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**M.B.A. (Semester - I) (CBCS) Examination March/April-2019**  
**PRINCIPLES OF MANAGEMENT**

Day & Date: Thursday, 02-05-2019  
Time: 02:30 PM to 05:00 PM

Max. Marks: 70

**Instructions:** 1) All questions are compulsory.  
2) Figures to the right indicate full marks.

**Q.1 Choose the appropriate alternative from the given alternatives: 14**

- 1) \_\_\_\_\_ is father of Scientific Management.
  - a) F.W. Taylor
  - b) Henry Fayol
  - c) Robert Owen
  - d) Charles Babbage
- 2) \_\_\_\_\_ is one among the 14 principles stated by Henry Fayol.
  - a) Scalar Chain
  - b) Replacing Thumb rule with Science
  - c) Standardization
  - d) Maximum output
- 3) Hawthorne studies and human relations studies were carried out in \_\_\_\_\_ company at Chicago.
  - a) East-India Company
  - b) Western Electrical Company
  - c) Bharat Heavy Electrical Ltd. Company
  - d) General Motors Ltd. Company
- 4) \_\_\_\_\_ is a process that involves the determination of future course of Action.
  - a) Directing
  - b) Commanding
  - c) Planning
  - d) Organizing
- 5) \_\_\_\_\_ is a system for achieving organizational objectives and commitment of Employees in achieving organizational goals.
  - a) MBO
  - b) KRA
  - c) Game theory
  - d) Management Science approach
- 6) Organization process does not involve one of the following elements.
  - a) Departmentalization
  - b) Fixing Responsibility
  - c) Delegation of Authority
  - d) Appraisal system
- 7) \_\_\_\_\_ is the process of distribution of degree of authority at various levels, associated with various Management practices in the organization.
  - a) Delegation
  - b) Centralization
  - c) Decentralization
  - d) All of the above
- 8) A Managerial function that involves filling positions as well as selection, developing, appraising and retaining Right type of personnel to occupy light positions is called as \_\_\_\_\_.
  - a) Staffing
  - b) Recruitment
  - c) Training
  - d) Performance Appraisal
- 9) A \_\_\_\_\_ is a plan to motivate Individuals built on monetary rewards.
  - a) Internal Motivation
  - b) Monetary Motivation
  - c) Intrinsic Motivation
  - d) Extrinsic Motivation
- 10) Theory Z was stated by \_\_\_\_\_.
  - a) Abraham Maslow
  - b) William Ouchi
  - c) Fedrick Herzberg
  - d) MC Gregor



## SLR-BJ-1

The production manager complained about the old machines and equipments used in manufacturing. Therefore, cost of production was high but without corresponding quality. While competitors had better equipments and machinery, Bharat Engineering had neither replaced its age-old plant nor reconditioned it. Therefore to reduced the cost, it was essential to automate production lines by installing new equipment. Director of research and development did not have specific problem and therefore, did not indicate for any change. However, a principal scientist in R&D indicated on one day that the director of R&D, though very nice in his approach, did not emphasize on short-term research projects, which could easily increase production efficiency by at least 20 per cent within a very short period without any major capital outlay.

- a) Analyze the Case.
- b) Identify the Problem.
- c) Identifying Alternative Solutions.
- d) Giving the Best solution.

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**MBA (Semester-I) (CBCS) Examination April/May-2019**  
**ACCOUNTING FOR MANAGERS**

Day & Date: Friday, 03-05-2019  
Time: 02:30 PM to 05:00 PM

Max. Marks: 70

**Instructions:** 1) All questions are compulsory.  
2) Figures to the right indicate full marks.

**Q.1 Multiples Choice Questions:**

**14**

- 1) The long term assets that have no physical existence but are rights that have value is known as \_\_\_\_\_.
  - a) Current assets
  - b) Fixed assets
  - c) Intangible assets
  - d) Investments
- 2) The accounts that records expenses, gains and losses are \_\_\_\_\_.
  - a) Personal accounts
  - b) Real accounts
  - c) Nominal accounts
  - d) None of the above
- 3) Cost accounting is a specialized branch of accounting which deals with \_\_\_\_\_.
  - a) Classification, recording, allocation and control of costs
  - b) Classification, processing, allocation and directing
  - c) Classification, recording, planning and control of costs
  - d) Classification, recording, allocation and directing
- 4) In journal, the business transaction is recorded \_\_\_\_\_.
  - a) Same day
  - b) Next day
  - c) Once in a week
  - d) Once in a month
- 5) The process of entering all transactions from the journal to ledger is called
  - a) Posting
  - b) Entry
  - c) Accounting
  - d) None of the above
- 6) \_\_\_\_\_ is a statement showing the financial status of the company at any given time.
  - a) Trading account
  - b) Profit and Loss statements
  - c) Balance sheet
  - d) Cash book
- 7) Labour cost is the second element of \_\_\_\_\_.
  - a) Cost
  - b) Profit
  - c) Sales
  - d) Task
- 8) Book keeping mainly consists of \_\_\_\_\_.
  - a) Analysing
  - b) Preparing financial statements
  - c) Recording financial information
  - d) Auditing the books of accounts
- 9) \_\_\_\_\_ is the internal users of accounting information.
  - a) Creditor of the business
  - b) Government agency
  - c) Shareholder of the business
  - d) Manager of the business
- 10) Basic objectives of cost accounting is \_\_\_\_\_.
  - a) Tax compliance
  - b) Financial audit
  - c) Cost ascertainment
  - d) Profit analysis





- Jun 07: Deposited into bank the check received from David & Co.
- Jun 10: Purchased stationary for cash Rs. 170.
- Jun 15: Purchased merchandise for cash Rs. 1,280.
- Jun 15: Cash sales Rs. 2,450.
- Jun 16: Deposited into bank Rs. 1,250.
- Jun 18: Withdrawn from bank for personal expenses Rs. 100.
- Jun 21: Drew from bank for office use, Rs. 140.
- Jun 24: Received a check amounting to Rs. 1,435 from Henry & Co. and allowed him a discount of Rs. 15. The Henry's check was deposited into bank immediately.
- Jun 27: Bought furniture for cash for office use Rs. 500.
- Jun 29: Paid office rent by check Rs. 350.
- Jun 30: Received dividend of Rs. 500.

OR

b) The following figures are extracted from the books of Fashions Ltd. For the year ended 31<sup>st</sup> April 2016. Prepare a cost sheet.

	Rs.
Direct Materials	24,00,000
Direct Labour	5,00,000
Depreciation of Factory Building	15,000
Branch office expenses	40,000
Depreciation of staff cars	8,000
Depreciation of office building	12,000
Insurance of staff cars	1,500
Insurance of office Building	1,200
Insurance of Factory Building	1,500
Delivery Van Maintenance and Running Expenses	10,000
Sales Manager Salary	25,000
Factory Chief Engineer Salary	25,000
Finished goods warehouse expenses	20,000
Electricity (Including Rs. 4,000 for Administrative Office)	40,000
Advertisement	20,000
Sundry Factory Expenses	40,000
Sales Promotion	5,000
Office Administration Expenses	50,000
Expenses for participating in industrial exhibition	10,000
Sales	42,00,000

**Q.5 Case Study.**

14

From the following Trial Balance, prepare Trading and Profit & Loss Account for the year ended 31<sup>st</sup> March 2017 and Balance Sheet on that date of M/s Samarth.

**Trial Balance as on 31<sup>st</sup> March 2017**

Particulars	Dr (Rs.)	Cr (Rs.)
Salaries	30,000	
Printing and stationery	5,000	
General Expenses	7,000	
Taxes and Insurance	8,000	
Sundry Debtors	25,000	
Stock	46,000	

Purchases	60,000	
Wages	4,000	
Sales		1,50,000
Bank Overdraft		17,000
Commission		3,000
Purchase Return		500
Advertising	9,000	
Interest	2,000	
Furniture	60,000	
Building	60,000	
Motor Vehicles	80,000	
Capital		1,25,000
Bad Debts	2,000	
Provision for Doubtful Debts		2,500
Bills Payables		10,000
Loan		60,000
Sundry Creditors		30,000
Total	3,98,000	3,98,000

**Adjustments:**

- 1) Stock on hand on 31<sup>st</sup> March 2017 was valued Rs.40,000.
- 2) Depreciate: Building @ 6% and Motor Vehicles @ 10%.
- 3) Rs. 1,500 is due for interest on Loan.
- 4) Outstanding wages are Rs. 1,000.
- 5) Write off further Rs.1,000 as Bad Debts and provision for Bad Debts is to be made 10% on Sundry Debtors.





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**M.B.A. (Semester - I) (CBCS) Examination April/May-2019**  
**ORGANISATIONAL BEHAVIOUR**

Day & Date: Monday, 06-05-2019  
Time: 02:30 PM to 05:00 PM

Max. Marks: 70

**Instructions:** 1) All questions are compulsory.  
2) All questions carry equal marks.

**Q.1 Multiple Choice Questions****14**

- 1) \_\_\_\_\_ are evaluative statements either favorable or unfavorable.
  - a) Perception
  - b) Learning
  - c) Attitude
  - d) Cognitive thinking
- 2) Stress is a state of tension experienced by an \_\_\_\_\_.
  - a) Organization
  - b) Group
  - c) Individual
  - d) None of these.
- 3) In \_\_\_\_\_ the skills are complementary to each other.
  - a) Teams
  - b) Groups
  - c) Group dynamics
  - d) Personality
- 4) \_\_\_\_\_ occurs as a part of reinforcement or motivation.
  - a) Groups
  - b) Perception
  - c) Personality
  - d) Learning
- 5) Something happens and we react to it, is called as \_\_\_\_\_.
  - a) Reinforcement
  - b) Operant conditioning
  - c) Cognitive theory
  - d) Classical conditioning
- 6) In \_\_\_\_\_ teams members are given full autonomy or empowerment
  - a) Problem Solving
  - b) Self Managed
  - c) Cross functional
  - d) Virtual
- 7) \_\_\_\_\_ may be understood as the characteristics patterns of behavior.
  - a) Attitude
  - b) Perception
  - c) Personality
  - d) Learning
- 8) Survival of the fittest is associated with \_\_\_\_\_.
  - a) Change
  - b) Emotional Intelligence
  - c) Stress
  - d) Learning
- 9) The word Stress is derived from latin word which means \_\_\_\_\_.
  - a) Draw tight
  - b) Stimulus
  - c) Force
  - d) Attitude
- 10) In \_\_\_\_\_ conflict it occurs between two or more persons.
  - a) Interpersonal
  - b) Intergroup
  - c) Intrapersonal
  - d) Interorganisation
- 11) \_\_\_\_\_ refers to factors that are determined by conception or biological factors.
  - a) Heredity
  - b) Attitude
  - c) Emotional Intelligence
  - d) Stress
- 12) A relatively permanent change in behavior is \_\_\_\_\_.
  - a) Learning
  - b) Perception
  - c) Change
  - d) Stress



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**M.B.A. (Semester - I) (CBCS) Examination April/May-2019  
STATISTICS FOR MANAGEMENT**

Day & Date: Tuesday, 07-05-2019  
Time: 02:30 PM to 05:00 PM

Max. Marks: 70

- Instructions:** 1) Q. No. 1, 2, 3 and 5 are compulsory.  
2) Attempt any one question from Q.4.  
3) All question carry equal marks.

**Q.1 Choose appropriate answer****14**

- 1) A histogram is set of \_\_\_\_\_ bars whose areas are proportional to the frequencies presented.
  - a) Horizontal
  - b) Vertical
  - c) Flat
  - d) None of the above
- 2) A time series is a set of statistical observations arranged in \_\_\_\_\_.
  - a) Random
  - b) Non-linear
  - c) Unsystematic
  - d) Chronological order
- 3) \_\_\_\_\_ is called positional average.
  - a) Median
  - b) Arithmetic mean
  - c) Mode
  - d) Combined mean
- 4) Mean deviation is the average difference between the items in a distribution and the \_\_\_\_\_ of \_\_\_\_\_ of that series.
  - a) Mode or mean
  - b) Median or mode
  - c) Median or mean
  - d) Range or mode
- 5) This curve can be drawn through the various points of the polygon.
  - a) Histogram
  - b) Ogive curve
  - c) Bar diagram
  - d) Smoothed frequency curve
- 6) It is a statistical devices designed to 'measure the relative change in the level of a phenomenon with respect to time, geographical location or other characteristics such as income, profession, etc.
  - a) Index number
  - b) Probability
  - c) Permutation and combination
  - d) Association of attributes
- 7) The literal meaning of regression is \_\_\_\_\_.
  - a) Stepping up
  - b) Stepping back
  - c) Stepping front
  - d) All of the above
- 8) If one variable is increasing and the other variable is decreasing, correlation is said to be \_\_\_\_\_.
  - a) Positive correlation
  - b) No correlation
  - c) Negative correlation
  - d) Strong positive correlation
- 9) Skewness refers to \_\_\_\_\_ in the shape of frequency distribution.
  - a) Symmetry
  - b) Equilibrium
  - c) Stability
  - d) Asymmetry
- 10) Standard deviation is the square root of the \_\_\_\_\_.
  - a) Mean
  - b) Semi-interquartile range
  - c) Mode
  - d) Variance



- 11) The association between attributes  $Q = 0$  indicates \_\_\_\_\_.
- a) Perfect positive association                      b) Perfect negative association  
c) Two attributes are independent                  d) Two attributes are dependent
- 12) An average is frequently referred to as \_\_\_\_\_.
- a) Measures of central tendency                      b) Measures of dispersion  
c) Index number    d) Regression
- 13) The word Statistics has been derived from the Latin word \_\_\_\_\_.
- a) Statistik    b) Status  
c) Statista    d) Statistique
- 14) The variable we are trying to predict is called the \_\_\_\_\_.
- a) Independent variable                                  b) Extraneous variable  
c) Moderating variable                                  d) Dependent variable

**Q.2 Short problem.**

14

- a) Calculate mean deviation from the mean and median for the following data.

Marks less than	80	70	60	50	40	30	20	10
No. of students	100	90	80	60	32	20	13	5

- b) A panel of judges A and B graded seven debators and independently awarded the following marks:

Debator	1	2	3	4	5	6	7
Marks by A	40	34	28	30	44	38	31
Marks by B	32	39	26	30	38	34	28

An eighth debator was awarded 36 marks by judge A while judge B was not present judge B was also present, how many marks would you expect him to award eighth debator assuming same degree Of relationship exists in judgement?

**Q.3 Short problem.**

14

- a) The following summary data relate to the adult population of a small village:

Adult population	600
Number of employed	240
Literate adult population employed	80
Number of literates	200

Determine whether literacy and employment are associated or not.

- b) Calculate arithmetic mean and mode for the following data.

Weight (in lbs)	No. of persons
Below 110	4
110-120	6
120-130	20
130-140	32
140-150	33
150-160	17
160-170	8
Above 170	2

- Q.4** A psychologist wanted to compare two methods A and B of teaching. He selected a random sample of 22 students. He grouped them into 11 pairs so that the students in a pair have approximately equal scores on an intelligence test. In each pair one student was taught by the method A and other by method B and examined after the course. The marks obtained by them are tabulated below:

14

Pair	1	2	3	4	5	6	7	8	9	10	11
A	24	29	19	14	30	19	27	30	20	28	11
B	37	35	16	26	23	27	19	20	16	11	21

Calculate Spearman's Rank correlation.

OR

An analysis of IQ scores of three groups I, II and III are given below. Find the missing information and obtain co-efficient of variance of three and interpret which group IQ scores are more consistent.

	Group I	Group I	Group I	Combined group
Number of students	50	?	90	200
Standard deviation	6	7	?	7.746
Mean	113	?	115	116

**Q.5** The frequency distribution of weight in grams of gold jewellery of a given varieties given below. Find the missing frequencies, draw ogive curve, locate median graphically Median=443.94 and N=200 **14**

Weights (in grams)	410-419	420-429	430-439	440-449	450-459	460-469	470-479
Number of gold jewellery	14	-----	42	54	-----	18	7





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**M.B.A. (Semester - I) (CBCS) Examination April/May-2019**  
**LEGAL ASPECTS OF BUSINESS**

Day & Date: Thursday, 09-05-2019  
 Time: 02:30 PM to 05:00 PM

Max. Marks: 70

**Instructions:** 1) All questions are compulsory.  
 2) All questions carry equal marks.

**Q.1 Multiple Choice Questions.**

**14**

- 1) A \_\_\_\_\_ person is a one whose mental power has been deranged.
  - a) Lunatic
  - b) Idiot
  - c) Mental
  - d) Insane
- 2) \_\_\_\_\_ is a person who has not completed 18 years of age.
  - a) Major
  - b) Minor
  - c) Idiot
  - d) Insane
- 3) \_\_\_\_\_ is to compel a person to enter into a contract by force.
  - a) Undue influence
  - b) Coercion
  - c) Mistake
  - d) Fraud
- 4) \_\_\_\_\_ is the remedy available for the breach of contract.
  - a) Void agreement
  - b) Rescission
  - c) Invalid contract
  - d) Invalid agreement
- 5) \_\_\_\_\_ is as much as is earned.
  - a) Merit
  - b) Quantum Merit
  - c) Damage
  - d) Injunction
- 6) The Negotiable Instrument Act came into existence in the year \_\_\_\_\_.
  - a) 1881
  - b) 1891
  - c) 1981
  - d) 1991
- 7) \_\_\_\_\_ is an example of non-negotiable instrument.
  - a) Money order
  - b) Hundis
  - c) Share warrants
  - d) Cheque
- 8) The person to whom the instrument is endorsed is called \_\_\_\_\_.
  - a) Endorsee
  - b) Payee
  - c) Maker
  - d) Holder
- 9) A cheque is a \_\_\_\_\_.
  - a) Promissory note
  - b) Hundi
  - c) Bills of exchange
  - d) Receipt
- 10) The companies Act came into existence in \_\_\_\_\_.
  - a) 1696
  - b) 1956
  - c) 1965
  - d) 2000
- 11) The consumer protection act came into existence in the year \_\_\_\_\_.
  - a) 1986
  - b) 1896
  - c) 1966
  - d) 1976
- 12) It is necessary to elect a \_\_\_\_\_ for a meeting.
  - a) Secretary
  - b) Principal
  - c) Chairman
  - d) Head

13) The gap between two annual general meeting should not be more than \_\_\_\_\_ months.

- a) 15
- b) 12
- c) 18
- d) 10

14) The meeting held for particular class of share holders is \_\_\_\_\_.

- a) Shareholders meeting
- b) Class meeting
- c) Creditors meeting
- d) Debtors meeting

**Q.2 Write Short notes. 14**

- a) Capacity to contract
- b) Object and scope of IT Act 2000

**Q.3 Short note 14**

- a) Types of partners
- b) Unfair trade practices

**Q.4 Attempt any one of the followings. 14**

- a) Defines company according to companies act 1956. Explain various types of companies and the characteristics of company.
- b) Define free consent. Explain with examples the instance when the consent is not free

**Q.5 Case study (Any 4) 14**

- a) A promise to pay B 500/- Rs if he beats C. B does not beat C. Can A recover amount from B?
- b) A advertised in the newspaper that he would give Rs 500000/- to anyone who traces his missing daughter. B traced the girl and claimed the amount of reward. State whether B is entitled to receive the amount of reward if (A) he did not know about the reward? And (B) if he knew about the reward.
- c) X buys a painting believing it to be worth Rs 100000/- while in fact it is worth only Rs 10000/-. Is it a valid contract?
- d) Z promises Y to bring stars and moon for him. Y pays 10000/- for this act. Is this a void contract?
- e) A, B, C, D, and E are the only members of a public company. All of them go for a movie and the theatre catches fire. They all are burnt to ashes. Whether the public company remains into existence?
- f) A agrees to let his flat to B for undertaking the gambling activity at a rent of 10000/- per month. After 3 months B stops making payment to A as rent. Can A claim rent?

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**M.B.A. (Semester-II) (CBCS) Examination April/May-2019**  
**MARKETING MANAGEMENT**

Day & Date: Monday, 13-05-2019  
Time: 02:30 PM To 05:00 PM

Max. Marks: 70

**Instructions:** 1) All questions are Compulsory.  
2) All questions carry equal marks.

**Q.1 Multiple choice questions.**

**14**

- 1) Marketing concept is customer centered, it believes in \_\_\_\_\_ and \_\_\_\_\_ philosophy.
  - a) Sense, respond
  - b) Make, sell
  - c) Sell, sell
  - d) Make, make
- 2) The four components of holistic marketing includes relationship marketing, integrated marketing, internal marketing and \_\_\_\_\_.
  - a) Practice marketing
  - b) Policy marketing
  - c) Performance marketing
  - d) Political marketing
- 3) Gathering primary data by observing relevant people, actions and situations is known as \_\_\_\_\_.
  - a) Survey research
  - b) Search research
  - c) Occasional research
  - d) Observational research
- 4) Channel containing one or more intermediary levels is called as \_\_\_\_\_.
  - a) Direct marketing channel
  - b) Indirect marketing channel
  - c) Both (a) and (b)
  - d) None of the above
- 5) A place where individuals and households buy or acquire goods and services for personal consumption \_\_\_\_\_.
  - a) Business market
  - b) Mass market
  - c) Consumer market
  - d) Industrial market
- 6) A person's pattern of living as expressed in his or her activities, interests and opinions is referred as \_\_\_\_\_.
  - a) Personality
  - b) Role and status
  - c) Family
  - d) Lifestyle
- 7) It divides a market into smaller groups with distinct needs, characteristics that might require separate marketing strategies \_\_\_\_\_.
  - a) Market targeting
  - b) Market segmentation
  - c) Differentiation
  - d) Positioning
- 8) It includes set of all product lines and items that a particular seller offer for sale \_\_\_\_\_.
  - a) Product line
  - b) Product design
  - c) Product mix
  - d) Product position
- 9) The systematic search for new product ideas is known as \_\_\_\_\_.
  - a) Idea screening
  - b) Idea testing
  - c) Idea generation
  - d) Idea implementation
- 10) In this method, price setting is based on buyers perceptions of value rather than on the seller's cost \_\_\_\_\_.
  - a) Value based pricing
  - b) Cost based pricing
  - c) Cost-plus pricing
  - d) Target profit pricing





Worldoo is an online world for kids. Brands engage with children in this platform through games and activities especially designed for them. It provides an interactive experience where children can engage in activities that interest them. It has tied up with the Gamebox and Zapak for games; Cartoon Network and Pogo for cartoons; National geographic channel and JeffCorwin Connect for providing knowledge about animals and environment; and Warner Bros and Sony Pictures for movies and trailers.

**Questions:-**

- a) Analyze the case.
- b) Why are companies targeting children?
- c) How does KidZania engage with children?
- d) How does Worldoo engage with children?

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**M.B.A. (Semester - II) (CBCS) Examination April/May-2019**  
**FINANCIAL MANAGEMENT**

Day & Date: Tuesday, 14-05-2019  
Time: 02:30 PM To 05:00 PM

Max. Marks: 70

- Instructions:** 1) All questions are compulsory.  
2) All questions carry equal marks.

**Q.1 Multiple choice questions**

**14**

- 1) Liquidity ratios are expressed in \_\_\_\_\_.
  - a) Pure ratio form
  - b) Percentage
  - c) Rate or time
  - d) None of the above
- 2) Return on Proprietors' funds is also known as \_\_\_\_\_.
  - a) Return on net worth
  - b) Return on Shareholders' fund
  - c) Return on Shareholders' Investment
  - d) All of the above
- 3) External Long-term sources of finance do not include \_\_\_\_\_.
  - a) Debentures
  - b) Retained earnings
  - c) Overdrafts
  - d) Leasing
- 4) Financial Management is mainly concerned with \_\_\_\_\_.
  - a) All aspects of acquiring and utilizing financial resources for firms activities
  - b) Arrangement of funds
  - c) Efficient Management of every business
  - d) Profit maximization
- 5) Capital Budgeting is related to \_\_\_\_\_.
  - a) Long terms assets
  - b) Short term assets
  - c) Long terms and short terms assets
  - d) Fixed assets
- 6) A debenture \_\_\_\_\_.
  - a) does not require security
  - b) is a long-term loan
  - c) receives dividend payments
  - d) is a short-term loan
- 7) Higher the ratio, the more favorable it is, doesn't stand true for \_\_\_\_\_.
  - a) Operating ratio
  - b) Liquidity ratio
  - c) Net profit ratio
  - d) Stock turnover ratio
- 8) The Company's average cost of capital is \_\_\_\_\_.
  - a) the average cost of equity shares and debentures
  - b) the average cost of equity preference shares
  - c) the average cost of shares and all sources of long-term funds
  - d) the average cost of equity preference shares
- 9) Present Value takes \_\_\_\_\_.
  - a) Discounting rate
  - b) Compounding rate
  - c) Inflation rate
  - d) Deflation rate
- 10) The Company's Cost of Capital is also called \_\_\_\_\_.
  - a) Leverage
  - b) Hurdle rate
  - c) Risk rate
  - d) Return rate

- 11) EBIT is usually the same thing as \_\_\_\_\_.
- a) Funds provided by operations
  - b) Earnings before taxes
  - c) Net income
  - d) Operating profit
- 12) The objective of wealth maximization takes into account \_\_\_\_\_.
- a) Amount of returns expected
  - b) Timing of anticipated returns
  - c) Risk associated with uncertainty of returns
  - d) All of the above
- 13) Time value of money indicates that \_\_\_\_\_.
- a) A unit of money obtained today is worth more than a unit of money obtained in future
  - b) A unit of money obtained today is worth less than a unit of money obtained in future
  - c) There is no difference in the value of money obtained today and tomorrow
  - d) None of the above
- 14) A(n) \_\_\_\_\_ occurs when there is an increase in the number of shares outstanding by reducing the par value of stock.
- a) Stock split
  - b) Stock dividend
  - c) Extra dividend
  - d) Regular Dividend

**Q.2 Answer the following.**

14

- a) Venture Capital
- b) Determinants of Dividend Policy

**Q.3 Attempt the following.**

14

- a) Scope of Financial Management
- b) A company has raised a loan of Rs.50 Lakhs from an industrial finance bank at 9% p.a. The amount has to be paid back in 5 equal times of installments. Calculate the installment amount.

