)
- Q.4** How would you define performance management in the context of organisational development? (10)
- Q.5** Write short note on **ANY TWO** of the following : (10)
- a) Importance of documentation in performance appraisal
 - b) Training and performance appraisal
 - c) Ethics in performance management

SECTION – II

- Q.6** As a HR Head of leading manufacturing firm prepare competency based career plan for talent management (Make necessary assumptions). (10)
- Q.7** Prepare a detailed report on various techniques and methodologies used in conducting competency mapping in your organisation. (10)
- Q.8** As a HR Head of Information Technology firm prepare a training plan for developing managerial competencies of newly joined trainee engineers. (10)

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)
M.B.A Sem-IV : WINTER : 2023
SUBJECT : RDBMS WITH ORACLE

Day : Monday

Time : 10:00 AM-12:00 PM

Date : 11/12/2023

W-22824-2023

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 **SAME** answer book.

SECTION - I

- Q.1** Explain CODD's rules that qualifies database as Relational Database. (10)
- Q.2** Explain the following SQL commands with syntax and example. (10)
- i) CREATE TABLE command
 - ii) ALTER TABLE command
 - iii) UPDATE command
- Q.3** What are data constraints? Explain Primary Key and Foreign Key with example. (10)
- Q.4** What is PL/SQL? Explain the advantages of PL/SQL over SQL. Describe PL/SQL block structure. (10)
- Q.5** Explain short notes on : - (ANY TWO) (10)
- a) Aggregate Functions
 - b) Joins and its types
 - c) Views

SECTION - II

- Q.6** Write SQL queries for the following:- (10)
- a) Create following tables with proper constraints:
Department (Dno (PK), Dname, Location)
Employee (Eno (PK), Ename , Bdate, City, Dno (FK)
 - b) Insert records in both tables.
 - c) List the name and salary of employees working in Department 'Marketing'.
 - d) List the employees in descending order on the column salary.
 - e) Increment the salary of employees working in Department No. 2 by Rs. 5000.
- Q.7** Write PL/SQL block for:- (10)
- i) To enter a number and display whether it is odd or even.
 - ii) To enter a number and display its multiplication table.
- Q.8** What is a cursor? Explain different types of cursors and their purpose in detail. (10)

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

Day : Tuesday

Time : 10:00 AM-12:00 PM

Date : 12/12/2023

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

- Q.1** How ERP (Enterprise Resource Planning) plays an important role in any organization, explain with example? **(10)**
- Q.2** What are ERP implementation best practices? Explain it with proper example. **(10)**
- Q.3** Explain in detail various factors involved in ERP implementation cost. **(10)**
- Q.4** Explain in detail Plant Maintenance business module of an ERP system. **(10)**
- Q.5** Write short note on **ANY TWO** of the following : **(10)**
- a) E-Commerce and E-Business
 - b) Customer Relationship Management
 - c) Business Process Reengineering

SECTION – II

- Q.6** Explain in detail various product features of SAP. **(10)**
- Q.7** What are the future trends in ERP? Explain in detail. **(10)**
- Q.8** Explain in detail role of ERP in Material Management and Quality Management. **(10)**

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

Day : Friday

Time : 10:00 AM-12:00 PM

Date : 8/12/2023

W-22892-2023

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 each.
 - 4) Answer to both the sections should be written in **SAME** answer books.
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SECTION – I

- Q.1** Define Customer Relationship Management (CRM) and its significance in modern SCM practices.
- Q.2** What is the significance of demand planning in SCM, and how does it influence supply chain operations?
- Q.3** Discuss the various sourcing strategies in logistics and their suitability for different industries or supply chain models.
- Q.4** What factors influence the selection of the most suitable transportation mode for a particular shipment within a supply chain?
- Q.5** Write short note on **Any TWO** of the followings:
- a) Bar coding
 - b) Third Party Logistics (3PL)
 - c) Rail Transportation

SECTION – II

- Q.6** How does sustainability influence the integration of logistics functions and the overall supply chain strategy?
- Q.7** What are the key advancements and benefits offered by Material Requirements Planning (MRP) in modern supply chain management?
- Q.8** A company is experiencing the bullwhip effect in its supply chain. Explain three possible causes of this issue and suggest strategies to mitigate it.

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