**Q.4 Attempt any one of the followings**

14

- a) A company has the following capital structure on 31/12/2016

	Rs.
Equity Shares (20000 shares)	10,00,000
10% Preference shares	2,50,000
14% Debentures	7,50,000
	20,00,000

The company's share is currently selling at Rs.20. Next year's expected dividend is Rs.2 per share, that will grow at 6% forever. The company is in the tax bracket of 50%. You are required to calculate:

- 1) WACC based on the existing capital structure.
- 2) New WACC if the company raised an additional Rs.5,00,000 debt by issuing 15% debenture. This will increase the existing dividend by Re.1 but leave growth rate unchanged, and the price of share will fall to Rs. 15

OR

- b) With the following ratios and further information given below, prepare a Trading, Profit and Loss Account and Balance Sheet: 14
- Gross Profit Ratio : 25%
  - Net Profit Ratio : 20%
  - Stock Turnover Ratio : 10
  - Net Profit/Capital : 1/5
  - Capital to Total Liabilities : 1/2
  - Fixed Assets/Capital : 5/4
  - Fixed Assets/Total Current Assets : 5/7
  - Fixed Assets: Rs.10,00,000
  - Closing Stock: Rs.1,00,000

**Q.5 Case Study**

14

A company is considering to purchase a machine. Two machines are available, Q and R, costing Rs. 50,000 each. Earnings after taxation are expected to be as follows:

Year	Earnings after Tax (Rs.)	
	Machine Q	Machine R
1	15,000	5,000
2	20,000	15,000
3	25,000	20,000
4	15,000	30,000
5	10,000	20,000

Evaluate the two alternatives according to:

- a) Pay Back Period
- b) Average Rate of Return
- c) Net Present Value @ 10% D.F.
- d) Profitability Index @ 10% D.F.

Assume straight line method of depreciation.

The discount factor is as under:

Year	1	2	3	4	5
D.F.	0.909	0.826	0.751	0.683	0.621

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**M.B.A. (Semester-II) (CBCS) Examination April/May-2019  
HUMAN RESOURCE MANAGEMENT**

Day &amp; Date: Wednesday, 15-05-2019

Max. Marks: 70

Time: 02:30 PM to 05:00 PM

**Instructions:** 1) All questions are compulsory.  
2) All questions carry equal marks.

**Q.1 Multiple Choice Questions****14**

- 1) Human Resource Management means \_\_\_\_\_.
  - a) To Train HR
  - b) To Promote HR
  - c) To Manage HR
  - d) To Develop HR
- 2) Why Job Analysis because \_\_\_\_\_.
  - a) Human Resource Planning
  - b) Recruitment and Selection
  - c) Training and Development
  - d) All of Above
- 3) Fifth Step of Process of Job Analysis is \_\_\_\_\_.
  - a) Data Collection
  - b) Determining Representative for Job Analysis
  - c) Preparing of Job Description
  - d) Preparing of Job Specification
- 4) The characteristics of human resource are \_\_\_\_\_ in nature.
  - a) Homogeneous
  - b) Heterogeneous
  - c) Ductility
  - d) None of above
- 5) Which of the following is an example of operative function of HR Mangers?
  - a) Planning
  - b) Organizing
  - c) Procurement
  - d) Controlling
- 6) Identify the managerial function out of the following function of HR manager.
  - a) Procurement
  - b) Development
  - c) Organizing
  - d) Performance Appraisal
- 7) The term procurement stands for \_\_\_\_\_.
  - a) Recruitment and Selection
  - b) Training and Development
  - c) Pay and Benefits
  - d) Health and Safety
- 8) Wages paid to \_\_\_\_\_ Collar Employee.
  - a) Blue
  - b) White
  - c) Both a & b
  - d) None of above
- 9) "Training is the act of increasing the knowledge and skill of an employee for doing a particular job." This definition is given by \_\_\_\_\_.
  - a) By- Edwin Flippo
  - b) By- Michael J. Jacius
  - c) By- Dele S. Beach
  - d) By- S. K. Bhatiya
- 10) Apprenticeship training Method comes under \_\_\_\_\_.
  - a) On- The- Job Method
  - b) Off- The Job Method
  - c) Both a & b
  - d) None of Above
- 11) Long term process of identifying plan for replacement of key employees orderly, is classified as \_\_\_\_\_.
  - a) Psychological Testing
  - b) Performance Appraisals
  - c) Assessment Centers
  - d) Succession Planning

- 12) \_\_\_\_\_ is an objective assessment of an individual's performance against well-defined benchmarks.
- a) Performance Appraisal                      b) HR Planning  
c) Information for goal identification        d) None of the above
- 13) In which country and year was orientation first developed?
- a) U.S in 1970                                      b) U.K in 1970  
c) India in 1970                                    d) None of the above
- 14) Which of the following term is used to identify, "What the job holder does"?  
"How it is done"? & "why it is done" \_\_\_\_\_.
- a) Job specification                                b) Job description  
c) Job evaluation                                 d) Job title

**Q.2 Short Notes**

14

- a) Role of HR Manager  
b) Demotion and Employee Separation

**Q.3 Short Notes**

14

- a) Types of Welfare Facilities  
b) Collective Bargaining

**Q.4 a) Define HRM and explain its various functions.**

14

**OR**

- b) Define Training? Explain On – The – Job training method. In detail.

**Q.5 Case Study.**

10

Apollo Hospital has been growing in size as it offers quality, prompt-caring services to the patients. Dr. Chandrashekar the Administrator is a person with good medical knowledge but lacks knowledge and skills involved in human resources management. The hospital has large quantities of medicine, equipment, spare parts of important machines installed in the hospital. As usual, the Hospital has employed a "storekeeper" with no previous experience of Hospital Stores. Mr. Ramakant the storekeeper was working earlier in an engineering firm and had sufficient knowledge of such stores. Ramakant reports to the purchase Executive whose job is to order requisite materials for requirements of the entire Hospital, Dr. Chandrashekhar has been receiving various complaints from the staff and doctors of non-availability of medicines, drugs, spares of equipment and other consumables required in the Hospital having 500 beds. Since the hospital so far did not employ a qualified Personnel Manager, the administrators are not aware of the job analysis procedure, nor do they have job description and job specification of any of the jobs being performed.

**Questions:**

- 1) Write down the job analysis, job description and job specification of a storekeeper's job.
- 2) What specific standards and specification would you include in the job description and job specification?

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**M.B.A. (Semester-II) (CBCS) Examination April/May-2019  
PRODUCTION MANAGEMENT AND OPERATIONAL RESEARCH**

Day &amp; Date: Thursday, 16-05-2019

Max. Marks: 70

Time: 02:30 PM to 05:00 PM

**Instructions:** 1) All questions are compulsory.  
2) All questions carry equal marks.

**Q.1 Choose the alternative****14**

- 1) \_\_\_\_\_ subsystem of larger production system is the system where inputs are converted into outputs.
  - a) Production
  - b) Conversion
  - c) Quality
  - d) Manufacturing
- 2) A firm which makes use of heavy materials and want to reduce transportation cost will locate plant nearer to \_\_\_\_\_.
  - a) Source of Raw Materials
  - b) Market
  - c) Water source
  - d) Competitor
- 3) Land is available in abundance and at cheaper rates in \_\_\_\_\_ area.
  - a) Urban
  - b) Suburban
  - c) Rural
  - d) Metro
- 4) The basic purpose of \_\_\_\_\_ is to control inventory by managing flow of materials.
  - a) Store
  - b) Warehouse
  - c) Inventory
  - d) Supply Chain Management
- 5) \_\_\_\_\_ manufacturing system uses automated material handling systems.
  - a) Flexible
  - b) Lean
  - c) Mixed
  - d) Combined
- 6) In ABC analysis strict control is exercised in \_\_\_\_\_ items.
  - a) A group
  - b) B group
  - c) C group
  - d) None of these
- 7) Planned maintenance activities are carried out according to \_\_\_\_\_.
  - a) Requirement
  - b) Economy
  - c) Predetermined schedule
  - d) Quality
- 8) \_\_\_\_\_ is a quantitative technique from network analysis which is used for planning and coordinating large projects.
  - a) Area Analysis
  - b) Critical Path Method
  - c) Forecasting
  - d) None of these
- 9) Improving \_\_\_\_\_ is overall objective of good layout.
  - a) Quality
  - b) Speed
  - c) Work
  - d) Productivity
- 10) Graphical method can be applied to solve a LPP when there are only \_\_\_\_\_ variables.
  - a) Two
  - b) Three
  - c) Four
  - d) Five
- 11) In game theory, outcome of a game is called as \_\_\_\_\_.
  - a) Value
  - b) Cost
  - c) Payoff
  - d) None of these

12) In queuing theory, arrival pattern is described by \_\_\_\_\_ distribution.

- a) Poisson
- b) Simple
- c) Geometrical
- d) Arithmetic

13) EVPI means \_\_\_\_\_.

- a) Expected Value of Pure Information
- b) Expected Value of Perfect Information
- c) Expected Volume of Perfect Information
- d) Extra value with Perfect Information

14) \_\_\_\_\_ method is used to solve Assignment Problem.

- a) Graphical
- b) Simple
- c) Hungarian
- d) Greek

**Q.2 Answer following questions**

14

a) Four jobs are to be done on four different machines. Table shows cost of producing jobs. Assign the jobs to different machines so that total cost is minimized.

	M1	M2	M3	M4
J1	5	7	11	6
J2	8	5	9	6
J3	4	7	10	7
J4	10	4	8	3

b) The milk plant in a city distributes its products by trucks loaded at the loading station. Trucks arrive at the rate 3 per hour and loaded at the rate 4 per hour. Assuming that these rates are random according to Poisson distribution, Determine –

- 1) Probability that the truck has to wait for loading
- 2) Waiting time for a truck at loading station
- 3) Average number of trucks in a queue

**Q.3 Answer following questions**

14

a) A manufacturer has options of three designs for a product. Conditional payoff table is given below with probabilities. Find which design he should select on the basis of EMV and calculate EVPI.

		Design		
Demand	Probability	Gears	Spring	Pulleys
Low	0.10	25000	-10000	-125000
Moderate	0.70	400000	440000	400000
High	0.20	650000	740000	750000

b) Write a note on inventory management.

**Q.4 Attempt any one of the following**

14

a) The following table shows all necessary information on the available supply from each warehouse, requirement from each market and the unit transportation cost. Find optimum transportation cost while using VAM and Modi method.

Warehouses \ Markets	A	B	C	D	Demand
	I	6	3	5	
II	5	9	2	7	15
III	5	7	8	6	8
Requirement	7	12	17	9	

b) What is OR? Discuss significance and scope of OR in business with its application potential.



**Q.5** ABC company produces Refrigerators and Ovens. Refrigerators are produced in Dept. I and Ovens are produced in Dept. II. The production cannot exceed 25 refrigerators in dept. I and 35 ovens in dept. II. The company employs 60 workers. A refrigerator requires 2 workers and oven requires only one worker. A refrigerator contributes a profit of Rs. 600 and oven contributes Rs. 400. Formulate LPP and solve graphically to maximize profit.





## SLR-BJ-14

Wal-Mart had long been criticized for its slow international expansion. Analysts pointed out that its nearest rival, Carrefour, had gained a lot of ground due to rapid expansion in international markets. The same applied to China as well. Experts pointed out that Carrefour had been successful in China because it had been able to study Chinese consumers through its venture in Taiwan, while Wal-Mart did not have any such experiential advantage. Also, Wal-Mart did not make use of its first mover advantage and expanded slowly in China...

### Questions:

- 1) Analyze the Case
- 2) Identify the Problem
- 3) Identifying Alternative Solutions
- 4) Give the Best solution

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**M.B.A. (Semester-II) (CBCS) Examination April/May-2019  
MANAGERIAL COMMUNICATION – II**

Day & Date: Monday, 20-05-2019  
Time: 02:30 PM to 05:00 PM

Max. Marks: 70

**Instructions:** 1) All questions are compulsory.  
2) All questions carry equal marks.

**Q.1 Multiple Choice Question (one mark each)**

**14**

- 1) A participative two-way communication process characterized by the formal and structured presentation of a message using visual aids is known as \_\_\_\_\_.
  - a) Oral Presentation
  - b) Group Discussion
  - c) Interview
  - d) Speech
- 2) \_\_\_\_\_ Skills are the one which are taught or even have been grasped, that might be assessed during an interview.
  - a) Intuitive
  - b) Learned
  - c) Both of these
  - d) None of these
- 3) Which of the following attribute is regarded as soft skills?
  - a) Stress management
  - b) Negotiation
  - c) Both a & b
  - d) None of these
- 4) \_\_\_\_\_ gives the letter number, file no. and other filing details to make it easy to locate the file related to the issue.
  - a) Date
  - b) Reference Number
  - c) Special Marking
  - d) Post Script
- 5) \_\_\_\_\_ consist of informal words, phrases or meanings that are not regarded as standard and are often used by specific profession and class.
  - a) Slangs
  - b) Colloquialisms
  - c) Regional words
  - d) None of these
- 6) \_\_\_\_\_ refers to conventional rules of social behavior or professional conduct.
  - a) Telephoning
  - b) Etiquettes
  - c) Letters
  - d) Interview
- 7) Personality specific skills that determine one's strength as a leader, listener, negotiator and conflict mediator are known as \_\_\_\_\_.
  - a) Technical skills
  - b) Management skills
  - c) Soft Skills
  - d) Analytical skills
- 8) In \_\_\_\_\_ people tend to do things in a sequential manner, one thing at a time.
  - a) Monochronic culture
  - b) Polychronic culture
  - c) Both of these
  - d) None of these
- 9) A Formal written message, written in a conventional form for someone within the organization to meet a specific need is known as \_\_\_\_\_.
  - a) Business Letter
  - b) Business Memo
  - c) Business Report
  - d) Business Document



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**M.B.A. (Semester-II) (CBCS) Examination April/May-2019  
RESEARCH METHODOLOGY**

Day & Date: Tuesday, 21-05-2019  
Time: 02:30 PM to 05:00 PM

Max. Marks: 70

**Instructions:** 1) All questions are compulsory.  
2) Figures to the right indicate full marks.

**Q.1 Choose the appropriate alternative from the given alternatives:** **14**

- 1) \_\_\_\_\_ research is primarily concerned with testing hypothesis and specifying and interpreting relationships.
  - a) Analytical
  - b) Descriptive
  - c) Conceptual
  - d) Empirical
- 2) \_\_\_\_\_ Research is a data based research which depends on experience or observation alone.
  - a) Analytical
  - b) Descriptive
  - c) Conceptual
  - d) Empirical
- 3) \_\_\_\_\_ Research which is also known as basic or pure research is undertaken for the sake of knowledge without any intention to apply it in practice.
  - a) Fundamental
  - b) Descriptive
  - c) Qualitative
  - d) Empirical
- 4) \_\_\_\_\_ is a tentative assumption made in order to draw out and test its logical consequences.
  - a) Design
  - b) Hypothesis
  - c) Questionnaire
  - d) Observation
- 5) Subset of a larger population or a small part of the population is known as \_\_\_\_\_.
  - a) Sample
  - b) Census
  - c) Data
  - d) Interview
- 6) \_\_\_\_\_ sources are the original sources from which the researcher directly collects data that have not been previously collected.
  - a) Literature
  - b) Secondary
  - c) Primary
  - d) Report
- 7) \_\_\_\_\_ type of questions have Yes or No options.
  - a) Dichotomous
  - b) Open ended
  - c) Ranking
  - d) Rating
- 8) \_\_\_\_\_ scales are often used to measure the direction and intensity of attitudes.
  - a) Ranking
  - b) Rating
  - c) Schematic
  - d) Close-ended
- 9) \_\_\_\_\_ implies the extent to which a measuring device is consistent in measuring whatever it measure.
  - a) Observation
  - b) Secondary data
  - c) Scale
  - d) Reliability
- 10) Research is directed towards the \_\_\_\_\_ of a problem.
  - a) Solution
  - b) Opportunity
  - c) Threat
  - d) Question

- 11) \_\_\_\_\_ defined as a systematic conversation initiated for a specific purpose and focused on certain planned content areas.
- a) Scheduling
  - b) Layout
  - c) Observation
  - d) Interview
- 12) \_\_\_\_\_ Research is generally used by philosophers and thinkers to develop new concepts or to reinterpret existing ones.
- a) Analytical
  - b) Descriptive
  - c) Conceptual
  - d) Empirical
- 13) \_\_\_\_\_ is defined as a plan of action to be carried out in connection with a research project.
- a) Research Design
  - b) Interview
  - c) Report
  - d) None of these
- 14) \_\_\_\_\_ presupposes reliability.
- a) Validity
  - b) Interview
  - c) Data
  - d) Schedule

**Q.2 Write short notes on.**

14

- a) Classification of measurement scale
- b) Secondary data

**Q.3 Write a short answer on following.**

14

- a) Research report
- b) Experimental research design

**Q.4** What is sampling? Explain in brief various types of sampling.

14

OR

What is research? Explain in detail the various steps involved in research process.

**Q.5 Case Study.**

14

A healthcare company was set up in 2003 in Navi Mumbai with a view to provide quality medical service to the residents at an affordable price. Having completed over two years of its existence, the management wants to have a feedback from those who have availed its services. The purpose of seeking such a feedback is to know shortcoming in its various activities so that necessary corrective steps can be taken.

It would like to have the opinion of the patients under each of the following:

- a) Accessibility
- b) Service Orientation
- c) Doctors
- d) Nurses and Technicians
- e) Room-Usage Experience
- f) General

**Questions:**

- 1) Assuming that the company has approached you for this exercise and you are asked to prepare a questionnaire covering the different medical services mentioned above. You should ensure that at least two questions are provided under each of the above heads.
- 2) Which type of scale would be most appropriate here? Design the questionnaire in conformity with the scale that you would use.



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**M.B.A. (Semester-II) (CBCS) Examination April/May-2019  
EVENT MANAGEMENT**

Day & Date: Wednesday, 22-05-2019  
Time: 02:30 PM to 05:00 PM

Max. Marks: 70

**Instructions:** 1) All questions are compulsory.  
2) Figures to the right indicate full marks.

**Q.1 Choose the appropriate alternative from the given alternatives: 14**

- 1) Conducting event involves \_\_\_\_\_ of an organized group.
  - a) Funds
  - b) Tireless efforts
  - c) Budget
  - d) Resources
- 2) Occurrences designed to communicate particular messages to target audience means \_\_\_\_\_.
  - a) Events
  - b) Promotion
  - c) Communication
  - d) Business
- 3) Certain events are intended to create \_\_\_\_\_ among the general public.
  - a) Business
  - b) Skills
  - c) Awareness
  - d) Negotiation
- 4) \_\_\_\_\_ is the basis for all planning and decision making of an event.
  - a) Risk
  - b) Media
  - c) Skill
  - d) Budget
- 5) \_\_\_\_\_ is concerned with idea formation with differential approach.
  - a) Conceptualization
  - b) Canvassing
  - c) Costing
  - d) Coordination
- 6) Choosing venue that is \_\_\_\_\_ to visitors and participants is essential.
  - a) Available
  - b) Accessible
  - c) Possible
  - d) Communicable
- 7) \_\_\_\_\_ license is required if the event is of musical, dancing, drama type.
  - a) Pollution
  - b) Health Department
  - c) Performance
  - d) Waste management
- 8) PPL means \_\_\_\_\_.
  - a) Phonographic Performance Limited
  - b) Public Performances Limited
  - c) Photographic Performance Limited
  - d) Phonographic Performances License
- 9) \_\_\_\_\_ is a document that will be written and submitted by a person providing professional event management services.
  - a) Budget
  - b) Event Proposal
  - c) Application
  - d) Schedule
- 10) \_\_\_\_\_ can help event manager to delegate work and boost efficiency.
  - a) Stocktaking
  - b) Training
  - c) Assigning Responsibilities
  - d) Administration
- 11) The event \_\_\_\_\_ is a projection of income and expenditure that the event will incur.
  - a) Budget
  - b) Stock
  - c) Proposal
  - d) Plan

- 12) \_\_\_\_\_ event management may help for online registrations.
- a) Interactive
  - b) Computer aided
  - c) Costly
  - d) Economical
- 13) \_\_\_\_\_ aims at building sustainable relationships.
- a) Public relations
  - b) Religious events
  - c) Advertising
  - d) Customization
- 14) Conferences and seminars are the examples of \_\_\_\_\_ event.
- a) Public
  - b) Social
  - c) Performing
  - d) Corporate

**Q.2 Write short notes on** **14**

- a) Qualities of Event Manager
- b) Need for event proposal

**Q.3 Write short notes on** **14**

- a) Computer aided event management
- b) Role of Media in event management

**Q.4** Why there is need for event management? Discuss scope of events. **14**

**OR**

How public relations are necessary for event management? Explain strategies used for public relations.

**Q.5** Prepare in detail event plan and budget for National level intercollegiate Sport **14**  
event for two days which is to be hosted by Imperial College, Solapur in their premises.  
Mention assumptions that you made for the same event.

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**M.B.A. (Semester-II) (CBCS) Examination April/May-2019  
BANKING AND INSURANCE**

Day & Date: Wednesday, 22-05-2019  
Time: 02:30 PM to 05:00 PM

Max. Marks: 70

**Instructions:** 1) All questions are compulsory.  
2) Figures to the right indicate full marks.

**Q.1 Choose the appropriate alternative from the given alternatives: 14**

- 1) Collection of Utility Bills or insurance premiums are \_\_\_\_\_ of a bank.
  - a) Fee Based Services
  - b) Remittance Services
  - c) Agency Functions
  - d) Merchant Banking function
- 2) The difference between a Bank and a NBFC is NBFC \_\_\_\_\_ demand deposits.
  - a) can accept
  - b) can accept only members'
  - c) cannot accept
  - d) can seek permission from RBI to accept
- 3) Bills discounting is a type of \_\_\_\_\_.
  - a) Loan A/c
  - b) Advances A/c
  - c) Time Deposit A/c
  - d) Demand Deposit A/c
- 4) \_\_\_\_\_ asset is one which does not carry more than normal risk attached to the business and which does not disclose any problems.
  - a) Standard
  - b) Sub-standard
  - c) Doubtful
  - d) Loss
- 5) \_\_\_\_\_ is the rate at which RBI lends funds to the bank when they fall short of funds by sale of security to be repurchased at specified rate and time.
  - a) Bank Rate
  - b) Call Rate
  - c) Repo Rate
  - d) Base Rate
- 6) \_\_\_\_\_ means that person opting for insurance must have pecuniary interest in the property being insured and will suffer financial loss on the occurrence of insured event.
  - a) Subrogation
  - b) Indemnity
  - c) Contribution
  - d) Insurable Interest
- 7) Insurance Contract of any kind of assets which can be damaged due to natural calamities or events of accident during transportation/shipment or by fire etc. is called as \_\_\_\_\_.
  - a) Personal Insurance
  - b) Property Insurance
  - c) Liability Insurance
  - d) Guarantee Insurance
- 8) \_\_\_\_\_ is a contract whereby in consideration of premium paid, the insurer undertakes to indemnify the loss suffered by the insured due to an adverse event covered by the terms of the insurance policy.
  - a) Term Insurance
  - b) General Insurance
  - c) Life Insurance
  - d) Non-Life Insurance



## SLR-BJ-18

Questions :

- a) Discuss the kind of account the bank must have opened for Mr. G and the kind of account they opened. How did this change in account type result into the problem situation?
- b) Comment on the precautions bank should be taken in opening different types of accounts?

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**M.B.A (Semester-III) (New) (CBCS) Examination April/May-2019**  
**STRATEGIC MANAGEMENT**

Day & Date: Thursday, 02-05-2019  
 Time: 10:30 AM to 01:00 PM

Max. Marks: 70

**Instructions:** 1) All questions are compulsory.  
 2) Figures to the right indicate full marks.

**Q.1 Multiple choice questions**

**14**

- 1) The various levels of strategy are Corporate, Business level and \_\_\_\_\_ level.
  - a) Individual
  - b) Functional
  - c) Interpersonal
  - d) None of the above
- 2) The \_\_\_\_\_ Statement indicates what the company wants to create in the future.
  - a) Vision
  - b) Mission
  - c) Goals
  - d) Objectives
- 3) The \_\_\_\_\_ Statement indicates the essential purpose of the organization, concerning particularly why it is in existence, the nature of business it is in and customers it seeks to serve and satisfy.
  - a) Vision
  - b) Mission
  - c) goals
  - d) objectives
- 4) The purpose of \_\_\_\_\_ appraisal is to determine organizational capability in terms of strengths and weaknesses.
  - a) Vision
  - b) Mission
  - c) Organizational
  - d) Environmental
- 5) In order to understand what opportunities and threats are faced by the organization, it is necessary to appraise the \_\_\_\_\_.
  - a) Environment
  - b) Organization
  - c) Firm
  - d) Enterprise
- 6) The five forces of Porters model are threat of substitutes and new entrants, and bargaining power of \_\_\_\_\_.
  - a) Buyers and sellers
  - b) Buyers and suppliers
  - c) Both of above
  - d) None of the above
- 7) The set of interlinked value creating activities performed by the organization is a \_\_\_\_\_.
  - a) Operations
  - b) Logistics
  - c) Supply chain
  - d) Value chain
- 8) SBUs are \_\_\_\_\_.
  - a) Strategic business units
  - b) Strategic basic units
  - c) Sequential Business units
  - d) None of the above
- 9) The managerial exercise of putting a freshly chosen strategy in to place is known as strategy \_\_\_\_\_.
  - a) Effectiveness
  - b) Efficiency
  - c) Implementation
  - d) Perception



business.

Apple's share of the computer market went from 15% in 1985 to 4% in 2005 and lost around \$700 million in only three months in 1997. However, thanks to the iPod and to the Apple's iTunes music stores, its shares grew 90% between 2001 up until today, i.e. from a mere \$7/share. Apple is today the premier provider of MP3 players.

Designing strategy around the most critically important resources and capabilities may imply that the firm limits its strategic scope to those activities where it possesses a clear competitive advantage. The principal capabilities of Apple, are in design and new products development; it lacked both the manufacturing capabilities to compete effectively in the world's computer market. Apple's turnaround from year 2000 followed its decision to specialise upon design and new product development. The ability of a firm's resources and capabilities to support a sustainable competitive advantage is essential to the time frame of a firm's strategic planning process. If a company's resources and capabilities lack durability or are easily transferred or replicated, then the company must either adopt a strategy of short-term harvesting or it must invest in developing new sources of competitive advantage.

These considerations are critical for small technological start-ups where the speed of technological change may mean that innovations offer only temporary competitive advantage. The company must seek either to exploit its initial innovation before it is challenged by stronger, established rivals or other start-ups, or it must establish the technological capability for a continuing stream of innovations.

The main issue for Apple is to make sure that it takes advantage of this window of opportunity. Because there are tougher competitors down the road and the more money it makes, the more companies will enter the market making harder for Apple to sustain this new found competitive advantage.

In industries where competitive advantages based upon differentiation and innovation can be imitated (such as financial services, retailing, fashion clothing, toys), firms have a brief window of opportunity during which to exploit their advantage before imitators erode it away. Under such circumstances firms must be concerned not with sustaining the existing advantages, but with creating the flexibility and responsiveness that permits them to create new advantages at a faster rate than the old advantages are being eroded by competition.

- 1) Analyze the Case. (5 Marks)
- 2) Identify the Problem. (2 Marks)
- 3) Identifying Alternative Solutions. (5 Marks)
- 4) Giving the Best solution. (2 Marks)



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**M.B.A. (Semester - III) (New) (CBCS) Examination April/May-2019**  
**MANAGEMENT ACCOUNTING**

Day & Date: Friday, 03-05-2019  
 Time: 10:30 AM to 01:00 PM

Max. Marks: 70

**Instructions:** 1) All questions are compulsory.  
 2) Figures to the right indicate full marks.

**Q.1 Multiples Choice Questions:**

**14**

- 1) \_\_\_\_\_ is (are) the characteristic(s) of a budget.
  - a) It outlines projected activities
  - b) Expressions are made in quantitative terms
  - c) It is for a fixed period
  - d) All of the above
- 2) The following is an advantage of standard costing:
  - a) Measuring efficiency
  - b) Facilitates cost control
  - c) Determination of variance
  - d) All of the above
- 3) The amount by which an item contributes towards covering fixed cost and providing for profit is known as \_\_\_\_\_.
  - a) Gross profit
  - b) Gross margin
  - c) Contribution margin
  - d) Net margin
- 4) Sales expenditure budget is prepared by estimating the expense(s) of \_\_\_\_\_.
  - a) Advertisement
  - b) Market analysis
  - c) Salesman's salary
  - d) All of the above
- 5) Net working capital refers to \_\_\_\_\_.
  - a) Total assets minus fixed assets
  - b) Current assets minus current liabilities
  - c) Current assets minus inventories
  - d) Current assets
- 6) The term standard cost refers to the \_\_\_\_\_.
  - a) average unit cost of product produced in the previous period
  - b) budgeted unit cost of product produced in a particular period
  - c) average unit cost of product produced by other companies
  - d) average unit cost of product produced in the current period
- 7) Master Budget consists of \_\_\_\_\_.
  - a) Sales budget
  - b) Production budget
  - c) Material budget
  - d) All of the above
- 8) Management accounting assists the management \_\_\_\_\_.
  - a) Only in control
  - b) Only in direction
  - c) Only in planning
  - d) In planning, direction and control



Determine the requirement of working capital to finance a level of activity of 1.80,000 units of output for a year. The cost structure is as under:

	Cost per unit (Rs)
Raw Materials	20
Direct Labour	5
Overheads (including depreciation 5)	15
Total cost	40
Profit	10
Selling Price	50

Additional information:

- 1) Minimum desired cash balance is Rs.20,000.
- 2) Raw materials are held in stock, on an average for 2 months.
- 3) Work-in-Progress (assume 50% completion stage) will approximate to half-a-month production.
- 4) Finished goods remain in warehouse, on an average for a month.
- 5) Suppliers for materials extend a month's credit and debtors are provided 2 months credit. The cash sales are 25% of total sales.
- 6) There is a time lag in payment of wages for a month and half-a-month in the case of overheads.
- 7) Keep margin for contingencies 10%.

**Q.5 Case Study.**

**14**

The expenses for budgeted production of 20,000 units in a factory are furnished below:

Particulars	Per unit (Rs.)
Materials	140
Labour	50
Variable Overheads	40
Fixed Overheads	20
Variable Expenses (Direct)	10
Selling Expenses (10% Fixed)	26
Distribution Expenses (20% Fixed)	14
Administration Expenses	10

Prepare a Flexible Budget for the production of a) 16,000 units b) 12,000 units c) Indicate cost per unit as both the levels.

Assume that the Administrative Expenses are fixed for all levels of production.

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**M.B.A. (Semester - III) (New) (CBCS) Examination April/May-2019**  
**SKILL DEVELOPMENT**

Day & Date: Saturday, 04-05-2019  
Time: 10:30 AM to 01:00 PM

Max. Marks: 70

**Instructions:** 1) All questions are compulsory.  
2) All questions carry equal marks.

**Q.1 Multiple Choice Questions**

**14**

- 1) Johari's Windows four quadrants include Open, Bind, \_\_\_\_\_ & Unknown.
  - a) close
  - b) hidden
  - c) unhidden
  - d) known
- 2) SWOT analysis stands for strength –Weaknesses \_\_\_\_\_ & Threats.
  - a) trouble
  - b) opportunity
  - c) problems
  - d) fear
- 3) Time management increases \_\_\_\_\_.
  - a) loss
  - b) obstacles
  - c) productivity
  - d) expenses
- 4) 80:20 rule is discovered by Vilfredo \_\_\_\_\_.
  - a) Parrot
  - b) Pareto
  - c) Patro
  - d) Pareet
- 5) Goals have a cost. Dreams are \_\_\_\_\_.
  - a) free
  - b) costly
  - c) offer
  - d) paid
- 6) \_\_\_\_\_ is about getting the best possible deal in the best possible way.
  - a) negotiation
  - b) appreciation
  - c) procrastination
  - d) declaration
- 7) Etiquette in simpler words is defined as good \_\_\_\_\_.
  - a) attitude
  - b) behavior
  - c) gestures
  - d) posture
- 8) \_\_\_\_\_ provide the form of structure within which good manners operates.
  - a) Behavior
  - b) Attitude
  - c) Goal
  - d) Etiquettes
- 9) \_\_\_\_\_ etiquettes refers to how an individual should behave while he is at work.
  - a) Social
  - b) Corporate
  - c) Eating
  - d) Wedding
- 10) KPO stands for \_\_\_\_\_.
  - a) knowledge practice operation
  - b) knowledge process outsourcing
  - c) know practice & operate
  - d) kids pace optimization
- 11) Off-shore BPO activities operated at \_\_\_\_\_.
  - a) neighboring country
  - b) within country
  - c) remote country
  - d) near coast

12) The \_\_\_\_\_ function allows looking for values from worksheet ranges where decision table is arranged in a horizontal manner and the operation of looking of value is performed on the first row of the decision table from left to right.

- a) Lookup
- b) HLookup
- c) VLookup
- d) DGET

13) The \_\_\_\_\_ enables the user to perform sensitivity analysis by varying as many as 64 input cells.

- a) Scenario manager
- b) Solver
- c) Goal seek
- d) pivot tables

14) \_\_\_\_\_ is the symptoms of stress.

- a) Panic
- b) Smiling
- c) Enjoy
- d) Cool

**Q.2 Write Short note on. 14**

- a) 80: 20 rule
- b) Types Of Negotiation

**Q.3 Attend the following 14**

- a) Dressing etiquettes
- b) Accounts Payable

**Q.4 What is self awareness? Draw SWOT analysis grid and discuss. 14**

**OR**

Discuss various levels of security in MS Excel and the method of implementing them.

**Q.5 Prepare a business plan for the new set up assuming any product or services considering following parameter. 14**

- a) Owner details
- b) Description of the business
- c) Outline of the market
- d) Evaluation of competition
- e) How the business will be organized?
- f) Proposed marketing mix
- g) Premises and equipment
- h) Sources of capital
- i) Cash flow forecast
- j) Future plans

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**M.B.A. (Semester - III) (New) (CBCS) Examination April/May-2019**

**Marketing Management : Paper – I**

**BRAND MANAGEMENT AND SOCIAL MARKETING**

Day & Date: Monday, 06-05-2019  
Time: 10:30 AM to 01:00 PM

Max. Marks: 70

**Instructions:** 1) All questions are compulsory.  
2) All questions carry equal marks.

**Q.1 Multiple Choice Questions**

**14**

- 1) Measuring in totality a brand's work and its validity by assessing its effectiveness is \_\_\_\_\_.
  - a) Brand Management
  - b) Brand Equity
  - c) Brand Positioning
  - d) Brand Investment
- 2) Branding in building long term \_\_\_\_\_ with customers.
  - a) Loyalty & Trust
  - b) Profitability
  - c) Reputation
  - d) Strategy
- 3) 'To bring inspiration and innovation to every athlete in the world' is the brand promise of \_\_\_\_\_.
  - a) Coca-cola
  - b) Bata
  - c) Nike
  - d) Star bucks
- 4) \_\_\_\_\_ an expression of what your brand does and stands for while connecting with your customers and community.
  - a) Brand differentiator
  - b) Brand Equity
  - c) Brand Promise
  - d) Brand Story
- 5) According to Keller's brand equity model \_\_\_\_\_ is level one step to build a strong brand.
  - a) Resonance
  - b) Judgement
  - c) Salience
  - d) Performance
- 6) A marketing strategy that is adopted when product reaches maturity stage of product life cycle.
  - a) Brand Audit
  - b) Brand Revitalization
  - c) Brand Relevance
  - d) Brand Reinforcement
- 7) \_\_\_\_\_ is an important marketing tool used in social media by many organizations.
  - a) Google
  - b) Twitter
  - c) You tube
  - d) Naukri.com
- 8) A \_\_\_\_\_ representation of all the brands and products sold by the firm is known as brand-product-matrix.
  - a) Matrix
  - b) Numerical
  - c) Graphical
  - d) Product
- 9) Another name for green marketing is also called as \_\_\_\_\_.
  - a) Cause Marketing
  - b) Ecological Marketing
  - c) White Marketing
  - d) Sustainable Marketing



packaging design, and within a few months, the old packaging was back for good on all supermarket shelves. In total, this initiative cost Tropicana more than 50 million dollars.

The agency decided then to take the orange and move it to the lid of the bottle. The idea is creative and interesting, as we can see that the cap really has the shape and texture of half an orange that you can squeeze to obtain a fresh orange juice. This message goes along with the new advertising campaign launched by the same time, and both the packaging and the ad include the statement "Squeeze, it's a natural". "We wanted to take the orange and put it somewhere. We engineered this interesting little squeeze cap here ... so that the notion of squeezing the orange was implied ergonomically." Another important difference between the two packs is the new logo design. The original one was horizontal followed by the product name "Pure Premium", while the new logo is vertical with a simpler and more modern font. The logo size was also reduced to highlight the message: "100% Orange Pure and Natural" Tropicana released a new advertising campaign along with its packaging strategy. The main message communicated in this campaign was "Squeeze, it's a natural". Tropicana changed too many brand elements that confused the customers on the moment they wanted to purchase orange juice:

New logo

New typography

New slogan

New image

New lid

If you want to redesign your product's packaging, make sure you do not change everything at once. The changes need to be done progressively to ensure the consumer will still recognize the brand. Of course, this only applies for successful brands such as Tropicana. If your brand and product are not doing well, a total rebrand can be a good solution to save the product on the market. In fact, we've seen many cases (Herbal Essences comes to mind) in which significant packaging changes have driven sales. Packaging is the silent salesman. Packaging is the last communication element brands have with consumers on the purchasing decision process. Its design and content are essential to the brand because it will influence the consumer's decision at the last minute. Tropicana's consumers didn't recognize or like the new product design, and therefore decided not to purchase it

- a) Analyze the Case.
- b) Identify the Problem.
- c) Identifying Alternative Solutions.
- d) Giving the Best solution

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**M.B.A (Semester-III) (New) (CBCS) Examination April/May-2019**  
**Financial Management**  
**INDIAN FINANCIAL SYSTEM**

Day & Date: Tuesday, 07-05-2019  
 Time: 10:30 AM to 01:00 PM

Max. Marks: 70

**Instructions:** All questions are compulsory.**Q.1 Multiple choice questions****14**

- 1) \_\_\_\_\_ is a market for old issues.
  - a) Money Market
  - b) Secondary Market
  - c) Primary Market
  - d) All of these
- 2) SENSEX is the index of \_\_\_\_\_.
  - a) BSE
  - b) NSE
  - c) OTCEI
  - d) CSE
- 3) \_\_\_\_\_ is a shortened form of prospectus
  - a) Red herring prospectus
  - b) Abridged prospectus
  - c) Statement in lieu of prospectus
  - d) Shelf prospectus
- 4) Money Market mutual fund is also known as \_\_\_\_\_.
  - a) Growth fund
  - b) Balanced fund
  - c) Income fund
  - d) Cash fund
- 5) The basic regulatory authority for mutual funds is \_\_\_\_\_.
  - a) Stock Exchanges
  - b) Government of India
  - c) Reserve Bank of India
  - d) Securities and Exchange Board of India
- 6) Right shares are offered to \_\_\_\_\_.
  - a) Debenture holders
  - b) Existing shareholders
  - c) List 2 contributories
  - d) Liquidators
- 7) Merchant banks concept in India introduced by \_\_\_\_\_.
  - a) SBI
  - b) PNB
  - c) ANZ Grindlays
  - d) City bank
- 8) Major players of Indian money market is \_\_\_\_\_.
  - a) Central bank
  - b) Co-operative banks
  - c) Commercial banks
  - d) Indigenous banks
- 9) \_\_\_\_\_ is a guarantee for marketability of shares.
  - a) Listing
  - b) Underwriting
  - c) Registration
  - d) Issue by prospectus
- 10) \_\_\_\_\_ is a method of cancellation of shares.
  - a) Book building
  - b) Bonus issue
  - c) Buy back
  - d) Reissue
- 11) Using futures contracts to transfer price risk is called:
  - a) Arbitrage
  - b) Speculating
  - c) Diversifying
  - d) Hedging

- 12) Exchange markets and over counter markets are considered as two types of
- a) Floating market
  - b) Risky market
  - c) Secondary market
  - d) Primary market
- 13) Markets in which derivatives are traded, are classified as
- a) Assets backed market
  - b) Cash flow backed markets
  - c) Mortgage backed markets
  - d) Derivative securities markets
- 14) Consider buying of put option, probability that a buyer would have negative payoff increases with the
- a) Increase in stock price
  - b) Decrease in stock price
  - c) Increase in maturity duration
  - d) Decrease in maturity duration

**Q.2 Write short notes****14**

- a) Derivative Market
- b) Order Types of Commodity Market

**Q.3 Write short notes****14**

- a) Money Market Instruments
- b) Merchant Banking

**Q.4 Attempt any one of the followings****14**

- a) Define Mutual Fund and its role. Explain the various schemes of mutual funds with its features

**OR**

- b) Explain the role of SEBI with its establishment, structure and functions.

**Q.5 Case Study.****14**

Mr. Jagdish after having 20 years experience in a well-reputed financial company in India, has got opportunity as a finance expert in a London based MNC. Mr. Jagdish is assigned with primary responsibility of highlighting the important components of Indian Financial System before the directors of MNC Required:

- a) Explain how Mr. Jagdish will highlight the important components of Indian Financial
- b) Explain in detail role of Primary Market.

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**M.B.A (Semester-III) (New) (CBCS) Examination April/May-2019**  
**Production & Materials Management**  
**PURCHASING AND INVENTORY MANAGEMENT**

Day & Date: Tuesday, 07-05-2019  
 Time: 10:30 AM to 01:00 PM

Max. Marks: 70

- Instructions:** 1) Question No.1 is compulsory.  
 2) Attempt any two questions from Q.2, Q.3 and Q.4.  
 3) Attempt any two questions from Q.5, Q.6 and Q.7.

**Q.1 Multiple choice questions****14**

- 1) \_\_\_\_\_ refers to a process of predicting future demand for firm's goods and services.
  - a) Demand forecasting
  - b) Demand estimation
  - c) Demand predicting
  - d) Demand analysis
- 2) \_\_\_\_\_ is a process of taking position in future market rather than physical market with an objective of reducing risk associated with price changes.
  - a) Futures and options
  - b) Forward trading
  - c) Hedging
  - d) Risk taking
- 3) This is the process of established standard units of measure by which quality, quantity and values of material may be compared and measured.
  - a) Codification
  - b) Decentralization
  - c) Standardization
  - d) None of the above
- 4) Economic forecasting relates to macro-economic business environment that forecast \_\_\_\_\_.
  - a) Interest rate
  - b) Inflation rate
  - c) Economic rate
  - d) Equity rate
- 5) \_\_\_\_\_ is management of goods, supplies and inventory needed for the organization and related aspect of purchase.
  - a) Inventory management
  - b) Purchase management
  - c) Employee management
  - d) Operations management
- 6) \_\_\_\_\_ is a place where excess material is kept which will be used as and when required.
  - a) Locker
  - b) Garage
  - c) Warehouse
  - d) Store
- 7) \_\_\_\_\_ is a discipline that primarily specifies the shape and placement of stalked goods.
  - a) Inventory management
  - b) Store management
  - c) Material management
  - d) Stock management
- 8) \_\_\_\_\_ is the act of making a strategic choice between producing an product internally or buying it externally.
  - a) Outsourcing
  - b) Make or buy decision
  - c) In – house solution
  - d) Purchase from outside supplier
- 9) A place where all items and material is stored at a central place is called \_\_\_\_\_.
  - a) Decentralized Store
  - b) Virtual Store
  - c) Centralized Store
  - d) Enterprise Store



## SLR-BJ-24

- store-specific historic product mix data from the last two years
- store-specific and national causal factors. These specify dates for events such as national promotions and school holidays
- information from store managers about factors that might affect demand, e.g. road closures or local events and promotions

Supply Planners working for McDonald's include a range of causal factors in the calculation of the forecasts. So that based on past performance they can predict future demand for each restaurant. For example, Big Mac sales increase during a 'Buy One Get One Free (BOGOF)' promotion. The planners use this data in the forecasts for all stores that took part in that promotion. Analysing how weather affects demand for particular products. Such as McFlurries and salads. Can also be built into the model. The forecasts then become more accurate, decreasing costs and improving customer satisfaction.

- 1) Analyze the case.
- 2) Identify the Problem.
- 3) Identifying Alternative Solution.
- 4) Giving the Best solution.

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**M.B.A. (Semester - III) (New) (CBCS) Examination April/May-2019**  
**Human Resource Management**  
**STRATEGIC HUMAN RESOURCE MANAGEMENT**

Day & Date: Wednesday, 08-05-2019  
 Time: 10:30 AM to 01:00 PM

Max. Marks: 70

- Instructions:** 1) All questions are compulsory.  
 2) All questions carry equal marks.

**Q.1 Multiple Choice Questions.**

**14**

- 1) \_\_\_\_\_ refer to general areas of outputs or outcomes for which the department's role is responsible.
  - a) Key result Area
  - b) competency mapping
  - c) Performance appraisal
  - d) separation
- 2) \_\_\_\_\_ is the process of linking the human resource function with the strategic objectives of the organization in order to improve performance.
  - a) KRA
  - b) HRM
  - c) SHRM
  - d) ESOP
- 3) Considering workforce realignment, change in organization structure which negates hiring procedure of laid off workers is classified as:
  - a) workforce reduction
  - b) downsizing
  - c) upsizing
  - d) rightsizing
- 4) In downsizing approaches, encouragement of senior employees for leaving firm is considered as \_\_\_\_\_.
  - a) buyout
  - b) early retirement
  - c) attrition
  - d) layoffs
- 5) A Balanced Scorecard should result in
  - a) Improved processes
  - b) Motivated/educated employees
  - c) Enhanced information system
  - d) all of the above
- 6) \_\_\_\_\_ forecasting technique relies on a panel of experts.
  - a) Delphi methods
  - b) trend analysis
  - c) ratio analysis
  - d) supply forecast
- 7) \_\_\_\_\_ is considered as a strategic activity.
  - a) Recruitment
  - b) Planning
  - c) Productivity
  - d) All of the above
- 8) Process of using present and past conditions for analyzing future aspects is classified as \_\_\_\_\_.
  - a) forecasting
  - b) term analysis
  - c) expectations analysis
  - d) all of the above
- 9) The \_\_\_\_ and control systems should be altered to support the strategic human resource function.
  - a) Appointment
  - b) Reward
  - c) Job allotment
  - d) None of the above



The bank has also recruited adequate technical staff to maintain its cutting edge in the new tech driven age. Besides, the management has also drawn plans to tackle the 'excess' manpower.

Problem once it computerized its 1000 branch strong network (on a technical platform provided by the software consultancy firm, Infosys), where it is likely to render nearly 40% of its staff surplus, through their redeployment in the marketing of its financial services.

**Questions:**

- a) What are the assumptions of the bank about its employees?
- b) What are the theories and techniques of motivation that are put in practices in the above case?



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**M.B.A. (Semester - III) (New) (CBCS) Examination April/May-2019**

**International Business**

**INTERNATIONAL BUSINESS ENVIRONMENT**

Day & Date: Wednesday, 08-05-2019  
Time: 10:30 AM to 01:00 PM

Max. Marks: 70

- Instructions:** 1) Question No. 1, Q. 2, Q.3 and Q. 5 are compulsory.  
2) Attempt any one question from Q. 4.  
3) All questions carry equal marks.

**Q.1 Multiple Choice Questions**

14

- 1) UNCTAD stands for \_\_\_\_\_.
  - a) United Nations Conference on Trade and Development
  - b) United National Conference on Trade and Development
  - c) United Nations Conference on Training and Development
  - d) United Nations Common on Trade and Development
- 2) WTO stands for \_\_\_\_\_.
  - a) Wide Trade Organization
  - b) World Training Organization
  - c) World Trade Organization
  - d) World Trade Origin
- 3) MNC stands for \_\_\_\_\_.
  - a) Maximum Corporation
  - b) Minimum Corporation
  - c) Multinational Co-operation
  - d) Multinational Corporation
- 4) The ASIAN was established in \_\_\_\_\_.
  - a) 1989
  - b) 1967
  - c) 1982
  - d) 1984
- 5) The objective of Generalized System of Preference is to increase developing country exports to \_\_\_\_\_.
  - a) Developed Countries
  - b) Underdeveloped Countries
  - c) Less Developed Countries
  - d) Developing Countries
- 6) GNP stands for \_\_\_\_\_.
  - a) Growth National Product
  - b) Gross National Product
  - c) Gross National Preference
  - d) Gross Neutral Product
- 7) The balance of payments of country is said to be \_\_\_\_\_ when the demand for foreign exchange is exactly equivalent to the supply of it.
  - a) Disequilibrium
  - b) Imbalanced
  - c) Equilibrium
  - d) Asymmetry
- 8) Current account balance may be improved by \_\_\_\_\_.
  - a) Non-trade measures
  - b) Trade merchants
  - c) Trade measures
  - d) Trade money
- 9) The World Economic Forum introduced \_\_\_\_\_.
  - a) Global Competitive Index
  - b) Global Common Index
  - c) Global competitive Information
  - d) Gold competitive Index
- 10) Typically the last step in the internationalization process is: \_\_\_\_\_.
  - a) Licensing
  - b) Exporting
  - c) Wholly owned subsidiaries
  - d) Foreign Direct Investment



## SLR-BJ-27

Jeep sales outside US and Canada are the responsibility of a firm based in Michigan. The concern has 185 employees, of which, 25 are living in foreign countries, 25 are American expatriates. Jeep vehicles have enjoyed universal recognition and appeal due to their use in the Second World War by US. In developed countries, Jeeps are promoted as recreational vehicles while multipurpose in developing countries. It can be seen that Jeeps are sold in large number world markets and in countries with difficult economic, environmental and use conditions.

### Questions:

Assuming as international business manager, make appropriate suggestions on the following:

- a) To what degree should Jeep vehicles be adopted for world markets?
- b) Should Jeeps have uniform international brands in world markets?
- c) Should the Jeep warranty be the same in every market?

What should be the service and promotion strategy for world markets?

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**M.B.A. (Semester - III) (New) (CBCS) Examination April/May-2019**  
**Marketing Management : Paper II**  
**SALES AND DISTRIBUTION MANAGEMENT**

Day & Date: Thursday, 09-05-2019  
 Time: 10:30 AM to 01:00 PM

Max. Marks: 70

**Instructions:** 1) All questions are compulsory.  
 2) All questions carry equal marks.

**Q.1 Multiple Choice Questions.**

**14**

- 1) Sales management has an important position in the organization because it is \_\_\_\_\_.
  - a) One of the oldest function
  - b) Closer to the customers
  - c) The only income generating function
  - d) None of these
- 2) A prospect who needs the product and also has an ability to buy, is also referred to as \_\_\_\_\_.
  - a) Suspect
  - b) Sales lead
  - c) Probable prospect
  - d) Potential customer
- 3) Effective territory design and allocation of salespeople to territories result in \_\_\_\_\_.
  - a) Improved sales force performance
  - b) Improved company performance
  - c) Both of the above
  - d) None of the above
- 4) \_\_\_\_\_ distribution ensures that a product is available in a large number of outlets.
  - a) Regular
  - b) Intensive
  - c) Consistent
  - d) Daily
- 5) A vertical marketing system is one in which all the members of the marketing network \_\_\_\_\_ and work together.
  - a) Plan
  - b) Co-operate
  - c) Compete
  - d) Collaborate
- 6) The first stage in buying decision process, in both consumer and business markets is: \_\_\_\_\_.
  - a) Information search
  - b) Deciding the characteristics and the quality of needed product
  - c) Need recognition
  - d) None of the above
- 7) The major components or tools of a company's promotional efforts are advertising, sales promotion, public relations, personal selling and one of the following:
  - a) Direct marketing
  - b) Distribution channels
  - c) Marketing logistics
  - d) Supply chain management

- 8) Some of the commonly used routing pattern are straight line, hopscotch, cloverleaf and one of the following
- Rectangular
  - Square
  - Circular
  - Hexagonal
- 9) Sales quotas are not suitable in \_\_\_\_\_.
- Buyer's markets
  - Seller's market
  - Competitive markets
  - None of the above
- 10) Many companies are increasingly using inside salespeople \_\_\_\_\_.
- To reduce time demands on their outside sales force
  - To give market information to other departments internally
  - To improve their internal working
  - None of the above reasons
- 11) In build-up method, companies try to \_\_\_\_\_.
- Equalise the sales potential of territories
  - Equalise the workload of salespeople
  - Equalise both sales potential of territories and workload and salespeople
  - None of the above
- 12) A few large-sized companies with many products or market segments may use \_\_\_\_\_ sales organization structure.
- Line and staff sales organization
  - Horizontal sales organization
  - Line sales organization
  - Functional sales organization
- 13) The channel system is a \_\_\_\_\_ between the manufacturer and the ultimate customer of the product.
- Bridge
  - Contact
  - Negotiator
  - Hindrance
- 14) Providing incentives to channel partners for them to perform better or additional tasks is known as \_\_\_\_\_.
- Promotion power
  - Reward power
  - Persuasion power
  - Remuneration power

**Q.2 Write Short notes.**

14

- Compare top-down and bottom-up approaches and explain whether they should give the sales manager the same figure of the company sales forecast.
- Discuss the prominent channel systems with examples.

**Q.3 Short note**

14

- Why are distribution channels required? Discuss the role of distribution management in the marketing of products.
- Briefly describe the process of sales budget.

**Q.4 Attempt any one of the followings.**

14

- What is sales management? Why is sales career considered exciting, challenging and a route to the top position in an organization?
- What is sales territory? Describe in detail procedure for designing sales territories and indicate its advantages and disadvantages.

**Q.5 Analyze the case**

Ashok Desai was transferred from western region, where he worked as a sales manager of CG Engineering Company, to eastern region as regional marketing manager- industries. He was told by the company's general manager that he was transferred from western region to eastern region to set things right, as eastern region was not performing well on sales and profits. Ashok's main responsibilities were to manage effectively 11 sales engineers and achieve the sales volume and contribution quotas. For Ashok not only the industrial customers but also the sales engineers were new. The sales engineers were compensated based on straight salary and prerequisites like house rent allowance and medical reimbursement. There was no incentive scheme. The territory of eastern region consisted of states of west Bengal, Bihar, Assam, and Orrisa.

Ashok felt that the sales engineers were not covering the market adequately and were not following any system of routing and scheduling. He also thought that salespeople were spending more time travelling and less time in selling activities. After talking to sales engineers individually, he got an impression that most of them were not motivated, as they were not given adequate freedom of operations and recognition whenever they got good orders. Ashok thought that there was a good scope of applying what he had learnt in the management institute and achieve superior results as expected by the general manager.

**Questions**

- a) Analyse the case
- b) If you were Ashok, what would do to achieve your sales volume and contribution quotas?

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**M.B.A. (Semester - III) (New) (CBCS) Examination April/May-2019**  
**Human Resource Management : Paper II**  
**HUMAN RESOURCE INITIATIVES**

Day & Date: Saturday, 11-05-2019  
 Time: 10:30 AM to 01:00 PM

Max. Marks: 70

**Instructions:** 1) All questions are compulsory.  
 2) Figures the right indicates in full marks.

**Q.1 Multiple Choice Questions**

**14**

- 1) \_\_\_\_\_ is an organization's ability to recruit, retain, and produce the most talented employees available in the job market.
  - a) Talent management
  - b) Knowledge Management
  - c) Recruitment
  - d) Selection
- 2) A \_\_\_\_\_ is an organization involving detached and disseminated entities and requiring information technology to support their work and communication.
  - a) Human Resource Management
  - b) Virtual organization
  - c) KM strategies
  - d) HR Analytics
- 3) \_\_\_\_\_ is about analyzing an organizations' people problems.
  - a) Talent Management
  - b) Knowledge Management
  - c) HR Analytics
  - d) Right sizing
- 4) \_\_\_\_\_ is the process of creating, sharing, using and managing the knowledge and information of an organisation.
  - a) Talent management
  - b) Knowledge Management
  - c) Human Resource Accounting
  - d) HRIS
- 5) \_\_\_\_\_ is the process of identifying and reporting investments made in the human resources of an organization that are presently unaccounted for in the conventional accounting practices.
  - a) competency Mapping
  - b) Emotional Intelligence
  - c) Human Resource Accounting
  - d) Human Research Audit
- 6) \_\_\_\_\_ is typically associated with Emotional Intelligence.
  - a) Empathy
  - b) Emotional
  - c) Soft Skill
  - d) Social intelligence
- 7) The process of evaluating the performance of Human Resource Department and its activities undertaken, and the policies followed towards the accomplishment of organizational goals is known as \_\_\_\_\_.
  - a) Human Resource Research
  - b) HRIS
  - c) Human Resource Accounting
  - d) Human Research Audit
- 8) Talent Management Grid consist of \_\_\_\_\_ cell.
  - a) 4
  - b) 5
  - c) 9
  - d) 12
- 9) A \_\_\_\_\_ is defined as a behavior (i.e. communication, leadership) rather than a skill or ability.
  - a) Competency
  - b) Knowledge
  - c) Intelligence
  - d) Talent





grant him leave provided he went alone to the marriage leaving behind his wife in the quarters.

Mukul, agitated, took his loaded rifle and shot the inspector dead. He then surrendered to the police. Emotional intelligence is must for police officers to work in a stressful and provocative environment.

- a) Explain the Problem in the case.
- b) Explain how would have been Mukul and Sandeep's behavior if they had possessed high emotional intelligence?

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**M.B.A. (Semester-III) (New) (CBCS) Examination April/May-2019**  
**International Business : Paper II**  
**EXPORT POLICY, PROCEDURES AND DOCUMENTS**

Day & Date: Saturday, 11-05-2019  
 Time: 10:30 AM to 01:00 PM

Max. Marks: 70

**Instructions:** Question no.1 is compulsory and carries equal marks.

**Q.1 Choose the right option for following.**

**14**

- 1) In export management D.A.F. stands for \_\_\_\_\_.
  - a) Delivered at Frontier
  - b) Debt at Foreign
  - c) Delivery at Force
  - d) Damage at Foreign
- 2) \_\_\_\_\_ means transfer from one conveyance to another.
  - a) EXIM
  - b) Export
  - c) Marketing
  - d) Transshipment
- 3) Debt recovery come under \_\_\_\_\_ services.
  - a) ECGC
  - b) FERA
  - c) FEMA
  - d) RBI
- 4) Exchange fluctuations risk cover under \_\_\_\_\_.
  - a) FDI
  - b) ECGC
  - c) EPC
  - d) MPEDA
- 5) The validity period of zero duty EPCG authorization is \_\_\_\_\_ months.
  - a) 03
  - b) 09
  - c) 06
  - d) 12
- 6) 3 % duty EPCG authorization is \_\_\_\_\_ month validity.
  - a) 36
  - b) 18
  - c) 24
  - d) 20
- 7) \_\_\_\_\_ an instrument to establish evidences an origin of products imported in any country.
  - a) Code
  - b) letter of credit
  - c) license
  - d) Certificate of origin
- 8) Under \_\_\_\_\_ the seller is responsible to make the goods available to the buyer into quay.
  - a) EXQ
  - b) EXS
  - c) FCP
  - d) DDP
- 9) \_\_\_\_\_ is used for land transport by rail, road & inland water ways.
  - a) C & F
  - b) CIF
  - c) CIP
  - d) FCP
- 10) \_\_\_\_\_ price covers FOB value of goods plus freight charges of transporting goods to the part of destination.
  - a) C & F
  - b) FOK
  - c) FAS
  - d) FOA
- 11) A \_\_\_\_\_ shall be used for modification of IEC details like name, address, constitution etc.
  - a) ANF2B
  - b) ANF2C
  - c) ANF2A
  - d) ANF2D



Any project that Walmart de México undertook had to work in concert with Mexico's electricity grid and rate-making structure. Mexico's political leadership had announced a commitment to electricity from renewable energy sources, to move the country away from its traditional reliance on natural gas and oil. Mexico's government-controlled electricity utility had simplified the transmission rates for renewable energy and had constructed a few projects of its own. However, there were no special feed-in-tariffs for renewable energy and only a few tax incentives for the construction of renewable energy projects. Furthermore, there was a dearth of independent project developers with the resources and expertise to build large-scale projects.

Gómez believed that the situation called for creative thinking. How could the company leverage its sterling credit rating to get renewable energy projects off the ground? For the EVM wind farm, Walmart de México's equity investment was minimal, just sufficient to meet the requirements for Mexico's self-supply tariff. Should the company take a larger equity position in further energy projects, rather than simply serving as an off-taker? What technologies should Walmart de México employ to achieve its renewable energy goals? Should the company hold a portfolio of projects or just concentrate on one technology? How could Walmart de Mexico expand the program outside of Mexico to the other central American countries in which it operated? Was there a way to include suppliers into a renewable program?

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**M.B.A. (Semester-III) (Old) (CBCS) Examination April/May-2019**  
**CORPORATE PLANNING AND STRATEGIC MANAGEMENT**

Day & Date: Thursday, 02-05-2019  
 Time: 10:30 AM to 01:00 PM

Max. Marks: 70

**Instructions:** 1) All questions are compulsory.  
 2) Figures to the right indicate full marks.

**Q.1 Multiple choice questions.**

**14**

- 1) Which level includes the strategies designed by the board of directors and chief executive officer?
  - a) Business Level
  - b) Corporate Level
  - c) Functional Level
  - d) Middle Level
- 2) SBU stands for: \_\_\_\_\_.
  - a) Similar Business Unit
  - b) Structured Business Unit
  - c) Strategic Business Unit
  - d) Simple Business Unit
- 3) Which of the following environment includes the effect of Monetary and fiscal policy?
  - a) Political
  - b) Socio-Cultural
  - c) Technological
  - d) Economic
- 4) Which type of environment consists of values, cultures, beliefs, opinions and lifestyle of a society?
  - a) Political
  - b) Socio-cultural
  - c) Economic
  - d) Technological
- 5) A creation of an entity by two or more organizations that want to attain similar objectives is called: \_\_\_\_\_.
  - a) Joint venture
  - b) Single venture
  - c) Combination venture
  - d) Expansion venture
- 6) \_\_\_\_\_ includes closing down business and selling its assets.
  - a) Merger
  - b) Acquisition
  - c) Liquidation
  - d) Integration
- 7) The resource allocation approach that involves distribution of resources from top management to lower level is called as \_\_\_\_\_.
  - a) Top-down approach
  - b) Bottom Down approach
  - c) Down Top approach
  - d) Strategic approach
- 8) Strategies used in different functional areas are called \_\_\_\_\_.
  - a) Generic Strategies
  - b) Business Strategies
  - c) Functional Strategies
  - d) Operational Strategies
- 9) The structure that involves dividing the total work according to different product lines, customers or geographical area is called as: \_\_\_\_\_.
  - a) Network Structure
  - b) Divisional Structure
  - c) Matrix Structure
  - d) Entrepreneurial Structure
- 10) Which matrix was developed by General Electric with the support of Mckinsey & Company?
  - a) GE nine-cell matrix
  - b) BCG matrix
  - c) Gap matrix
  - d) Industry matrix

11) According to the BCG matrix, which of the following emerging business units require high investment?

- a) Stars  
b) Question Marks  
c) Dogs  
d) Cash Cows

12) What is the purpose of a turnaround strategy?

- a) Reversing a positive trend and turning the organization into a profitable venture  
b) Selling of business  
c) Reversing a negative trend and turning the organization into a profitable venture  
d) Expansion of business

13) \_\_\_\_\_ environment consists of factors related to management of public affairs and government rules.

- a) Political  
b) Technological  
c) Cultural  
d) Social

14) Objectives are for \_\_\_\_\_ term.

- a) Long  
b) Short  
c) Full  
d) Simple

**Q.2 Write short notes on** **14**

- a) Mission and Objectives  
b) SWOT Analysis

**Q.3 Write short notes on** **14**

- a) Diversification Strategy  
b) Resource Allocation

**Q.4 Discuss in detail concept of Strategy, levels of strategy and Strategic Decision making process.** **14**

**OR**

How can strategic leaders match Leadership style to requirement of Strategy being implemented? Explain with the help of various Leadership styles.

**Q.5 Case Study.** **14**

Doordarshan was launched in 1959 by Information and Broadcasting Ministry. It was having Monopoly and around 480 million viewers in 1990. As a part of Liberalization policy, private TV channels were allowed to operate in India and cable TV entered. By early 1990, there were numerous private TV stations in India, competing with Doordarshan. It started losing its number 1 position and overall viewers, especially with high purchasing power. Star News - the first private independent channel was launched in 1998. Advertising rates were also double than private channels. Advertisers also started to prefer private channels and Doordarshan revenue started to drop.

In 1997, Prasar Bharti was created as statutory body to be the public service broadcaster of the country. In 2002, K.S. Sharma appointed as CEO of Prasar Bharti who considered as revenue generation as top priority. Doordarshan started focusing on FMCG manufacturers for advertisement and broadcasting of one day matches to increase profitability. Mr. Sharma believed that Doordarshan programs were excellent and can be watched by family by sitting together. Mr. Sharma realized that people don't watch Doordarshan. The problem he felt was awareness about programs and for that they had tie up with newspaper - Indian Express and Outlook. They also spent on hoardings in Mumbai. He worked on Conditional Access System (CAS) for direct

transmission of programs which improved picture quality due to set-top boxes. In 2004, CAS was approved by Parliament and Doordarshan launched Direct to Home (DTH) venture. While several private firms were also introducing DTH services, the prospects for Prasar Bharti seemed bright, because it was the only free-to-air DTH service available in the country. There were no monthly charges and subscriber had to invest only for Dish and set-top box. It got good response from the viewers.

In spite of this, financial position of Doordarshan remained poor. They wanted to introduce new activities but how funds will come? Many new initiatives failed, due to inadequacy of funds. They needed resources quickly for digitizing entire chain of operations. Do you think Doordarshan should have been privatized? How would you go about changing the strategy of Doordarshan? Analyse the case, identify problems, suggest alternatives and identify best alternative.

Seat No.	
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**M.B.A. (Semester - III) (Old) (CBCS) Examination April/May-2019  
MANAGEMENT ACCOUNTING**

Day & Date: Friday, 03-05-2019  
Time: 10:30 AM to 01:00 PM

Max. Marks: 70

**Instructions:** 1) All questions are compulsory.  
2) Figures to the right indicate full marks.

**Q.1 Multiple Choice Questions.**

**14**

- 1) A budgeting process which demands each manager to justify his entire budget in detail from beginning is \_\_\_\_\_.
  - a) Functional budget
  - b) Master budget
  - c) Zero base budgeting
  - d) None of the above
- 2) Standard may not be necessarily useful for this purpose \_\_\_\_\_.
  - a) Forecasting
  - b) Coordinating
  - c) Planning
  - d) None of the above
- 3) Contribution represents pool of resources available for meeting all costs other than \_\_\_\_\_.
  - a) Fixed costs
  - b) Variable costs
  - c) Labour costs
  - d) Material cost
- 4) Which of the following is correct about breakeven point of a company?
  - a) Revenue > Variable expenses + Fixed expenses
  - b) Revenue < Variable expenses + Fixed expenses
  - c) Revenue = Variable expenses + Fixed expenses
  - d) None of the above
- 5) \_\_\_\_\_ is the first step of budgetary system and all other budgets depends on it.
  - a) Cost budget
  - b) Sales budget
  - c) Production budget
  - d) None of the above
- 6) Those cost that have both fixed and variable element are called \_\_\_\_\_.
  - a) Variable cost
  - b) Total fixed cost
  - c) Semi variable cost
  - d) Prime cost
- 7) Management accountancy is a structure for \_\_\_\_\_.
  - a) Costing
  - b) Accounting
  - c) Decision making
  - d) Management
- 8) The capacity variance arises when \_\_\_\_\_.
  - a) There are more working hours than the budgeted working hours
  - b) There are less working hours than the budgeted working hours
  - c) Both a and b
  - d) None of the above
- 9) The cause(s) of idle time can be analysed as \_\_\_\_\_.
  - a) Administrative causes
  - b) Productive causes
  - c) Economic causes
  - d) All of the above
- 10) Management accounting deals with \_\_\_\_\_.
  - a) Quantitative information
  - b) Qualitative information
  - c) Both a and b
  - d) None of the above





**Q.5 Case Study.**

From the following data forecast the cash position at the end of April, May and June 2016.

Months	Sales (Rs.)	Purchases(Rs.)	Wages(Rs.)	Sundry Expenses(Rs.)
February	1,20,000	80,000	10,000	7,000
March	1,30,000	98,000	12,000	9,000
April	70,000	1,00,000	8,000	5,000
May	1,16,000	1,03,000	10,000	10,000
June	85,000	80,000	8,000	6,000

Additional information :

- 1) Sales 10% realized in the month of sales, balance realized equally in two following months.
- 2) Purchases are paid in the following month.
- 3) Wages 20% paid in arrears in the following month.
- 4) Sundry expenses paid in the month itself.
- 5) Income tax payable in the month of June Rs.20,000.
- 6) Dividend of Rs. 12,000 payable in June.
- 7) Cash in hand on April 1, 2016 is Rs.40,000

Seat No.	
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**M.B.A. (Semester - III) (Old) (CBCS) Examination April/May-2019  
BUSINESS ETHICS**

Day & Date: Saturday, 04-05-2019  
Time: 10:30 AM to 01:00 PM

Max. Marks: 70

**Instructions:** 1) Question No. 1, Q. 2, Q.3 and Q. 5 are compulsory.  
2) Attempt any one question from Q. 4  
3) All questions carry equal marks.

**Q.1 Select appropriate answer.**

**14**

- 1) A clear demarcation between the ethical and unethical conduct eliminates the mist of confusion and provides direction for \_\_\_\_\_.
  - a) Unethical behavior
  - b) Ethical behavior
  - c) Dishonesty
  - d) Incompetence
- 2) The following one is not a principle of business ethics.
  - a) The rule of publicity
  - b) The rule of equivalent price
  - c) The rule of profit first and service next
  - d) The rule of conscience in business
- 3) The primary stakeholders of the organization are: \_\_\_\_\_.
  - a) Customers
  - b) Suppliers
  - c) Shareholders
  - d) Creditors
- 4) The goal of corporate governance and business ethics education is to: \_\_\_\_\_.
  - a) Teach students their professional accountability and to uphold their personal integrity to society
  - b) Change the way in which ethics is taught to students
  - c) Create more ethics standards by which corporate professionals must operate.
  - d) Increase the workload for accounting students.
- 5) CSR stands for \_\_\_\_\_.
  - a) Customer Satisfaction Ratios
  - b) Corporate Sales Ratios
  - c) Corporate Sales Returns
  - d) Corporate Social Responsibility
- 6) Truthfulness in marketing communication is example of \_\_\_\_\_.
  - a) Ethics
  - b) Business ethics
  - c) Marketing ethics
  - d) Corporate social responsibility
- 7) In which dimension of CSR responsibility would you classify the issue of recycling and non wasteful packaging?
  - a) Consumer
  - b) Social and community involvements
  - c) Physical environment
  - d) Employee relations
- 8) The main purpose of business ethics is to?
  - a) Understanding ethical uncertainties
  - b) Principles and concepts
  - c) Application of practices
  - d) All of the above

- 9) \_\_\_\_\_ is a code of conduct that an individual or a group has about right and wrong.
- a) Morality
  - b) Ethics
  - c) Business Ethics
  - d) Group Ethics
- 10) Values provide standards of \_\_\_\_\_.
- a) Competence and morality
  - b) Skills and knowledge
  - c) Capabilities
  - d) Ability
- 11) Public good is described as \_\_\_\_\_.
- a) Dharma
  - b) Lok-kalyan
  - c) Kaushalam
  - d) Vividhata and srujanata
- 12) Corporate culture is both \_\_\_\_\_.
- a) Internal and external
  - b) Inside and outside
  - c) Implicit and explicit
  - d) None of the above
- 13) Ethics deals with the analysis and description of \_\_\_\_\_.
- a) Right conduct
  - b) Misbehavior
  - c) Wrong conduct
  - d) Incorrect behavior
- 14) Ethics is derived from Greek word \_\_\_\_\_.
- a) Ethos
  - b) Ethicoos
  - c) Ethikos
  - d) Ethiq

**Q.2 Answer the following.** **14**

- a) Global Climate change
- b) Models of ethical decision making

**Q.3 Attempt the following.** **14**

- a) Ethics and Information Technology
- b) Corporate Governance in India

**Q.4** What are business ethics? Explain in detail affecting business ethics and principles of business ethics. **14**

**OR**

What is corporate social policy? Describe in detail social responsibilities of business organization.

**Q.5 Analyse the case study.** **14**

Prescription drugs are drugs that can be obtained by a patient only with or under the orders of a physician. The reason for the restriction is that the drugs contain side effects, are not considered safe for casual use, and should be taken under a doctor's supervision. Some such drugs, after many years of safe use with few side effects, are allowed to become over-the-counter drugs, and can be purchased and used without a doctor's prescription.

In the United States, until 1985, prescription drugs could not be advertised directly to consumers. That year the U.S. Food and Drug Administration (FDA), which has responsibility for safety regulations governing drugs, passed a ruling that allowed direct market to consumers on the condition that a great deal of warning information was provided about side effects and other dangers. This allowed for advertising the drugs in magazines, for instance, in which the manufacturer could include the necessary information in small print on several pages following the main part of the ad for the product in question. The large amount of information that had to be supplied, or not it was read, precluded any direct TV advertising of drugs. That changed in 1997 when the FDA ruled that TV ads containing just the major dangers of the drug were permissible. The result was a deluge of direct-to-consumer TV ads for prescription drugs. One study showed that direct-to-consumer advertising on TV by the company during

1999-2000 resulted in a return of \$4.20 for each dollar spent. In 2005, the pharmaceutical spent \$1.19 billion on TV ads.

The United States and New Zealand are the only two developed nations that allow direct-to-consumer advertising of pharmaceutical drugs. Why are nations and people divided on the appropriateness of direct-to-consumer pharmaceutical drug advertising? The drug industry claims that such advertising benefits consumers in a variety of ways. It educates them about a variety of illnesses and informs them of possible drugs to treat them. It thus encourages people to contact their doctors if they have the symptoms described, and facilitates an open conversation between them. Informed patients are better able to pursue their health care options than uninformed ones. Seeing the ads on TV increases their trust in them when they are prescribed by their doctors, and simple name recognition makes the drugs more acceptable. In the end, it is the doctors who are the gatekeepers and must prescribe or withhold prescriptions. Hence, the good achieved outweighs any bad that might result.

Opponents, however, reply with reasons and concerns of their own. It is because drugs have potentially serious side effects that they require a doctor's prescription. As such it should be up to the doctor to decide on and prescribe what he or she deems appropriate and best for each individual patient. Broadcast advertising creates false impressions about effectiveness and downplays possible adverse effects. Such advertising leads to self-diagnosis. Patients pressure their doctors for the drugs advertised, whether they are the best for their treatment or the most cost effective. Often a variety of drugs are available for a given condition-such as for high blood pressure. Doctors can choose from among the large variety available. The newer ones are the ones advertised and are usually among the more expensive. They are not necessarily more effective than older and less expensive ones. Yet, since they are acceptable, doctors often yield to the patient's pressure or choice, even though it is not a well-informed choice. TV ads do not claim the advertised drugs to be the best or that they are a certain percent more effective than older drugs, nor do they compare the cost of the advertised drug with available generic drugs of the same class. Even though a patient's health insurance may pay for the more expensive drug when a less expensive one would do as well, the cost of prescription drug insurance goes up for all. The cost of the ads, moreover, drives the cost of drugs even higher. The claimed educational value of the ads is not the real reason for the industry's spending all it does on ads. The real reason is the increase in purchases of the new drugs. Yet, if they were as good as advertised, they would be adopted and prescribed by doctors without the direct-to-consumer ads, and the industry could spend its money on truly educational TV ads. The calculation made by the critics yields more harm than benefit from such ads, and hence many hold them not only inappropriate but unethical. Based on this reaction, a large number of bills have been introduced into the U.S. House and Senate, and into state legislatures curtailing the direct-to-consumer pharmaceutical drug ads on TV. Some have passed on the state level.

**Question:**

- a) Is direct-to-consumer advertising of pharmaceutical drugs ethical?
- b) Should it be restricted or eliminated by law?

Seat No.	
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**M.B.A. (Semester-III) (Old) (CBCS) Examination April/May-2019  
Marketing Management Paper – I  
PRODUCT & BRAND MANAGEMENT**

Day & Date: Monday, 06-05-2019  
Time: 10:30 AM to 01:00 PM

Max. Marks: 70

**Instructions:** 1) All questions are compulsory.  
2) Figures to the right indicate full marks.

**Q.1 Multiple choice questions**

**14**

- 1) The various product levels are core benefit, basic product, expected product, augmented product and \_\_\_\_\_.
  - a) Individual
  - b) Potential
  - c) Standard
  - d) Customized
- 2) The \_\_\_\_\_ Hierarchy is an organizational chart that depicts the array of products offered in a given market.
  - a) Product
  - b) Price
  - c) Place
  - d) Promotion
- 3) On the basis of durability and tangibility products are classified as durable, non-durable and \_\_\_\_\_.
  - a) Shopping
  - b) Convenience
  - c) Capital
  - d) Services
- 4) The stages in the product life cycle are introduction, growth, maturity and \_\_\_\_\_.
  - a) Frontline
  - b) Saturation
  - c) Decline
  - d) Incline
- 5) The product mix consists of product width, length, depth and \_\_\_\_\_.
  - a) Weight
  - b) Hierarchy
  - c) Consistency
  - d) Height
- 6) The steps in new product development are idea generation, idea screening, Concept development and testing, Marketing strategy, Business analysis, product development, test marketing and \_\_\_\_\_.
  - a) Sales analysis
  - b) Commercialization
  - c) Marketing analysis
  - d) None of the above
- 7) \_\_\_\_\_ includes all the activities of designing and producing the container for a product.
  - a) Packaging
  - b) Logistics
  - c) Supply chain
  - d) Value chain
- 8) The \_\_\_\_\_ can be a simple attached tag or an elaborately designed graphic that is part of the Package and might carry a great deal of information, or only the brand name.
  - a) Packaging
  - b) Sticker
  - c) Label
  - d) None of the above
- 9) \_\_\_\_\_ are formal statements of expected product performance by the manufacturer.
  - a) Warranties
  - b) Guarantee
  - c) Promise
  - d) Equity



The market survey conducted by the marketers indicated that the reasons for poor market acceptance were as given below:

- 1) Unfamiliar design
- 2) Was considered lightweight and therefore flimsy.
- 3) Power of the scooter at 100 cc was considered less strong than Bajaj's 150 cc scooter.
- 4) Electronic was also looked at with suspicion as it was taken only as a ladies scooter.

- a) Analyze the Case **05**
- b) Identify the Problem **02**
- c) Identifying Alternative Solutions **05**
- d) Giving the Best solution **02**



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**M.B.A (Semester-III) (Old) (CBCS) Examination April/May-2019**  
**Financial Management**  
**INDIAN FINANCIAL SYSTEM**

Day & Date: Tuesday, 07-05-2019  
 Time: 10:30 AM to 01:00 PM

Max. Marks: 70

**Instructions:** 1) All questions are compulsory.  
 2) Figures to the right indicate full marks.

**Q.1 Choose the correct alternative:**

**14**

- 1) SEBI was established in \_\_\_\_\_.  
 a) 1992  
 b) 1990  
 c) 1995  
 d) 1991
- 2) \_\_\_\_\_ has the statutory powers to regulate and promote the Indian capital market.  
 a) Register of issue  
 b) Merchant banks  
 c) SEBI  
 d) RBI
- 3) \_\_\_\_\_ facilitate the transfer of funds from saver to the borrowers.  
 a) Goods market  
 b) Financial Market  
 c) Commodity Market  
 d) Foreign Exchange Market
- 4) Money market deals with \_\_\_\_\_ instruments.  
 a) Long Term  
 b) Medium Term  
 c) Short Term  
 d) All of the above
- 5) \_\_\_\_\_ is he link between the depository and owner.  
 a) Agent  
 b) Depository participant  
 c) Beneficiary  
 d) Broker
- 6) \_\_\_\_\_ is the process of converting security in electronic form into physical form.  
 a) Dematerialization  
 b) Re materialization  
 c) Transaction  
 d) Intraday
- 7) IRDA was established in \_\_\_\_\_.  
 a) 1988  
 b) 1990  
 c) 1999  
 d) 1996
- 8) Merchant banker coordinating a public issue is called as \_\_\_\_\_.  
 a) Registrar  
 b) Lead manager  
 c) Post issue manager  
 d) None of these
- 9) \_\_\_\_\_ does not belong to the main products of life insurance.  
 a) Endowment  
 b) Personal accident insurance  
 c) Term  
 d) Whole life
- 10) \_\_\_\_\_ is the market for already issued securities.  
 a) Primary Market  
 b) Secondary Market  
 c) Commodity Market  
 d) Money market
- 11) T-Bills in India are issued by \_\_\_\_\_.  
 a) RBI  
 b) SEBI  
 c) Public Companies  
 d) commercial bank

- 12) UTI was established in year \_\_\_\_\_.
- a) 1954  
b) 1964  
c) 1963  
d) 1648
- 13) SWP stands for \_\_\_\_\_.
- a) Systematic Worth Plan  
b) Small Withdrawal Plan  
c) Sum Withdrawal Plan  
d) Systematic Withdrawal Plan
- 14) Which among the following is advantage of investing in Mutual funds \_\_\_\_\_?
- a) Diversification  
b) Transparency  
c) Professional Management  
d) All of the above

**Q.2 Write short note on:** 14

- a) Functions of IRDA  
b) Order types in stock exchange

**Q.3 Write short note on:** 14

- a) NPA  
b) Concept Of Core Banking

**Q.4** Explain the concept of Mutual funds. Also explain the structure & different types of Mutual funds schemes. 14

**OR**

Explain the role of various agencies involved in Primary market.

**Q.5 Case Study.** 14

Parekh started his career in the late 1980s at Narbheram Harakchand Securities (NH Securities), a reputed institutional brokerage firm. In the 90s, he came in contact with Harshad Mehta, a well known stock broker and subsequently joined Mehta's firm GrowMore investments, a firm that Mehta had set up and which was involved in the 1992 Indian stock market scam. Though one of the accused in some of the scams that Growmore was involved in, Parekh was never convicted in them. Unlike Mehta, Parekh ensured that he remained low key, with a simple lifestyle thus presenting a humble "feet-on-the-ground" demeanor even when interviewed by journalists like Sucheta Dalai, as she related in her 2003 article in rediff.

However, this started to change in 1999-2000 as Parekh got closer to celebrities. Parekh began cultivating friendships with people in Bollywood including Amitabh Bachchan and the diamond merchant Bharat Shah, thus coming into the media's eye and limelight. This led to an investigative story on him which was first published on 25 August 2000 covering a millennial bash that he had given at his palatial bungalow at Mandwa (near Mumbai), which was attended by Mumbai's gliteratti, industrialists and media personalities. This was followed by his acquiring expensive luxury cars including a Cadillac, throwing regular high profile parties that were eagerly lapped up by the tabloid media. His pictures began to appear in newspapers with his comments on matters related to finance and the budget. The media covered every incident in his life including that of him forming KVP Ventures (a collaboration with Vinay Maloo and the Australian magnate Kerry Packer), forming an investment bank (Triumph international) and turning the loss making ABCL into a profitable firm. He invested heavily in stocks related to IT, media and communication and propagated them. As cover stories emerged in the financial media of his malpractices related to the stock market, scrutiny shifted to his activities leading to his arrested on 30 March 2001.

### Role in 2001 stock market crash

Parekh purchased large stakes in less known small market capitalization companies, and jacked up their prices through circular trading with other traders, and collusion with these companies and large institutional investors. This resulted in steep hikes in share prices (for example: shares of Zee telefilms zoomed up from Rs. 127 to a price of Rs. 10,000. This set of ten stocks was colloquially referred to as "K- 10" stocks and Parekh was playfully referred to as "Pentafour".

It later transpired that promoters and industrialists often gave Parekh funds to artificially rig up their share prices. Thus in just a few months, scrips of virtually unknown companies like Visualsoft rose from Rs 625 to Rs 8,448 per share and Sonata Software rose from Rs 90 to Rs 2,150. However, the bear cartel in Bombay stock exchange started to hammer his K-10 stocks in February 2001, leading them to fall and precipitating a payment crisis in Kolkata.

On 1 March 2001, just after the Indian Union Budget had been presented, the BSE Sensex crashed 176 points, prompting the then NDA government to set up an inquiry into the market reaction. Subsequently the RBI refused to clear pay orders (POs) that had been given by Parekh as collateral for loans to BOI (Bank of India), as they found them to be suspicious. The RBI commenced an investigation against Parekh. Around the same time, a bear cartel of brokers in Mumbai opposed to Parekh tried to dump their shares of K-10 stocks. Panicking, Parekh sold off his entire ownership of the so called K-10 stocks that he had successfully jacked up over the past two years, especially those of two entities - GTB bank and MMCB bank. He carried out this large scale dump in the evening, after regular trading hours, from 5 pm to midnight at the Calcutta Stock Exchange. This resulted in a stock market crash the next day, resulting in large scale losses for large institutional investors, including insurance companies and mutual funds.

A 30 member Joint Parliamentary Committee (JPC) investigation ensued which found that Parekh had been involved in circular trading throughout the time period from and with a variety of companies, including Global Trust Bank (GTB) and Madhavpura Mercantile Cooperative Bank (MMCB). The JPC found him to have played a major role in rigging the prices of a set of ten Indian companies, from 1995 up to 2001. Shares of a company called Himachal Futuristic Communications (HFCL), which had languished at Rs. 50 after the Sukhram controversy were ramped up by Parekh to Rs 2400 in less than a year. To make the shares more attractive to investors, he was found to have roped in the Australian magnate Kerry Packer to acquire a 10 per cent stake and enhance its credibility.

This resulted in Parekh's first conviction, which carried a one-year sentence, coming as a result of a transaction he conducted involving a unit of Canara Bank in 1992.

Though Parekh was subsequently barred from stock trading, the Securities and Exchange Board of India alleged in 2009 that a variety of companies and other actors were trading on behalf of Parekh. An investigation ensued and 26 entities were banned from trading as a result of that investigation. In March 2014 he was convicted by a special CBI court in Mumbai for cheating and sentenced to two years rigorous imprisonment.

- 1) Analyze the above case. 04
- 2) Explain in detail fraud carried out Ketan Parekh in detail. 03
- 3) How was Ketan Parekh scam exposed? 04
- 4) What actions did government and regulatory body took after Ketan Parekh scam? 03

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**M.B.A (Semester-III) (Old) (CBCS) Examination April/May-2019**  
**Production & Materials Management**  
**PURCHASING AND INVENTORY MANAGEMENT**

Day & Date: Tuesday, 07-05-2019  
 Time: 10:30 AM to 01:00 PM

Max. Marks: 70

- Instructions:** 1) Question No.1 is compulsory.  
 2) Attempt any two questions from Q.2, Q.3 and Q.4.  
 3) Attempt any two questions from Q.5, Q.6 and Q.7.

**Q.1 Multiple choice questions****14**

- 1) \_\_\_\_\_ refers to a process of predicting future demand for firm's goods and services.
  - a) Demand forecasting
  - b) Demand estimation
  - c) Demand predicting
  - d) Demand analysis
- 2) \_\_\_\_\_ is a process of taking position in future market rather than physical market with an objective of reducing risk associated with price changes.
  - a) Futures and options
  - b) Forward trading
  - c) Hedging
  - d) Risk taking
- 3) This is the process of established standard units of measure by which quality, quantity and values of material may be compared and measured.
  - a) Codification
  - b) Decentralization
  - c) Standardization
  - d) None of the above
- 4) Economic forecasting relates to macro-economic business environment that forecast \_\_\_\_\_.
  - a) Interest rate
  - b) Inflation rate
  - c) Economic rate
  - d) Equity rate
- 5) \_\_\_\_\_ is management of goods, supplies and inventory needed for the organization and related aspect of purchase.
  - a) Inventory management
  - b) Purchase management
  - c) Employee management
  - d) Operations management
- 6) \_\_\_\_\_ is a place where excess material is kept which will be used as and when required.
  - a) Locker
  - b) Garage
  - c) Warehouse
  - d) Store
- 7) \_\_\_\_\_ is a discipline that primarily specifies the shape and placement of stalked goods.
  - a) Inventory management
  - b) Store management
  - c) Material management
  - d) Stock management
- 8) \_\_\_\_\_ is the act of making a strategic choice between producing an product internally or buying it externally.
  - a) Outsourcing
  - b) Make or buy decision
  - c) In – house solution
  - d) Purchase from outside supplier
- 9) A place where all items and material is stored at a central place is called \_\_\_\_\_.
  - a) Decentralized Store
  - b) Virtual Store
  - c) Centralized Store
  - d) Enterprise Store



## SLR-BJ-41

- store-specific historic product mix data from the last two years
- store-specific and national causal factors. These specify dates for events such as national promotions and school holidays
- information from store managers about factors that might affect demand, e.g. road closures or local events and promotions

Supply Planners working for McDonald's include a range of causal factors in the calculation of the forecasts. So that based on past performance they can predict future demand for each restaurant. For example, Big Mac sales increase during a 'Buy One Get One Free (BOGOF)' promotion. The planners use this data in the forecasts for all stores that took part in that promotion. Analysing how weather affects demand for particular products. Such as McFlurries and salads. Can also be built into the model. The forecasts then become more accurate, decreasing costs and improving customer satisfaction.

- 1) Analyze the case.
- 2) Identify the Problem.
- 3) Identifying Alternative Solution.
- 4) Giving the Best solution.

05  
02  
05  
02

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**M.B.A. (Semester - III) (Old) (CBCS) Examination April/May-2019**  
**Human Resource Management**  
**STRATEGIC HUMAN RESOURCE MANAGEMENT**

Day & Date: Wednesday, 08-05-2019  
 Time: 10:30 AM to 01:00 PM

Max. Marks: 70

**Instructions:** 1) All questions are compulsory.  
 2) All questions carry equal marks.

**Q.1 Multiple Choice Questions**

**14**

- 1) \_\_\_\_\_ refers to the development of a consistent, aligned collection of practices, programmes and policies to facilitate the achievement of the organisation's strategic objectives.
  - a) Human Resource Development
  - b) Strategic Management
  - c) Strategic HRM
  - d) None of these
- 2) When an organisation sets up branches and offices in the new areas, the lateral expansion which increases its number of business units is called \_\_\_\_\_.
  - a) Horizontal
  - b) Spatial
  - c) Vertical
  - d) All of these
- 3) The purpose of \_\_\_\_\_ is to identify, develop and make the people ready to occupy higher level jobs as and when they fall vacant.
  - a) Succession Planning
  - b) Human Resource Planning
  - c) Career Planning
  - d) Strategic Planning
- 4) KRA in terms of Performance Management Strategies, stands for \_\_\_\_\_.
  - a) Key Research Area
  - b) Key Resource Area
  - c) Key Result Area
  - d) Key Retention Area
- 5) In, \_\_\_\_\_ HR manager must implement the policies and procedures for the organisation and try to improve the system of organisation.
  - a) Administrative Role
  - b) Strategic Role
  - c) Information and Decision Making Role
  - d) Functional Role
- 6) Which of the following is/ are the modern techniques of Job Design?
  - a) Job Rotation
  - b) Job Enlargement
  - c) Job Enrichment
  - d) All of these
- 7) The training received to the expatriates, in order to adjust with the new work environment in the foreign country is called \_\_\_\_\_.
  - a) Simulation training
  - b) Cross-Cultural training
  - c) Management training
  - d) None of these
- 8) Which of the following is internal factor affecting changing environment of Human Resource Management?
  - a) Political Factor
  - b) Organizational Structure
  - c) Technological Factor
  - d) Social and cultural factor
- 9) The first step in the process of Human Resource Planning is \_\_\_\_\_.
  - a) Demand Forecast
  - b) Analysing Organizational Plans
  - c) Supply Forecast
  - d) Modify the Plan

- 10) Which of the following is an advantage of Internal Market segment of recruitment
- Politicization
  - Selection Failure
  - Cultural adaptability
  - Lack of choice
- 11) In \_\_\_\_\_ system of individual compensation, employees are paid on the basis of the number of units manufactured by them during a time period.
- Commission System
  - Merit pay system
  - Skilled based system
  - Piece rate system
- 12) Company's production and operations policy is one of the \_\_\_\_\_ affecting Human Resource Planning.
- Internal Factor
  - External Factor
  - Internal as well as External Factor
  - None of these
- 13) Which of the following skill is/ are essential for the selected candidate?
- Diagnostic Skills
  - Administrative Skill
  - Both of these
  - None of these
- 14) \_\_\_\_\_ is a form of equity compensation paid to employees to motivate employees and create a sense of ownership in them.
- Executive Compensation
  - Employee Stock Option Plan
  - Bonus
  - Gain Sharing

**Q.2 Write Short note on.**

14

- Role and Barriers to Strategic HRM
- Individual Pay System

**Q.3 Write short notes**

14

- External Factor of changing environment affecting HRM
- Role of Line and HR Manager in Selection

**Q.4 Attempt any one of the followings**

14

- What are the strategic issues in training and development? Explain in detail competency mapping.
- Define Human Resource Planning. Explain in detail the process Human Resource Planning.

**Q.5 Case Study.**

14

The City Bank Ltd. has been facing problems relating to deposit mobilization and loan recovery. The bank appointed a number of committees to go into the problems and find out the root causes for these problems. All the committees pointed out that the delay in decision making and faulty decisions made by the executives at different levels are responsible for the state of affairs in the bank. Mr. Kishor, the chairman of the bank, on 3<sup>rd</sup> March 2015, asked chief HR Manager of the bank to develop various techniques and organize the executive development programmes in order to improve the decision making skills of the bank executives from the level of Branch manager to the General Manager. The chairman of the bank attended an executive development programme during July 2014 conducted by the Administrative Staff College of India for chairmen of all Banks. He was very much impressed by two techniques in the entire programme. They are role playing and sensitivity training. He thought that he should educate his HR Manager about these techniques and these techniques should be used in the proposed executive development programme of the bank. He called on Chief HR Manager and similarly the chief HR Manager also tried to persuade chairman about the nature of those techniques, nature of the proposed development programme and suitability of the technique. At last Mr. Kishor vexed with the behavior of the Chief HR Manager ordered him to use role playing and sensitivity training techniques.

Analyze the above case, identify the problem, identify the alternative solutions and choose the best alternative.



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**M.B.A. (Semester - III) (Old) (CBCS) Examination April/May-2019**  
**International Business**  
**INTERNATIONAL BUSINESS ENVIRONMENT**

Day & Date: Wednesday, 08-05-2019  
 Time: 10:30 AM to 01:00 PM

Max. Marks: 70

- Instructions:** 1) Question No. 1, Q. 2, Q.3 and Q. 5 are compulsory.  
 2) Attempt any one question from Q. 4.  
 3) All questions carry equal marks.

**Q.1 Multiple Choice Questions**

**14**

- 1) In 90's the global management perception was based on \_\_\_\_\_.  
 a) Standardization v/s adaptation  
 b) Globalization v/s localization  
 c) Global integration v/s Local Responsiveness  
 d) Local responsiveness
- 2) Professional culture refers to \_\_\_\_\_.  
 a) Shared belief of top managers about how they should manage themselves and their employees  
 b) Shared code of ethics and other commonalities shared by members of a given group  
 c) Both (a) and (c)  
 d) None of the above
- 3) Typically the last step in the internationalization process is:  
 a) Licensing  
 b) Exporting  
 c) Wholly owned subsidiaries  
 d) Foreign Direct Investment
- 4) The world trade organization was formed in the year \_\_\_\_\_ with GATT as its basis.  
 a) 1992  
 b) 1993  
 c) 1995  
 d) 1994
- 5) \_\_\_\_\_ is application of knowledge which redefines the boundaries of global business.  
 a) Cultural Values  
 b) Society  
 c) Technology  
 d) Economy
- 6) The Theory of Absolute Cost Advantage is given by \_\_\_\_\_.  
 a) Adam Smith  
 b) D. Ricardo  
 c) Raymond Vernon  
 d) Porter
- 7) A Most Favored nation status doesn't necessarily refer to \_\_\_\_\_.  
 a) Same and equal economic treatment  
 b) Non-discriminatory treatment  
 c) Same tariff rates applicable  
 d) Uniform civil code
- 8) Factor of Interdependence in Multi-domestic strategy is \_\_\_\_\_.  
 a) Low  
 b) Moderate  
 c) High  
 d) Very High
- 9) Which of the following does not belong to the World Bank group?  
 a) IBRD  
 b) IDA  
 c) MIGA  
 d) IMF



But by 1940, it had expanded its product line to include other products like motor graders, blade graders, elevating graders, tracers and electrical generating sets. In 1950, Caterpillar Tractor Co. Ltd. extended its operations to Great Britain and various countries around the world. In 1953, a separate sales and marketing division was set up for the customers of the company who bought engines alone. In 1963, Caterpillar entered the Japanese market. In order to strengthen its presence in Japan, Caterpillar entered into a joint venture with Mitsubishi Heavy Industries Ltd. of Japan to form Caterpillar Mitsubishi Ltd. In 1965, Caterpillar Mitsubishi Ltd. was renamed Shin Caterpillar Mitsubishi Ltd. By 2004, this company occupied second position in Japan in the production of construction and mining equipment. Caterpillar continued to extend its product line. In 1986, Caterpillar Tractor Co. became Caterpillar Inc. after it had expanded its business to different parts of the world.

As far as manufacturing of earth moving equipment is concerned, Caterpillar occupied a special position in the market. It differentiated itself from its rivals in several ways: it provided superior service to its customers, supplied quality products, and ensured that its spare parts were easily available. Moreover, its products were durable and reliable and it used sophisticated technology in the production process. Though, of late, many companies have come up with the Six Sigma approach, Caterpillar was the first to introduce Six Sigma throughout the world in 2001 and it achieved tremendous success.

In 2003, Caterpillar introduced Advanced Combustion Emissions Reduction Technology (ACERT) in its diesel engine version, which was certified by the US environmental Protection Agency. The ACERT technology helped in reduction of pollution by reducing the emissions at the point of combustion. Later, Caterpillar inserted this ACERT technology into its on-highway truck and bus engines. In the industrial machinery segment, Caterpillar occupied a unique position and developed a competitive edge over its competitors in delivering quality products with innovations. Caterpillar's aim was to capture the expanding global market with the best products developed in the least possible time at lower development costs.

Caterpillar had a very strong dealer network. In fact, the company's dealer network was responsible for the wide availability of its spare parts across the globe. Some analysts opined that Caterpillar acquired the competitive edge through its superior service provided by its global dealer network. The Caterpillar dealer network offered prompt service to customers whenever they needed it. The dealers assisted customers in choosing quality equipment whether they were buying or leasing it and also offered cost effective solutions. To match the requirements of the customers in various regions, Caterpillar built different configuration of road construction machines.

- a) Comment on caterpillar's diversification into various businesses over the years
- b) Discuss the reason for Caterpillar's having a competitive edge over its competitors

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**M.B.A. (Semester - III) (Old) (CBCS) Examination April/May-2019**  
**Marketing Management : Paper II**  
**SALES AND STRATEGIC MARKETING**

Day & Date: Thursday, 09-05-2019  
 Time: 10:30 AM to 01:00 PM

Max. Marks: 70

**Instructions:** 1) All questions are compulsory.  
 2) All questions carry equal marks.

**Q.1 Multiple Choice Questions.**

**14**

- 1) \_\_\_\_\_ is the management of the sales force.
  - a) Sales planning
  - b) Sales forecasting
  - c) Sales quota
  - d) Sales management
- 2) \_\_\_\_\_ are the major objectives the sales function is expected to achieve.
  - a) Sales volume
  - b) Contribution to profits
  - c) Growth
  - d) All of the above
- 3) \_\_\_\_\_ is just one of the skills used in personal selling.
  - a) Salesmanship
  - b) Personal selling
  - c) Direct marketing
  - d) None of these
- 4) \_\_\_\_\_ is a method of communication in which a sales person communicates on an individual basis with a prospect.
  - a) Direct marketing
  - b) Public relation
  - c) Publicity
  - d) Personal selling
- 5) \_\_\_\_\_ can be called the father of modern sales management.
  - a) Peterson John H
  - b) Michael Wilson
  - c) Donaldson
  - d) Richard Denny
- 6) \_\_\_\_\_ are sales people who build an image of the organization and generate goodwill for it.
  - a) Order takes
  - b) Missionaries
  - c) Sales engineers
  - d) Just deliverer
- 7) The seller oriented theories are \_\_\_\_\_.
  - a) AIDAS theory
  - b) Right set of circumstances
  - c) Buyer formula theory
  - d) Both a and b
- 8) \_\_\_\_\_ means estimate of sales volume.
  - a) Sales quotas
  - b) Sales budget
  - c) Sales territory
  - d) Sales forecasting
- 9) \_\_\_\_\_ is a prediction of the sales in value or quantity over a period of time.
  - a) Sales forecasting
  - b) Sales budget
  - c) Sales quotas
  - d) Sales control
- 10) Which of the following approach is/are used to compute the salesforce size.
  - a) Work load method
  - b) Sales potential method
  - c) Incremental method
  - d) All of the above



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**M.B.A. (Semester-III) (Old) (CBCS) Examination April/May-2019**  
**Human Resource Management : Paper II**  
**TRAINING & DEVELOPMENT**

Day & Date: Saturday, 11-05-2019  
 Time: 10:30 AM to 01:00 PM

Max. Marks: 70

- Instructions:** 1) Question No.1 is compulsory  
 2) Attempt any Two Questions from Q 2, Q 3 and Q 4.  
 3) Attempt any Two Questions from Q 5, Q 6 and Q 7.

**Q.1** Analyse the following case. **14**

The Reliance Communications was, established in 2005. It had its plants in six areas in the country. The company provided both in-company and out-company executive development programmes. In-company programmes included orientation programmes for Apprentice Assistance Executive Engineers.

It had a staff college at Bangalore. Programmes were conducted at staff college for all types of personnel. In-company programmes quality management, participative management, time management, etc. The best faculty was drawn internal faculty. At present, all the four permanent faculty positions are vacant. Evaluation of management development programme is done as ritual rather than to make it a part of development process. Evaluation of in-company programme is done at Staff College with the objective of knowing the participants learning and to know how far the participants have found the programme useful. The staff college sends no formal feedback to the functional heads of the departments and to the corporate personnel and administrative department. There appears to be no formal system that provides for the feedback from the participants and out-company programmes to their respective functional heads. There exist no evaluation model with pre-training and post-training evaluation and no efforts are made to develop evaluation techniques.

- Analyse the case
- Identify the Problem
- Identify the alternatives
- Best Solution

**Q.2 Write Short Notes ( Any two )** **14**

- Promotion and transfer
- Need for training
- Phases of expatriate training

**Q.3 Write Short Notes (Any two)** **14**

- EPSS
- Competency based training
- Managerial Grid

**Q.4 Write Short Notes (Any two)** **14**

- CCT need analysis
- Career anchors
- Kirtpatrick approach

**Q.5 Define Management Development. State the various techniques to Management development.** **14**

**Q.6** Define career. Explain the various stages of career development.

**14**

**Q.7** State importance of training along with methods to training.

**14**

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**M.B.A. (Semester-III) (Old) (CBCS) Examination April/May-2019**

**International Business : Paper II**

**INTERNATIONAL TRADE PROCEDURE AND DOCUMENTATION**

Day & Date: Saturday, 11-05-2019  
Time: 10:30 AM to 01:00 PM

Max. Marks: 70

- Instructions:**
- 1) Question No.1 is compulsory
  - 2) Attempt any Two Questions from Q 2, Q 3 and Q 4.
  - 3) Attempt any Two Questions from Q 5, Q 6 and Q 7.
  - 4) All Questions Carry equal marks

**Q.1 Analyze the following Case, Identify the problem, Generate possible alternatives and Choose the best alternative. 14**

Basmati is aromatic rice grown in Northern India and Pakistan. In September 1997, Rice Tec, a small food technology company based in Texas, United States, was granted a patent by the US patent office to call an aromatic rice variety developed in USA Basmati. India challenged the case, arguing that Basmati is unique aromatic rice grown in Northern India, and not a name Rice Tec could claim. In fact only inventions can be patented. Consequently, the US patent office accepted India's basic position, and Rice Tec had to drop 15 of the 20 claims that it had made. Of the remaining claims, Rice Tec managed to evolve three new varieties of rice for which it got a patent from United States Patent and Trademarks Office (USPTO), as India had not objected to these. The ruling has not handed over Rice Tec the Basmati brand. Rather, it provides it a patent for superior three strains' of Basmati developed by cross-breeding a Pakistani basmati with a semi-dwarf American variety.

According to the WTO Agreement, geographical indications like basmati can be legally protected and their misuse can be thus prevented. The unfortunate thing is that Government of India has not taken timely steps for protecting our geographical indications and biodiversity. Although a Geographical Indication of Goods Bill was introduced in Indian Parliament in 1999, even at the end of 2001, it had not become an Act. Can any of the following, VIZ., turmeric, neem and the name Basmati be patented? Substantiate your answer. Evaluate the role played by Government of India in preventing the misuse of the name basmati.

**Q.2 Write a short note on following (any two) 14**

- a) SEZ
- b) Duty Exemption Schemes
- c) Income Tax Benefits

**Q.3 Write a short note on following (any two) 14**

- a) FEMA
- b) INCO Terms
- c) Customs Tariff Act 1974

**Q.4 Write a short note on following (any two) 14**

- a) EDI
- b) Export Credit Insurance
- c) Convertibility of Rupee

**Q.5 What is the term EXIM? Explain the nature and characteristics feature of EXIM documents. 14**



- Q.6** What is ECGC? Explain various covers issued by ECGC. **14**
- Q.7** What is letter of credit? Explain in detail process and types of letter of credit. **14**

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**M.B.A. (Semester-III) (Old) (CBCS) Examination April/May-2019**  
**System Management : Paper II**  
**ERP AND SPD**

Day & Date: Saturday, 11-05-2019  
 Time: 10:30 AM to 01:00 PM

Max. Marks: 70

**Instructions:** Question no.1 is compulsory and carries equal marks.

**Q.1 Select the right option for each of the following from the choices given** **14**

- 1) Employee turnover during the \_\_\_\_\_ phase will not affect the ERP implementation.
 

a) Transition	b) Design
c) Initial	d) Final
- 2) OLTP stands for \_\_\_\_\_.
 

a) Online Transaction Processing	b) On Line Transfer Protocol
c) Optimum Line transfer Protocol	d) None of the above
- 3) Accuracy, relevancy and timeliness are the characteristic features of \_\_\_\_\_.
 

a) Data	b) Knowledge
c) Networking	d) Information
- 4) \_\_\_\_\_ is a mechanism to ensure and monitor flow of Material & Services to end customer.
 

a) Customer Relationship Management
b) Supply Chain Management
c) Data Flow Diagram
d) Entity Relationship diagram
- 5) ERP utilizes the true potential of \_\_\_\_\_ computing to deliver an enterprise product and affects the nature of jobs in all functional areas of the enterprise.
 

a) Network	b) Client Server
c) Cloud	d) Database
- 6) Human factors are taken into account during the \_\_\_\_\_ phase.
 

a) MRP	b) MRP II
c) Reengineering	d) Implementation
- 7) The \_\_\_\_\_ adapt any new technologies and changes in IT very quickly that makes changes in future business environments possible.
 

a) ERP Vendors	b) Amateur developers
c) Software Trainers	d) Programmers
- 8) \_\_\_\_\_ is the technology of sensing, coding, transmitting, translating and transforming.
 

a) Programming	b) Software Development
c) Networking	d) Information Technology
- 9) \_\_\_\_\_ is the phase where ERP is made available to the entire organization.
 

a) Going Live	b) Startup
c) Closure	d) Initiation



The team used diagrams listing customer contacts at the top and departments along the side. Access to databases was listed on separate swim lanes at the bottom of the chart. The initial chart was huge and identified hundreds of different activities. Most were found to be non-value adding activities and were eliminated. By mid-1996 the entire NPP process had been reduced to three sequences, each comprising a few activities. The redesign team also implemented several, radical changes in the NPP process. For example, credit cards were issued to all managers. The credit cards had established limits and managers were encouraged to use them when they needed to acquire something quickly. By shifting decision-making and responsibility for these unique, rush purchases to departmental managers; a large portion of the NPP bureaucracy was eliminated. American Express agreed to provide reports to XYZ that summarized the use of the credit cards, thereby eliminating the need for new software to monitor the small purchases. XYZ also decided to identify and negotiate mega-purchasing deals with very large suppliers who could support XYZ throughout the world. By replacing numerous small contracts with a few very large contracts, the team eliminated most of the contracts negotiation people and the numerous problems otherwise associated with monitoring many small contracts. The team also decided to completely automate access between XYZ managers and the suppliers so that all paperwork would be eliminated. Each manager can use his or her PC to access the supply system and complete orders online. Departmental limits and constraints are all handled by the computer system without any need for intervention by accounting personnel. Once the team created its SHOULD design, it began to meet with IT people to define the nature of the software system they would need to support the new process. The IT team that joined the BP redesign team preferred using object models. They converted specific activities to use case diagrams and eventually develop object models for each of the major transactions. They then use an OO modeling tool to run simulations on each major set of activities defined by the BP redesign group to see if the new processes would work smoothly. This also allowed the IT team to develop a detailed cost analysis of the various sets of activities. This work impressed the BP redesign team that said, in retrospect, that they thought the simulation had significantly improved their understanding of some of the changes they had proposed. One sub-process, in particular, turned out to have several bottlenecks that rendered the new process very inefficient. By playing with the simulation, changing the flow and adding more positions to handle exceptions, the BP redesign and IT teams, working together, were able to make the sub-process much more efficient.

- a) Analyse the case
- b) Discuss the activities that the redesign team undertook to streamline the traditional process?
- c) Discuss your alternative changes to the processes prevailing in XYZ.

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**M.B.A. (Semester - IV) (New) (CBCS) Examination April/May-2019**  
**ENTREPRENEURSHIP DEVELOPMENT AND PROJECT MANAGEMENT**

Day & Date: Monday, 13-05-2019  
 Time: 10:30 AM to 01:00 PM

Max. Marks: 70

**Instructions:** 1) All questions are compulsory.  
 2) All questions carry equal marks.

**Q.1 Select the correct alternatives:-**

**14**

- 1) Entrepreneur is an \_\_\_\_\_ who recognizes the opportunities and converts these in marketable ideas.
 

a) Achiever	b) Innovator
c) Catalyst	d) Economist
- 2) A common fatal mistake for any failed business is having \_\_\_\_\_ operating funds.
 

a) Insufficient	b) Ample
c) Moderate	d) Much
- 3) Entrepreneur is the one who takes the \_\_\_\_\_ of starting new organization.
 

a) Risk	b) Share
c) Money	d) Help
- 4) \_\_\_\_\_ society is the barrier to women's entry in the business.
 

a) Supportive	b) Modern
c) Big	d) Male Dominated
- 5) According to Schumpeter an entrepreneur is \_\_\_\_\_.
 

a) Leader	b) Communicator
c) Decision maker	d) An Innovator
- 6) \_\_\_\_\_ refers to employee initiative in organization to undertake something new without being asked to do so.
 

a) Intrapreneurship	b) Entrepreneurship
c) Leadership	d) Team
- 7) Entrepreneurs provide large scale \_\_\_\_\_ which is needed presently.
 

a) Economy	b) Export
c) Employment	d) Knowledge
- 8) Main objective of Export oriented units is to increase \_\_\_\_\_.
 

a) Economy	b) Export
c) Employment	d) Knowledge
- 9) NEDB means \_\_\_\_\_
 

a) New Economy Development Board
b) New Education Department Board
c) New Entrepreneurship Development Bank
d) National Entrepreneurship Development Board
- 10) Knight identified entrepreneurs as recipient of \_\_\_\_\_.
 

a) Pure profit	b) Uncertainty
c) Capital	d) Award

- 11) An entrepreneur has \_\_\_\_\_ for growth and development.
- Time
  - Vision
  - Task
  - Money
- 12) \_\_\_\_\_ is an individual that exists within organization to generate ideas that creates value for organization.
- Corporate Entrepreneur
  - Industrialist
  - Financer
  - Investor
- 13) \_\_\_\_\_ is the number one reason for entrepreneurial failure.
- History
  - Poor Management
  - Vision
  - Decision
- 14) \_\_\_\_\_ is the skill that entrepreneurs can not lack.
- Risk
  - Motivating others
  - Education
  - Facility

**Q.2 Write a short note on.**

14

- Role of Innovation in Entrepreneurship.
- Social Entrepreneurship

**Q.3 Write a short note on.**

14

- Entrepreneurship Development Cycle
- Role of EDII

**Q.4 a) Explain various challenges faced by women entrepreneurs and discuss reasons for slow progress of women entrepreneurship in India.**

14

**OR**

- Discuss role of Government in promoting entrepreneurship. What special efforts Government is making for Export oriented units?

**Q.5 Case Study:-**

14

Biocon India, the number one biotech company in Asia in terms of revenues and market capitalization, was founded in the backyard of a suburban house in Bangalore in 1978 as a small operation of enzyme extraction. The woman behind Biocon - Kiran Mazumdar Shaw who dreamt of starting her own business with just Rs. 10,000 in hand and a degree in brewery – is now the richest woman in India.

In November 2004, Kiran Mazumdar-Shaw, the Chairperson and Managing Director of Biocon India Limited, received the 'Businesswoman of the Year Award,' from 'The Economic Times of India, a leading Indian business daily. This award was to be given to a person who "was global in nature and would have shareholders' good uppermost in mind. The person should have followed her heart and vision relentlessly, broken all glass ceilings and pioneered the cause of women in business. It symbolized the increasing importance of the role of women in the Indian business arena. One of the most successful businesswomen in India, Kiran had received several awards during her career of over 25 years. She founded Biocon as an enzyme extraction company in a rented garage in 1978. By 2004, Biocon had emerged as the No. 1 biotech company in Asia, and 16<sup>th</sup> in the world in terms of revenues and market capitalization.

Kiran was born and brought up in Bangalore in the state of Karnataka, India. She hailed from a middle-class family, which encouraged her to pursue higher education. Following the footsteps of her father, who was chief brewmaster in United Breweries, she went to Ballarat College in Melbourne, Australia, to specialize in Malting and Brewing Technology to become India's first woman brewmaster. Kiran came back to India in 1975 expecting to get lucrative job offers. However, she did not receive any.

Though she possessed the required technical qualifications, her chosen profession was completely male-dominated one. After staying for two years as a consultant in India, Kiran went abroad and found a job in the UK.

In the past 25 years, the company had evolved from a maker of enzymes to a major pharmaceutical enterprise, producing everything from insulin to antibodies. On March 11, 2004, the company launched its initial public offer (IPO) of 10 million equity shares of Rs 5 face value at a price band of Rs 270-315. With this, Biocon became the first biotech company in India to go public. The IPO was oversubscribed by 33 times, indicating the confidence of investors in Biocon.

- a) Discuss struggle made by Kiran while becoming entrepreneur.
- b) What are the factors contributing to her success?
- c) What made her successful?

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**M.B.A (Semester - IV) (New) (CBCS) Examination April/May-2019**  
**QUALITY MANAGEMENT**

Day & Date: Tuesday, 14-05-2019  
 Time: 10:30 AM To 01:00 PM

Max. Marks: 70

**Instructions:** 1) All questions are Compulsory.  
 2) All questions carry equal marks.

**Q.1 Multiple choice questions**

**14**

- 1) The \_\_\_\_\_ is the national standards body of India represented on ISO.
  - a) Bureau of Indian Standards (BIS)
  - b) Bureau of International Standards (BIS)
  - c) Board of Indian Standards (BIS)
  - d) Board of International standards (BIS)
- 2) The Assessment criteria in Australian Quality Awards include \_\_\_\_\_.
  - a) Leadership
  - b) Customer Focus
  - c) Leadership as well as Customer Focus
  - d) Neither Leadership nor Customer Focus
- 3) \_\_\_\_\_ is the application of Statistical techniques to accept or reject products already produced or to control the process while it is being carried out.
  - a) Statistical Process Control
  - b) Statistical Control
  - c) Statistical Quality Control
  - d) Process Control
- 4) \_\_\_\_\_ is the second phase of benchmarking which helps to determine the gap between the firm's current performance and that of the firm(s) benchmarked and identify the causes of significant gaps.
  - a) Planning
  - b) Integration
  - c) Action
  - d) Analysis
- 5) Among the key players for the implementation of Six Sigma, \_\_\_\_\_ are the one who have multiple responsibilities and work full-time on the selected projects.
  - a) Green Belts
  - b) Champions
  - c) Master Black Belts
  - d) Black Belts
- 6) The Deming wheel or Deming cycle is also known as \_\_\_\_\_.
  - a) DMAIC cycle
  - b) PDCA cycle
  - c) Both of these
  - d) None of these
- 7) \_\_\_\_\_ is a philosophy that involves everyone in an organization in a continual effort to improve quality and achieve customer satisfaction.
  - a) Total Productivity management
  - b) Total Productivity maintenance
  - c) Total Quality Maintenance
  - d) Total Quality Management
- 8) \_\_\_\_\_ is the quality that exceeds customer's expectations, attracting favorable attention of the customers.
  - a) Indifferent quality
  - b) Expected quality
  - c) One-Dimensional quality
  - d) Exciting Quality





Reading the future more realistically, Japanese companies saw quality as the key to success and in 1950, began doing something seriously about it. Some industrial leaders in Japan invited Deming to visit Japan and share his views, learnt his techniques and adopted his philosophy. While Japanese companies were slowly but patiently and persistently creating a quality based infrastructure (people, processes and facilities), American companies were still focusing on cost, shifting the manufacture of labor-intensive products off-shore and at the same time, neglecting infrastructure improvements.

By mid 1970s the quality of Japanese manufactured goods in such areas as automobiles and consumer electronics products was better than that of competing American firms. As a result, Japanese exports increased exponentially while those of Western countries experienced corresponding decreases.

This explains how Japan rose up out of the ashes of World War II to become a world leading industrial nation. But the story did not end there. After losing market share to the Japanese for more than two decades, companies in the United States began to embrace the principles of quality management. As a result, by the mid 1990s companies in the US has reasserted themselves in the global market place.

Now the two countries are like well-matched heavy-weight boxers who slug it out every day in the world of global business. On any given day either can win the global business battle. Regardless of whether they are Japanese or American, those companies that adhere to the principles of quality management and continually improve are the ones that will win in today's market place.

**Analyze the above case,**

Identify problem, state the alternative & give best alternative.

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**M.B.A. (Semester-IV) (New) (CBCS) Examination April/May-2019**  
**Marketing Management**  
**INTEGRATED MARKETING COMMUNICATIONS (Paper – III)**

Day & Date: Wednesday, 15-05-2019  
 Time: 10:30 AM to 01:00 PM

Max. Marks: 70

**Instructions:** 1) All questions are compulsory.  
 2) All questions carry equal marks.

**Q.1 Multiple choice questions.**

**14**

- 1) Amway, Tupperware are examples of \_\_\_\_\_.
  - a) Direct Selling
  - b) Person to person Selling
  - c) Indirect Selling
  - d) Personal Selling
- 2) Advertising exposed through commercial transportation is called \_\_\_\_\_.
  - a) Outdoor Adv
  - b) Transit Adv
  - c) Commercial Adv
  - d) Bill boards
- 3) Sky writing is a form of \_\_\_\_\_ Advertising.
  - a) Areal Advertising
  - b) Mobile Advertising
  - c) Digital Advertising
  - d) Support Media Advertising
- 4) DAGMAR stands for \_\_\_\_\_ advertising goals for measured advertising results.
  - a) Demonstrative
  - b) Desired
  - c) Distinctive
  - d) Defining
- 5) IMC involves the process of planning and controlling various \_\_\_\_\_ promotional mix for effective communication.
  - a) Ingredients
  - b) Tools
  - c) Elements
  - d) Categories
- 6) \_\_\_\_\_ are consumer oriented sales promotion.
  - a) Coupons
  - b) Trade shows
  - c) Contests
  - d) Events
- 7) When consumer are given some quantity of product for no charge to induce trial is known as \_\_\_\_\_.
  - a) Tasting
  - b) Packaging
  - c) Sampling
  - d) All the above
- 8) \_\_\_\_\_ is a promotion activity or game where winners are determined purely by chance.
  - a) Sweep- stakes
  - b) Price –offs
  - c) Loyalty programmers
  - d) Games
- 9) \_\_\_\_\_ refers to the generation of news about a person' product or service that appears in broadcast or print media.
  - a) Public Relations
  - b) Advertisement
  - c) Publicity
  - d) Public opinion
- 10) An IMC element which is used to measure or determine public attitude is \_\_\_\_\_.
  - a) Public opinion
  - b) Public interest
  - c) Public relations
  - d) Public acceptance



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**M.B.A. (Semester-IV) (New) (CBCS) Examination April/May-2019**

**Financial Management (Paper – III)**

**PROJECT PLANNING AND MANAGEMENT OF FINANCIAL SERVICES**

Day & Date: Thursday, 16-05-2019

Max. Marks: 70

Time: 10:30 AM to 01:00 PM

- Instructions:** 1) All questions are compulsory.  
2) All questions carry equal marks.

**Q.1 Multiple Choice Questions**

**14**

- 1) \_\_\_\_\_ is the act of placing restrictions on the amount of new investments or projects undertaken by a company.
  - a) Capital rationing
  - b) Capital Budgeting
  - c) Net present Value
  - d) None of the above
- 2) Problems relating to Management is the \_\_\_\_\_ cause of Industrial Sickness in India.
  - a) Internal
  - b) External
  - c) Both a & b
  - d) None of the above
- 3) The project is accepted of \_\_\_\_\_.
  - a) If the profitability index is equal to one
  - b) The funds are unlimited
  - c) If the profitability index is greater than one
  - d) Both (b) and (c)
- 4) The beneficiaries of Micro Finance business are \_\_\_\_\_.
  - a) Land Less Labour
  - b) Marginal Farmers
  - c) Hawkers
  - d) All the above
- 5) With limited finance and a number of project proposals at hand, select that package of projects which has \_\_\_\_\_.
  - a) The maximum net present value
  - b) Internal rate of return is greater than cost of capital
  - c) Profitability index is greater than unity
  - d) Any of the above
- 6) \_\_\_\_\_ is a pictorial representation in lying tree form.
  - a) Sensitivity Analysis
  - b) Decision Tree Analysis
  - c) Simulation Analysis
  - d) Probability Analysis
- 7) \_\_\_\_\_ regulates the housing finances companies in India?
  - a) Reserve Bank of India
  - b) National Housing Bank
  - c) SEBI
  - d) Government of India
- 8) \_\_\_\_\_ is the first step of Project Planning.
  - a) Market and Demand Analysis
  - b) Idea Generation
  - c) Technical Analysis
  - d) Financial Analysis
- 9) \_\_\_\_\_ is an example of a capital investment project.
  - a) Replacement of worn out equipment
  - b) Expansion of production facilities
  - c) Development of employee training programs
  - d) All of the above are examples of capital investment projects

- 10) Financial services through the network of elements such as \_\_\_\_\_, serve the needs of individuals, institutions and Corporate.
- a) Financial institutions                      b) Financial markets  
c) Financial instruments                      d) All of the above
- 11) Functions of financial services exclude \_\_\_\_\_.
- a) Mobilization of savings                      b) Allocation of fund  
c) Specialized services                      d) Collection of tax
- 12) \_\_\_\_\_ is an apex financial institution for housing.
- a) RBI    b) SBI  
c) NHB    d) None of The Above
- 13) One of the delivery channel for Micro Finance is \_\_\_\_\_.
- a) Soar Help Group                              b) Sake Help Group  
c) Self Help Group                              d) Self Hope Group
- 14) Microfinance can contribute to the development of the overall financial system through the \_\_\_\_\_.
- a) Integration of financial markets  
b) Dispersion of financial markets  
c) Segmentation of financial markets  
d) Severance of financial markets

**Q.2 Answer the following**

14

- a) A new machine is expected to generate the following set of incremental CFAT during its 5 years economic useful life.

Year	CFAT (Rs.)
1	20,00,000
2	24,00,000
3	30,00,000
4	16,00,000
5	10,00,000

The rate of inflation during the period is expected to be 8% and the project cost of capital in real terms would be 10%. Should the machine be purchased if it costs Rs.50 Lakhs?

- b) Market and Demand analysis.

**Q.3 Attempt the following**

14

- a) Self Help Group  
b) National Housing Bank and its functions

**Q.4 Attempt any one of the followings**

14

- a) Define Financial Services. Explain in detail significance of financial services and features of financial services.

OR

- b) What is sick unit? Explain in detail the causes, symptoms and revival of sick units.

**Q.5 Case Study.**

14

Disha Company has the following estimates of cash inflows with different investment proposals. The company intends to use a decision tree to get the picture of the projects cash inflow. The life of the proposal is 2 years. The total investment of the project is Rs. 20,000 and the company prefers to discount the inflows at 10% discount factor. Construct a decision tree for the proposed investment.

	Year 1	Probability	Year 2	Probability
CFAT	12,500	0.4	6,000	0.2
			8,000	0.6
			11,000	0.2
CFAT	15,000	0.6	10,000	0.2
			12,500	0.5
			15,000	0.3

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**M.B.A. (Semester-IV) (New) (CBCS) Examination April/May-2019  
Production & Material Management (Paper – III)  
INDUSTRIAL ENGINEERING**

Day & Date: Thursday, 16-05-2019  
Time: 10:30 AM to 01:00 PM

Max. Marks: 70

**Instructions:** 1) All questions are compulsory.  
2) All questions carry equal marks.

**Q.1 Multiple Choice Questions**

**14**

- 1) Material Requirements does not include \_\_\_\_\_.
  - a) Material Price
  - b) Bill of Material
  - c) Inventory
  - d) Production schedule
- 2) Breakeven point is least affected by \_\_\_\_\_.
  - a) Selling Price
  - b) Fixed price
  - c) Volume of production
  - d) Product mix
- 3) Productivity increases when \_\_\_\_\_.
  - a) Input increases while output remain the same
  - b) Input decreases while output remain the same
  - c) Output decreases while output remain the same
  - d) Input & outputs increases proportionately
- 4) The fundamental rethinking and radical redesign of entire business system is \_\_\_\_\_.
  - a) Re-engineering
  - b) Total Reality Management
  - c) Kaizen
  - d) Six sigma
- 5) Ergonomics is a body of knowledge concerned with \_\_\_\_\_.
  - a) Human Abilities
  - b) Design tools and machine system environment
  - c) Fitting the job or task to the person
  - d) All of the above
- 6) Which of the following is considered as control for office ergonomics Lazard?
  - a) A stretching programme
  - b) Chair with greater adjustability
  - c) Pre- work screening process
  - d) Case of wrist Braces
- 7) A cool-drink bottle is being weighed as it is filled is an example of \_\_\_\_\_.
  - a) Operation cum Inspection
  - b) Operation cum Transportation
  - c) Both a and b
  - d) None of the above
- 8) On process charts, symbol used for inspection is \_\_\_\_\_.
  - a) Circle
  - b) Square
  - c) Arrow
  - d) Triangle
- 9) The following factors must be considered while selecting work for method study \_\_\_\_\_.
  - a) Economic considerations
  - b) Technical considerations
  - c) Human relations
  - d) All the above
- 10) Work study is also recognized as \_\_\_\_\_.
  - a) Time study
  - b) Motion study
  - c) Both a & b
  - d) None of the above





manufacturer, prior to starting the productivity improvement effort was as follows. First, the bathtub business had experienced major progress in the area of product materials. Recently, customers had begun to demand much more advanced products than before—for example, products made of artificial marble. In pace with this trend toward more sophisticated products, the market was strong and Company A was forecasting a 30 to 50 percent growth in production volume over the following three years. On the other hand, price competition was becoming severe, and for the two years prior to launching the improvement activities, the bathtub business of Company A had been in the red. The cost structure of the product was 60 percent materials, 20 percent processing cost (cost of in-house labour and subcontracted processing), and 20 percent other costs. There was a strong possibility of further increases in both material and processing costs. Moreover, accompanying the trend toward more sophisticated products, at the factory level, was a substantial variation both in the first-pass yield (number of non defective products not needing rework ÷ the number of units processed) and the final yield. In addition, while the forecast for larger future production volumes (in response to greater demand) was welcomed, there was a concern over increasing labor cost. Other potential problems included finding and keeping a sufficient number of qualified employees. If the traditional staffing standards were kept, many additional employees would be needed, and a drop in the average skill level was likely to occur. With this situation as a background, Company A organized a project team that included outside consultants. The mission of the team was to initiate activities aimed at productivity improvement and increased profitability. Productivity improvement projects, in this case, are generally conducted in three phases as Phase I, productivity audit, and phase II, short-term problem solving and phase III Innovation for future. The main factors contributing to the success of any productivity improvement project are (1) to correctly understand the present situation in regard to productivity, (2) to clearly identify the problems, and (3) to apply appropriate IE techniques to achieve and maintain improvements. Of course, to tie the productivity improvement results to an actual improvement in business performance; during the audit phase it is necessary to clarify the fundamental objectives of the improvement in productivity. Industrial engineering techniques are useful for making improvements in individual situations, but they are also valuable in the audit phase for correctly evaluating the existing situation and for quantifying the potential for improvement. To evaluate the existing situation quantitatively and objectively, IE techniques are indispensable. Management problems require unified companywide (and in some sense even subjective) judgments. However, Such judgments must start from a correct understanding of the facts.

**Questions:**

- 1) Analyze the Case
- 2) Identify the Problem
- 3) Identifying Alternative Solutions
- 4) Give the Best solution

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**M.B.A. (Semester-IV) (New) (CBCS) Examination April/May-2019**  
**Human Resource Management (Paper – III)**  
**INDUSTRIAL RELATIONS AND LABOUR LAWS**

Day & Date: Friday, 17-05-2019  
 Time: 10:30 AM to 01:00 PM

Max. Marks: 70

**Instructions:** 1) All questions are compulsory.  
 2) All questions carry equal marks.

**Q.1 Select the correct alternative**

**14**

- 1) \_\_\_\_\_ is where employer and employee contribute equally.
  - a) Bonus
  - b) Salaries
  - c) Provident fund
  - d) Gratuity
- 2) The Payment of Wages Act came into force from \_\_\_\_\_.
  - a) 28<sup>th</sup> March 1937
  - b) 28<sup>th</sup> March 1938
  - c) 28<sup>th</sup> March 1936
  - d) 28<sup>th</sup> March 1939
- 3) Following are the benefit under The ESIC Act 1948
  - a) Accident benefit
  - b) Sickness benefit
  - c) Medical benefit
  - d) All of these
- 4) Workers get compensation for injury caused by accident in \_\_\_\_\_.
  - a) Workmen's compensation Act 1923
  - b) ESIC Act 1948
  - c) Factories Act 1948
  - d) The Maternity Benefit Act
- 5) Provident fund is given as \_\_\_\_\_ benefit.
  - a) Personal Benefit
  - b) Retirement
  - c) Service benefit
  - d) Good conduct benefit
- 6) \_\_\_\_\_ is paid as post retirement benefit without any contribution from the employees.
  - a) Provident fund
  - b) Gratuity
  - c) Pension
  - d) Compensation
- 7) The workman's compensation is a \_\_\_\_\_ legislation.
  - a) Wage legislation
  - b) Factory legislation
  - c) Social security legislation
  - d) Compensation legislation
- 8) The Maternity Benefit Act came into existence in the year \_\_\_\_\_.
  - a) 1951
  - b) 1961
  - c) 1971
  - d) 1981
- 9) The employees Deposit Linked Insurance scheme started in \_\_\_\_\_.
  - a) 1976
  - b) 1975
  - c) 1977
  - d) 1978
- 10) The Factories Act 1948 came into force on \_\_\_\_\_.
  - a) 1<sup>st</sup> August 1948
  - b) 1<sup>st</sup> April 1948
  - c) 1<sup>st</sup> April 1949
  - d) 1<sup>st</sup> August 1949
- 11) The object of factories act is \_\_\_\_\_.
  - a) To give compensation to the workers
  - b) To give wages to the workers
  - c) To give provident fund to the workers
  - d) To regulate conditions of work in manufacturing unit



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**M.B.A. (Semester-IV) (New) (CBCS) Examination April/May-2019  
Agriculture & Co-operative Management (Paper – III)  
AGRICULTURAL PRODUCTION MANAGEMENT**

Day & Date: Friday, 17-05-2019  
Time: 10:30 AM to 01:00 PM

Max. Marks: 70

**Instructions:** 1) All questions are compulsory.  
2) All questions carry equal marks.

**Q.1 Select the correct alternative**

**14**

- 1) \_\_\_\_\_ is the collective term for various management strategies and methods that are employed to keep a farm productive and profitable.
  - a) Farm management
  - b) Farm productivity
  - c) Farm production
  - d) Farming
- 2) \_\_\_\_\_ refers to an organization in which: each member-farmer remains the owner of his land individually.
  - a) Corporate farming
  - b) Capital farming
  - c) Cooperative farming
  - d) None of these
- 3) \_\_\_\_\_ refers to the value of the inputs involved in the production of crops and livestock.
  - a) Farm Economics
  - b) Farm Technology
  - c) Cost of production
  - d) none of these
- 4) \_\_\_\_\_ apply to the farm as a whole and remain steady as production changes.
  - a) Variable cost
  - b) Opportunity Cost
  - c) both a & b
  - d) Fixed costs
- 5) \_\_\_\_\_ means the amount farmers are prepared to sell.
  - a) Supply
  - b) Demand
  - c) Market price
  - d) None of these
- 6) Farm management decisions depend on \_\_\_\_\_.
  - a) Economic factors
  - b) Social factors
  - c) both a & b
  - d) None of these
- 7) Depreciation =
  - a)  $\text{Purchase price} \div \text{Life of item}$
  - b)  $\text{Purchase price} * \text{Life of item}$
  - c)  $\text{Purchase price} - \text{Life of item}$
  - d)  $\text{Purchase price} + \text{Life of item}$
- 8) \_\_\_\_\_ is also called glasshouse.
  - a) Greenhouses
  - b) Farm houses
  - c) both a & b
  - d) Farm technology
- 9) Production management decision includes \_\_\_\_\_.
  - a) Factor-factor decisions
  - b) Factor-products decision
  - c) Product-product Decision
  - d) All of the above
- 10) \_\_\_\_\_ refers general analysis of accounts.
  - a) Farm records
  - b) Farm inventory
  - c) Farm accounting
  - d) Farm budgeting
- 11) \_\_\_\_\_ is the determination, acquisition and arrangement of all facilities necessary for future production of products.
  - a) Production planning
  - b) Production control
  - c) Production measurement
  - d) Production diversification



- a) Analyse the case
- b) Describe the major factors for low productivity
- c) Land tenure is really a cause of low productivity? Give your opinion
- d) How the low productivity will affect the farmers' socio-life

03  
03  
04  
04

Seat No.	
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**M.B.A. (Semester-IV) (New) (CBCS) Examination April/May-2019**  
**International Business (Paper – III)**  
**INTERNATIONAL MARKETING**

Day & Date: Friday, 17-05-2019  
 Time: 10:30 AM to 01:00 PM

Max. Marks: 70

**Instructions:** 1) All questions are compulsory.  
 2) All questions carry equal marks.

**Q.1 Choose the right option for following**

**14**

- 1) \_\_\_\_\_ immediate environment like suppliers, distributors, customers and competitors.
  - a) Macro environment
  - b) Local
  - c) Microenvironment
  - d) None of this
- 2) The product is introduced with high initial price to skim the cream of market is \_\_\_\_\_.
  - a) Market Skimming
  - b) Market Share
  - c) Disposal of surplus
  - d) Profit Maximization
- 3) \_\_\_\_\_ studies populations in terms of age, gender, race, occupation, location and other statistics.
  - a) Economic
  - b) Cultural
  - c) Demographic
  - d) Political
- 4) \_\_\_\_\_ is anything that can be offered to a market to satisfy a want or need.
  - a) Price
  - b) Product
  - c) Brand
  - d) Promotion
- 5) The activities of designing and producing the container or wrapper for a product is \_\_\_\_\_.
  - a) Packaging
  - b) Product
  - c) Brand
  - d) Labeling
- 6) Under \_\_\_\_\_ strategy the product is modified to suit the environment of foreign market.
  - a) Adoption
  - b) Extension
  - c) Development
  - d) None of these
- 7) Saturation of sales in the stage of \_\_\_\_\_ in international product life cycle.
  - a) Decline
  - b) Maturity
  - c) Growth
  - d) Introduction
- 8) \_\_\_\_\_ the forces which contribute growth of international business.
  - a) Driving
  - b) Restraining
  - c) External
  - d) Internal
- 9) \_\_\_\_\_ is any paid form of non-personal presentation and promotion of ideas, goods by identified sponsor.
  - a) Sales Promotion
  - b) Trade fairs
  - c) Advertising
  - d) None of these
- 10) Declining the sale in the stage of \_\_\_\_\_ in international product life cycle.
  - a) Introduction
  - b) Growth
  - c) Maturity
  - d) Decline
- 11) \_\_\_\_\_ includes economic, social, political / legal forces.
  - a) Macro environment
  - b) Export
  - c) Import
  - d) Microenvironment





wave roasters, every coffee came with a story of its origins and growers could count on occasionally eye-popping premiums for their beans. As yet, specialty coffee represented a small sliver of the overall market and there were other signs that it might not ever grow beyond a small circle. A consolidation was taking place among mass roasters that was even sweeping-up third-wave roasters in its wake. Observers argued that could lead to greater uniformity with even less emphasis on origin-based, direct-traded coffee. Illy's hope is that someone would come up with an innovation that would solidify the beginnings of the third wave and help reshape the market. Such a change would not necessarily have to involve illy caffè; Andrea Illy believes as the world's premium brand, an increased emphasis on quality in the market would only help his company. The most important thing was to make the coffee supply chain more equitable and coffee better-tasting.

Seat No.	
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**M.B.A. (Semester – IV) (New) (CBCS) Examination April/May-2019**  
**Marketing Management (Paper – IV)**  
**SERVICES AND RETAIL MARKETING**

Day & Date: Monday, 20-05-2019  
 Time: 10:30 AM To 01:00 PM

Max. Marks: 70

**Instructions:** 1) All questions are compulsory  
 2) Figures to the right indicate full marks.

**Q.1 Choose correct alternative :**

**14**

- 1) Services are \_\_\_\_\_ and therefore cannot be stored for later sale or use.
  - a) Perishable
  - b) Continuous
  - c) Short
  - d) Simple
- 2) Retailing is the final step of \_\_\_\_\_ of merchandise.
  - a) Production
  - b) Distribution
  - c) Display
  - d) Collection
- 3) Services being intangible, customers often rely on \_\_\_\_\_ called physical evidences.
  - a) Product
  - b) Tangible cues
  - c) Delivery
  - d) Process
- 4) A \_\_\_\_\_ location is a store located without any other competitive retailer around.
  - a) Freestanding
  - b) Mall
  - c) Urban
  - d) Correct
- 5) Place mix takes care that services must be \_\_\_\_\_ at right time.
  - a) Ordered
  - b) Finished
  - c) Available
  - d) Returned
- 6) \_\_\_\_\_ is a combination of supermarket and a departmental store.
  - a) Shopping Mall
  - b) Convenience Store
  - c) Hypermarket
  - d) Franchising
- 7) Varieties of services are available which are not similar to each other. This is one of the important characteristic of services called \_\_\_\_\_.
  - a) Perishability
  - b) Intangibility
  - c) Quality
  - d) Heterogeneity
- 8) \_\_\_\_\_ layout is generally used in supermarkets where merchandise is displayed in parallel manner.
  - a) Free
  - b) Grid
  - c) Racetrack
  - d) Spine
- 9) \_\_\_\_\_ is where one person grants the rights to another to exploit an intellectual property right involving trademarks, products, equipments, distribution etc.
  - a) Franchising
  - b) Distribution
  - c) Resale
  - d) Location
- 10) \_\_\_\_\_ can be defined as orderly, systematic, logical and intelligent way of putting stock on the floor
  - a) Visual Merchandising
  - b) Layout
  - c) Store Design
  - d) Assortment



## SLR-BJ-62

market share by keeping their maximum focus on 8 major cities which are Mumbai, Pune, Bangalore, Hyderabad, Chennai, Delhi, Gurgaon, and Kolkata.

Swiggy's marketing strategy consists of both online and offline marketing campaigns. It promotes its campaigns via Facebook, Twitter, Youtube, Pinterest, and Instagram. The company has successfully built its brand awareness and connects with its audience through these channels. Their facebook page is quite active with regular updates, averaging to one post a day. Swiggy uses its Social media not only for campaigning but to engage with its customers from solving the grievances to taking the feedback.

Analyse the case, identify problems, Suggest alternatives and best alternative.

Seat No.	
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**M.B.A. (Semester – IV) (New) (CBCS) Examination April/May-2019**  
**Financial Management (Paper – IV)**  
**INVESTMENT MANAGEMENT**

Day & Date: Tuesday, 21-05-2019  
 Time: 10:30 AM To 01:00 PM

Max. Marks: 70

**Instructions:** 1) All questions are compulsory  
 2) Figures to the right indicate full marks.

**Q.1 Select Correct alternatives :**

**14**

- 1) To frame the investment policy the investor should have
  - a) Knowledge about the company
  - b) Investable funds
  - c) Knowledge about the investment alternatives
  - d) Knowledge about the markets with funds
- 2) Investments made on a house property is a
  - a) financial investment
  - b) economic investment
  - c) non negotiable financial investments
  - d) non financial investments
- 3) Commercial paper are
  - a) unsecured promissory notes
  - b) secured promissory note
  - c) sold at premium
  - d) issued for a period of 1 to 2 years
- 4) The variability in a security's returns resulting from fluctuations in the aggregate market is known as
 

a) Market risk	b) Interest rate risk
c) Purchasing power risk	d) Regulation risk
- 5) Inflation risk is also known as
 

a) Market risk	b) Interest rate risk
c) Purchasing power	d) Regulation risk
- 6) This is the stock valuation method that uses financial data to predict price movements.
 

a) Technical analysis	b) Company analysis
c) Fundamental analysis	d) None of the above
- 7) Technical analysis gained popularity from the writings of
 

a) Adam Smith	b) Markowitz
c) Charles Dow	d) None of the above
- 8) These bonds are the bonds issued at a discount and repaid at a face value
 

a) Convertible bond	b) Zero coupon bond
c) Deep discount bond	d) All of the above
- 9) The return on the instrument is held till its maturity is known as
 

a) current yield	b) coupon rate
c) YTM	d) none of the above



Seat No.	
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**M.B.A. (Semester-IV) (New) (CBCS) Examination April/May-2019  
Production & Material Management (Paper – IV)  
QUALITY MANAGEMENT**

Day & Date: Tuesday, 21-05-2019  
Time: 10:30 AM to 01:00 PM

Max. Marks: 70

**Instructions:** 1) All questions are compulsory.  
2) Figures to the right indicate full marks.

**Q.1 Choose the appropriate alternative from the given alternatives:** **14**

- 1) In manufacturing, a measure of Excellence and state of being free from \_\_\_\_\_ is quality.
  - a) Deficiencies
  - b) Emergencies
  - c) Defects
  - d) Lacunas
- 2) Total quality management (TQM) focuses on \_\_\_\_\_.
  - a) Employee
  - b) Customer
  - c) Both (a) and (b)
  - d) None of the above
- 3) Which at the following level is responsible to meet quality objectives?
  - a) Front Line Management
  - b) Lower Level Management
  - c) Middle Level Management
  - d) Top Level Management
- 4) According to Deming, Quality problems are due to \_\_\_\_\_.
  - a) Management
  - b) Method
  - c) Material
  - d) Machine
- 5) \_\_\_\_\_ developed the concept of quality.
  - a) Juran
  - b) Ishikawa
  - c) Deming's
  - d) Cross by
- 6) Deming's philosophy gave \_\_\_\_\_ point to quality management philosophy.
  - a) Fifteen
  - b) Sixteen
  - c) Twenty
  - d) Fourteen
- 7) ISO 14001 provides elements of quality standards for \_\_\_\_\_ management system.
  - a) Manufacturing
  - b) Service quality
  - c) Environmental quality
  - d) All the above
- 8) Six sigma is a business driven, multi dimensional structured approach towards
  - a) Reducing Process Variability
  - b) increasing customer satisfaction
  - c) Continuous improvement Process
  - d) None of the above
- 9) Quality circles are associated with \_\_\_\_\_ management and manufacturing techniques.
  - a) American
  - b) Japanese
  - c) German
  - d) European
- 10) In total quality services model, willingness of employees to solve problems of customers is called as \_\_\_\_\_.
  - a) Responsiveness
  - b) Assurance
  - c) Empathy
  - d) Reliability





## SLR-BJ-64

In short, CGL over a period of time, been moving away from the traditional style of management to a more participative style. With the top management taking it seriously presently. TQM has percolated down to 70 per cent of CGL employees at lower level.

Industry sources say the senior management at Crompton Greaves Ltd. has traditionally focused on achieving goals and managing on a day-to-day basis. So how did they make the changeover and how successful have they been?

- |                                      |    |
|--------------------------------------|----|
| 1. Analyze the Case                  | 05 |
| 2. Identify the Problem              | 02 |
| 3. Identifying Alternative Solutions | 05 |
| 4. Give the Best Solution            | 02 |

Seat No.	
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**M.B.A. (Semester-IV) (New) (CBCS) Examination April/May-2019**  
**Human Resource Management (Paper – IV)**  
**HRD AND COMPENSATION MANAGEMENT**

Day & Date: Wednesday, 22-05-2019  
 Time: 10:30 AM to 01:00 PM

Max. Marks: 70

**Instructions:** 1) All questions are compulsory.  
 2) Figures to the right indicate full marks.

**Q.1 Choose the appropriate alternative from the given alternatives:** **14**

- 1) An Act of increasing the knowledge and skills of an employee for doing a particular job is \_\_\_\_\_.
  - a) Training
  - b) Development
  - c) Motivation
  - d) Management Training
- 2) HRD is an amalgamation of ideas concepts, principles and practices drawn from a number of soft sciences.
  - a) True
  - b) False
- 3) Performance appraisal serves as building blocks of \_\_\_\_\_.
  - a) Recruiting
  - b) Career Planning
  - c) Manpower Planning
  - d) Selecting
- 4) \_\_\_\_\_ is what employees receive in exchange for their contribution to the organisation.
  - a) Wage
  - b) Salary
  - c) Compensation
  - d) Incentives
- 5) In an incentive payment plan, worker pay is determined by \_\_\_\_\_.
  - a) Management
  - b) Profits
  - c) Seniority
  - d) Performance
- 6) \_\_\_\_\_ consists of an increase in base pay, normally granted once a year based on supervisory ratings of employee performance.
  - a) Incentive
  - b) Merit pay
  - c) Bonus
  - d) Variable pay
- 7) \_\_\_\_\_ refers to the extra benefits provided to employees in addition to the normal compensation paid in the form of wage or salary.
  - a) Fringe benefits
  - b) Incentive
  - c) Social security
  - d) Bonus
- 8) Training objectives should be expressed in \_\_\_\_\_.
  - a) Employee Behaviours
  - b) Management Desires
  - c) Need Assessment
  - d) Subjective Judgement
- 9) HRD is a multidisciplinary concept \_\_\_\_\_.
  - a) True
  - b) False
- 10) Fringe benefits now days, are the most insignificant components of compensation.
  - a) True
  - b) False
- 11) \_\_\_\_\_ represents latent capacities and qualities in a person which manifests while performing the job.
  - a) Performance
  - b) Potential
  - c) Abilities
  - d) Training

- 12) \_\_\_\_\_ is a financial component of remuneration.
- a) Bonus  
b) Provident Fund  
c) Gratuity  
d) Pension
- 13) Recognition is one of several types of \_\_\_\_\_ incentives.
- a) Financial  
b) Non-Financial  
c) Credit based  
d) Merit pay
- 14) Lay-off compensation can normally be paid up to \_\_\_\_\_ days in a year.
- a) 15  
b) 20  
c) 45  
d) 60

**Q.2 Write short notes** 14

- a) Components Of Remuneration  
b) CTC norms and elements

**Q.3 Write short notes on** 14

- a) Individual Employee Incentives  
b) New Trends in Training

**Q.4 Define HRD? Explain its objectives and principles in details.** 14

**OR**

What is a fringe benefit? Explain types of fringe benefits in details

**Q.5 Case Study** 14

Innovative Technologies Limited (ITL) is a medium-sized engineering company situated at Hyderabad, manufacturing telecom equipment. Its customers were primarily government departments (Railways, Post and Telegraph, Department of Telecommunications etc.) and private telecom operators in the country. The company made rapid progress in recent years, thanks to the rising income levels, internet boom and growth in infrastructure sector all over India. To encourage a culture of innovation and creativity, which is essential for the company's own survival in a highly competitive field, the company has all along been encouraging its employees numbering over 1000 mainly engineering graduates, to upgrade their knowledge and skills in their own field of specialisation. It had always encouraged employees to go for workshops, seminars, conference and even volunteered to pay the tuition fee of employees if they are able to secure admission in prestigious Information Technology and Telecommunication School in India and abroad. With a view to promote managerial talent internally, the company wanted both engineering (600 in number) and non-engineering professions (390 in number) to go for MBA, PGDBA courses as well, offered by reputed business schools.

Since admission procedures in most reputed and technology schools are quite tough consisting of entrance test, group discussion and interview, the filed naturally is wide open only for the competent and bright people. The company's engineering graduate invariably got through these tests and were always utilising a major portion of the funds earmarked by the company for this purpose. The non-engineering people, somehow, could not run the race and get benefited by the company's scheme. May be they lacked the will, or the quantitative and analysis skills needed to get through the competitive entrance examinations. But they were reluctant to admit this and instead targeted the engineering professionals for their own poor show. They, in fact, requested management to revise (a) the guideline, suggesting a quota system (3 from engineering and 2 from non-engineering category every year, if selected in any business schools) for selecting internal candidates for educational benefits.

## SLR-BJ-65

Even wanted management to extend the scheme to all employees securing (b) to any professional course on the basis of seniority.

Meanwhile Mr. Raj Pal (31) a brilliant computer professional working in the Telecom Software division for the past 4 years has been selected by IIM (A) for their PGDBA course. He is the fourth candidate who secured admission in business schools in 1999. From the non-engineering stream, two person got selected but in lesser-known business schools.

Raj Pal's selection news came after the company has finalised the names of employees who are going to be sponsored under the HRD scheme in 1999. In additions to pressures from non- engineering candidates whose seniors names have yet to be finalised, The company is facing lot of criticism from the Software Division also where seniors are of the opinion that the young professionals who get sponsored will either not return to the company or will be given preference ahead of seniors in case of internal promotions. In future, they, therefore, want the company to secure an undertaking from sponsored candidates to serve the company in the same category for at least three years before becoming eligible for promotion. If the sponsored ones decide to leave the company, they have to pay back the money with 12% p. a. interest.

The company is not very sure whether the quota system be introduced or the present scheme of picking up candidates on the basis of merit should be allowed to continue. The growing popularity of the scheme has in fact led the management to think about certain guidelines for its implementation without any operational problems in future.

### **Question:-**

1. Analyze the Case. (5 Marks)
2. Identify the Problem. (2 Marks)
3. Identifying Alternative Solutions. (5 Marks)
4. Give the Best solution. (2 Marks)

Seat No.	
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**M.B.A. (Semester-IV) (New) (CBCS) Examination April/May-2019  
Agriculture & Co-operative Management (Paper – IV)  
AGRO PROCESSING INDUSTRIES AND RURAL INDUSTRIALIZATION**

Day & Date: Wednesday, 22-05-2019  
Time: 10:30 AM to 01:00 PM

Max. Marks: 70

**Instructions:** 1) All questions are compulsory.  
2) Figures to the right indicate full marks.

**Q.1 Choose the appropriate alternative from the given alternatives:** **14**

- 1) \_\_\_\_\_ could be defined as set of techno-economic activities carried out for conservation and handling of agricultural produce and to make it usable as food, feed, fiber, fuel or industrial raw material.
  - a) raw material processing
  - b) Agro processing
  - c) rural industrialization
  - d) none of these
- 2) \_\_\_\_\_ means encouraging location of large and small scale units away from urban areas or planned shifting of units from urban areas to rural areas.
  - a) Rural Industrialization
  - b) Agro processing
  - c) Agricultural production
  - d) Agricultural marketing
- 3) The \_\_\_\_\_ took over the work of erstwhile All India Khadi and Village Industries Board.
  - a) KNRP
  - b) KVPI
  - c) KVIC
  - d) KVP
- 4) \_\_\_\_\_ also known as a farmers' co-op, is a cooperative where farmers pool their resources in certain areas of activity.
  - a) An agricultural cooperative
  - b) Agriculture credit
  - c) Credit society
  - d) none of these
- 5) The \_\_\_\_\_ Scheme is the major source of funding for the Khadi programme.
  - a) Interest Subsidy Eligibility Certificate
  - b) Interest Subsidy Scheme
  - c) Interest Credit Guarantee Scheme
  - d) none of these
- 6) \_\_\_\_\_ is the one which is run by an individual with the help of his family members with very little capital.
  - a) Cottage industry
  - b) Small scale industry
  - c) Cotton industry
  - d) none of these
- 7) In \_\_\_\_\_ the enterprises engaged in producing or rendering of services and is defined in terms of investment in plant and machinery.
  - a) Manufacturing sector
  - b) Service sector
  - c) Mining sector
  - d) none of these
- 8) Village industries are classified into \_\_\_\_\_.
  - a) Traditional
  - b) Modern
  - c) both a & b
  - d) moderate
- 9) Small Scale Industries \_\_\_\_\_.
  - a) Facilitates Women Growth
  - b) Brings Balanced Regional Development
  - c) Provides Employment
  - d) All of the above

10) Which agency is exclusively concerned regarding the credit needs of rural development and all types of agricultural activities?

- a) IDBI  
b) SIDBI  
c) NABARD  
d) ICICI Bank

11) \_\_\_\_\_ is the prerequisite of agricultural growth and development.

- a) Rural credit  
b) Agriculture finance  
c) Both a and b  
d) None of these

12) The functions of NABARD are \_\_\_\_\_.

- a) Credit Functions  
b) Developmental and Promotional Measures  
c) Supervisory Functions  
d) all of the above

13) \_\_\_\_\_ provide rural credit by establishing their branches in the rural areas.

- a) Commercial Banks (CBs)  
b) State Co-Operative Banks  
c) District Central Cooperative banks  
d) Regional Rural Banks (RRBs)

14) Non-Institutional sources of agricultural finance include \_\_\_\_\_.

- a) Moneylenders and Traders  
b) Relatives and Commission agents  
c) Landlords  
d) All of these

**Q.2 Write short notes**

**14**

- a) Role of Agriculture in Rural Industrialization  
b) Introduction of Agro Processing Cooperatives

**Q.3 Write short notes on**

**14**

- a) Fluctuations in Agriculture Prices-causes and impact  
b) Role of Reserve Bank of India in the Agriculture Credit

**Q.4 Describe in detail Cooperative Sugar Industry in Maharashtra.**

**14**

**OR**

Explain the role of performance of cottage and small scale industries in Indian Economy.

**Q.5 Case Study**

Pour milk dairies (PD) is known for its quality dairy products (like cheese, butter, dry milk, etc.). It meets most of its need of milk - the basic ingredient for its products - from milk cooperatives situated nearby as transportation of milk over longer distances is not possible, given the quality of transportation facilities. PD is satisfied with the quality of milk and the regularity of supply of these cooperatives. However, the milk supply in the spot market lacks quality and reliability and its prices are also volatile. PD turns to spot market for meeting any deficit in supply or for selling any surplus supplies of milk. Conventionally, the major producers of dairy products in the region (including pour milk Dairies) and the major milk cooperatives sit down once every year to negotiate the price of milk for the next year. Till now, this arrangement worked well. Lately the milk cooperatives have started feeling that such a pricing agreement works to their disadvantage as these do not reflect the "market - sensitiveness" for their product. The major cooperatives are, therefore, demanding change in the "period of agreement" from once a year to every sixty days. Since the current projections of demand and supply of milk suggest that milk prices will go up in near future, such a change in period of agreement cannot, obviously, be liked by PD.

After a round of negotiations between PD and the major milk cooperatives, an agreement is reached to change the price agreement period from annual to quarter.

- 1) Analyze the case.
- 2) Identify the major issues.
- 3) Recommend alternative solution.
- 4) Suggest the best solution



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**M.B.A. (Semester - IV) (New) (CBCS) Examination April/May-2019**  
**International Business (Paper – IV)**  
**EXIM MANAGEMENT**

Day & Date: Wednesday, 22-05-2019  
 Time: 10:30 AM to 01:00 PM

Max. Marks: 70

**Instructions:** 1) All questions are compulsory.  
 2) All questions carry equal marks.

**Q.1 Choose the right option for following**

**14**

- 1) ASEAN stands for \_\_\_\_\_.
  - a) Association of South East Asian Nations
  - b) Association of South East Africa Nations
  - c) Agreement of South East Asian Nations
  - d) Association of South East Asian Nature
- 2) DFIA stands for \_\_\_\_\_.
  - a) Duty-Free In Authorization
  - b) Duty-Free Import Authorization
  - c) Duty-Free Import Association
  - d) Duty Freight Import Authorization
- 3) APEDA stands for \_\_\_\_\_.
  - a) Aquaculture & Processed food product Export Development Authority
  - b) Agriculture & Processed food product Export Demand Authority
  - c) Agriculture & Processed food product Export Development Association
  - d) Agriculture & Processed food product Export Development Authority
- 4) MPEDA stands for \_\_\_\_\_.
  - a) Main Product Export Demand Authority
  - b) Main Product Export Development Association
  - c) Marine Product Export Development Authority
  - d) Marine Price Export Demand Authority
- 5) HEPC \_\_\_\_\_.
  - a) Handloom Export Promotion Council
  - b) Handicraft Export Promotion Council
  - c) Handloom Export Price Corporation
  - d) Honey Export Promotion Council
- 6) The Government termited five years EXIM policy 2002-07 and replaced it with \_\_\_\_\_.
 

a) FTP	b) ECGC
c) EPD	d) CAGR
- 7) New FERA was passed by the parliament of India in \_\_\_\_\_.
 

a) 1979	b) 1975
c) 1973	d) 1977
- 8) Any person may sell or draw foreign exchange to or from an authorized person of such sale or withdrawal is a \_\_\_\_\_.
 

a) current account transaction	b) past account
c) trade account	d) none of these

- 9) Under \_\_\_\_\_ scheme, relief of customers and central excise details is allowed to exporter.
- a) ABK
  - b) DBK
  - c) RBI
  - d) FDI
- 10) \_\_\_\_\_ is issued to allow duty free import of inputs, fuel, oil, energy sources, catalyst which are required.
- a) DFIA
  - b) DAFT
  - c) DCGC
  - d) EPGC
- 11) The new foreign trade policy was announced on August 27 \_\_\_\_\_.
- a) 2009
  - b) 2008
  - c) 2007
  - d) 2010
- 12) The European Union (EU) presently consists of \_\_\_\_\_ countries.
- a) 29
  - b) 27
  - c) 26
  - d) 20
- 13) FIEO was established in October \_\_\_\_\_.
- a) 1999
  - b) 1987
  - c) 1926
  - d) 1965
- 14) \_\_\_\_\_ offers insurance protection to exporters against payment risks.
- a) RBI
  - b) IFO
  - c) ECGC
  - d) DFIA

**Q.2 Write Short Notes on** **14**  
a) EXIM bank of India  
b) EPCG scheme

**Q.3 Write a short answer on following** **14**  
a) ECGC  
b) Duty exemption scheme

**Q.4 Explain in brief the scope and objectives of FEMA & FERA.** **14**

**OR**

What are the functions, composition of APEDA? Describe in brief major products exported by APEDA.

**Q.5 Case Study- Analysis, Problem, Alternative, Solution?**

The Soros Economic Development Fund was used to operating in risky environments. Its mission was to make program-related equity investments in developing countries, and it had built up a sound track record in countries like Bulgaria, Liberia, and India.

Haiti was another place where SEDF was investing, and since 2003 the organization had been successfully funding a microfinance institution in Port-au-Prince. SEDF had focused on financial services and logistics, but in 2009 it learned about an attractive opportunity in Haiti's agriculture sector. JMB S.A. had been in the mango processing business since 1998, and CEO Jean-Maurice Buteau had built up a profitable business that exported around 2,000 tons of mangoes per year. The company was eager to expand by starting a factory for freezing and packaging mango chunks; this process could make good use of second-quality mangoes that were not suitable for export. JMB had borrowed money to construct a new plant and to purchase the instant-quick freeze equipment. But it did not have enough capital to get the freezing business up and running, and it was paying so much interest on its loans that its profitability was suffering. In 2009 JMB applied to SEDF for a loan and equity funding. SEDF made numerous visits to Haiti to learn about the processing plant, the mango farmers, and the lenders who had already invested in JMB. By December 2009, SEDF had completed its due diligence process and had concluded that given the inherent risks of working in Haiti, JMB looked like a good investment.

The January 2010 earthquake devastated Haiti, but JMB appeared to survive intact, and SEDF was eager to move forward. What better way to help Haiti recover than to back one of its established businesses? In spring 2010 SEDF proceeded with a \$1.3 million loan and a \$1 million equity investment in JMB. Then the problems began. Over the next two years JMB spent the funds on loan repayments, salaries, and repairs to the IQF facility, but little mango business was conducted. In emails, phone calls, and meetings, JMB explained its numerous challenges and requested additional funding to get the IQF operational. By spring 2012, after pouring \$2.55 million into JMB, SEDF realized that it had to make a decision: invest another \$2 million and reorganize the company under new management; sell the company; or shut down JMB S.A. altogether.

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**M.B.A. (Semester – IV) (New) (CBCS) Examination April/May-2019  
Human Resource Management (Paper – V)  
INTERNATIONAL HUMAN RESOURCE MANAGEMENT**

Day & Date: Saturday, 25-05-2019  
Time: 10:30 AM To 01:00 PM

Max. Marks: 70

**Instructions:** 1) All questions are compulsory  
2) Figures to the right indicate full marks.

**Q.1 Fill in the Blanks :**

**14**

- 1) \_\_\_\_\_ are the employees of MNC/TNC or the subsidiaries/branches and are the citizens of those countries other than MNC/TNC's home country and host country.
  - a) Parent Country Nationals
  - b) Home Country Nationals
  - c) Third Country Nationals
  - d) Host Country Nationals
- 2) Under \_\_\_\_\_ approach to recruitment, MNCs source for the best prospective employees in terms of suitability for the job from the entire world.
  - a) Ethnocentric
  - b) Polycentric
  - c) Regiocentric
  - d) Geocentric
- 3) The Pre-departure training is provided mostly in the field of \_\_\_\_\_.
  - a) Culture
  - b) Language
  - c) Preliminary aspects of Job
  - d) All of these
- 4) \_\_\_\_\_ is the one who diagnoses, analyses and solve a specific operational problems.
  - a) CEO
  - b) Structure Reproducer
  - c) Trouble shooter
  - d) Operative
- 5) In MNC's \_\_\_\_\_ allowance are given for taking risks by employee like war, terrorism, natural calamities, etc.
  - a) Hardship
  - b) Relocation
  - c) International Marketing
  - d) Medical
- 6) \_\_\_\_\_ occurs when one company buys another company with the interest of controlling the activities of the combined operations.
  - a) Merger
  - b) Acquisition
  - c) Joint venture
  - d) Demerger
- 7) \_\_\_\_\_ is an employee working and living in a foreign country where he/she is a non citizen.
  - a) Inpatriate
  - b) Expatriate
  - c) Both of these
  - d) None of these
- 8) \_\_\_\_\_ means sending the representation of the MNCs to various sources of recruitment with a view to persuading or stimulating candidates to apply for jobs
  - a) Employee referrals
  - b) Scouting
  - c) Transfer
  - d) Advertising
- 9) \_\_\_\_\_ is the ability to scan the world from a broad perspective.
  - a) Global Task
  - b) Global Learning
  - c) Global Mindset
  - d) Global challenge

- 10) International Performance appraisal can be made effective by adapting \_\_\_\_\_.
- Recency Effect
  - Content Bias
  - Reliability and Validity
  - Personal Prejudice Approach
- 11) MNCs design \_\_\_\_\_ approach of Paying less cash and providing more benefits in the compensation package as expatriates prefer to reduce tax burden and solve possible to repatriate savings.
- Lumpsum
  - Buffet
  - Global
  - Cluster System Approach
- 12) \_\_\_\_\_ is a separate legal organizational entity representing the partial holdings of two or more parent firms in which headquarters of at least one is located outside country.
- International Mergers & Acquisition
  - International Joint Venture
  - Mergers and Acquisition
  - Joint Venture
- 13) Which of the following is the Micro-level source of Recruitment?
- Ethno-centric approach
  - Campus Recruitment
  - International Staffing
  - None of the above
- 14) Performance Appraisal of International employees is critical and challenging due to \_\_\_\_\_.
- Distant work Places
  - Content Bias
  - Ineffective Raters
  - All of these

**Q.2 Write Short Notes on :** **14**

- Strategies to make Performance Effective
- Factors affecting International Compensation

**Q.3 Write Short Notes on :** **14**

- Merger and Acquisition phases and HR implications
- Areas of Global training

**Q.4 a) Define International Staffing. Explain the recruitment sources at Macro level.** **14**

**OR**

**b) Comment on the International Industrial Relations. Explain the key issues in International Industrial Relations.**

**Q.5 Case Study** **14**

A Malaysian Electronics Company promoted its HR Manager, who is also South Korean and a bachelor degree holder in Psychology to the level of the CEO of the company, based on his commitment and seriousness in rendering his responsibilities in his earlier job in different department as well as at various levels. The company employed an Indian expatriate - a master degree holder in Human Resource Management as the head of Human Resource Department and Fiji national - who did his master's program in Political science and senior executive of a professional Human Resource Association as Assistant Human Resource Manager. These three executive used to share their experiences and knowledge in Human Resource Management and formulating Human Resource Policies, crafting Human Resource as well as organizational strategies and Human Resources Practices of the company.

The Assistant Human Resource Manager bought vibrant policies in designing Human Resource strategies in his area of operations of compensation management and earned credits for his performance from the HR Manager as well as the CEO of the company. Having earned the credits of the

superiors, the assistant HR manager, acquired the work place cultures of an average Malaysian company like Moonlighting, flexible work schedules, flexible timings and flexible work program that affect the work performance of the employee as well as the supply chain and the organizational performance adversely.

The head of Human Resource Department and the CEO were aware of the developments leading to the shifts in the work behavior of the assistant HR Manager and consequently its adverse effects of the delivery of output to the internal customers, work schedules, and ultimately performance of the employee concerned and the department as a whole. However, they were tolerating the behavior of the assistant HR manager and have given the benefit of doubt in his favor.

Ultimately, the layer of irregularity cropped up leading to a noticeable event. The CEO informally told Assistant HR Manager to meet him to discuss the problem to settle the issue. The Assistant Manager paid deaf ear and resorted to an unexpected and undesirable behavioral situation resulting in a three dimensional whistle blowing in the company.

**Question**

Analyze the Case, Identify the problem, State Alternative solution and best alternative

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**M.B.A. (Semester – IV) (New) (CBCS) Examination April/May-2019  
Agriculture Business Management (Paper – V)  
INTERNATIONAL TRADE AND AGRICULTURE**

Day & Date: Saturday, 25-05-2019  
Time: 10:30 AM To 01:00 PM

Max. Marks: 70

**Instructions:** 1) All questions are compulsory  
2) Figures to the right indicate full marks.

**Q.1 Select the correct alternative:**

**14**

- 1) \_\_\_\_\_ is a field of study that assesses the implications of international trade, international investment, and international borrowing and lending.
  - a) International Economics
  - b) International Accounting
  - c) International HR
  - d) International Marketing
- 2) \_\_\_\_\_ is a field in economics that applies microeconomic models to help understand the international economy.
  - a) International exchange
  - b) International trade
  - c) International fund
  - d) None of these
- 3) International trade consists of goods and services moving in two directions \_\_\_\_\_.
  - a) Imports
  - b) Exports
  - c) both a & b
  - d) none of these
- 4) Advantages of international trade includes \_\_\_\_\_.
  - a) Comparative Advantage
  - b) Economies of Scale
  - c) Transfer of Technology
  - d) All of the above
- 5) IMF stands for \_\_\_\_\_.
  - a) Integrated Marketing Fund
  - b) International Monetary Franchise
  - c) International Monetary Fund
  - d) None of these
- 6) \_\_\_\_\_ is the exchange of capital, goods, and services across international borders or territories.
  - a) International Trade
  - b) International Economics
  - c) International Finance
  - d) none of these
- 7) \_\_\_\_\_ are those gains which accumulates over a period of time.
  - a) Static Gains
  - b) Dynamic Gains
  - c) both a & b
  - d) gains
- 8) Scope in international trade includes \_\_\_\_\_.
  - a) increase in GNP & GDP
  - b) increase in per capita income GDP
  - c) increase in income GNP
  - d) all of the above
- 9) \_\_\_\_\_ implies progressive changes in socio-economic structure of country.
  - a) Economic Development
  - b) Economic Growth
  - c) Economic Stability
  - d) none of these
- 10) \_\_\_\_\_ are a schedule of custom duties levied upon imports.
  - a) Exports
  - b) Imports
  - c) Tariffs
  - d) Quota
- 11) Tariff includes \_\_\_\_\_.
  - a) Custom duties
  - b) Import & export duties
  - c) Transit duties
  - d) all of the above

- 12) \_\_\_\_\_ implies to a fixed quantity or value of commodity that has been allowed during a given period of time.
- a) Exports
  - b) Imports
  - c) Tariffs
  - d) Quota
- 13) WTO stands for \_\_\_\_\_.
- a) World Transaction Organization
  - b) World Trade Organization
  - c) World Transport Organization
  - d) none of these
- 14) The basic purpose of the \_\_\_\_\_ is to promote international trade without any discrimination.
- a) GATT
  - b) IMF
  - c) WTO
  - d) UNCTAD

**Q.2 Write Short notes:** 14

- a) AGMARK
- b) IBRD

**Q.3 Write Short Notes** 14

- a) Regional Integration & Economic Growth
- b) India's position in the Global market

**Q.4 Define international trade and explain scope and gains from International trade in detail.** 14

**OR**

Explain in detail about WTO organization and their function.

**Q.5 Write SWOT analysis for following commodities from export point of view:** 14

- a) Cereals--Important crops like Wheat, Rice, etc.
- b) Horticulture Crops--Important fruits like Apple, Banana, Mango, Grapes, Pomegranates
- c) Vegetables--Important crops like Tomato, Brinjal, Cauliflower, Cabbage, etc.



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**M.B.A. (Semester – IV) (New) (CBCS) Examination April/May-2019**  
**International Business (Paper – V)**  
**INTERNATIONAL LOGISTICS**

Day & Date: Saturday, 25-05-2019  
 Time: 10:30 AM To 01:00 PM

Max. Marks: 70

**Instructions:** 1) All questions are compulsory  
 2) Figures to the right indicate full marks.

**Q.1 Choose the right option for following**

**14**

- 1) \_\_\_\_\_ which focuses on teamwork in whole supply chain management to maximize performance of a distribution system is classified as.
  - a) Integrated logistics management
  - b) Intermodal logistics management
  - c) Intra-modal logistics management
  - d) Exclusive logistics management
- 2) Independent service provider of logistics who can do all functions required by clients is classified as \_\_\_\_\_.
  - a) public held logistic provider
  - b) privately held logistic provider
  - c) third party logistics provider
  - d) single part logistics provider
- 3) \_\_\_\_\_ of coordination of communication channels to deliver and compelling message about company and its products is classified as.
  - a) Integrated marketing communications
  - b) Integrated strategic channels
  - c) Integrated outbound channels
  - d) None of the above
- 4) \_\_\_\_\_ is true for supply chain management.
  - a) The physical material moves in the direction of the end of chain
  - b) Flow of cash backwards through the chain
  - c) Exchange of information moves in both the direction
  - d) All of the above
- 5) The sequence of a typical manufacturing supply chain is \_\_\_\_\_.
  - a) Storage-Supplier-manufacturing-storage-distributor-retailer-customer
  - b) Supplier-Storage-manufacturing-storage-distributor-retailer-customer
  - c) Supplier-Storage-manufacturing-distributor-storage-retailer-customer
  - d) Supplier-Storage-manufacturing-storage-retailer-distributor-customer
- 6) The purpose of supply chain management is \_\_\_\_\_.
  - a) provide customer satisfaction
  - b) improve quality of a product
  - c) integrating supply and demand management
  - d) increase production
- 7) Logistics is the part of a supply chain involved with the forward and reverse flow of \_\_\_\_\_.
  - a) goods
  - b) services
  - c) cash
  - d) all of the above

- 8) Due to small change in customer demands, inventory oscillations become progressively larger looking through the supply chain is known as \_\_\_\_\_.
  - a) Bullwhip effect
  - b) Net chain analysis
  - c) Reverse logistics
  - d) Reverse supply chain
- 9) VMI stands for \_\_\_\_\_.
  - a) Vendor material inventory
  - b) Vendor managed inventory
  - c) Variable material inventory
  - d) Valuable material inventory
- 10) The major decision areas in supply chain management are \_\_\_\_\_.
  - a) location, production, distribution, inventory
  - b) planning, production, distribution, inventory
  - c) location, production, scheduling, inventory
  - d) location, production, distribution, marketing
- 11) Distribution requirement planning is a system for \_\_\_\_\_.
  - a) Inventory management
  - b) Distribution planning
  - c) Both 'a' and 'b'
  - d) None of the above
- 12) Reverse logistics is required because \_\_\_\_\_.
  - a) Goods are defective
  - b) Goods are unsold
  - c) The customers simply change their minds
  - d) All of the above
- 13) PL stands for \_\_\_\_\_.
  - a) Three points logistics
  - b) Third party logistics
  - c) Three points location
  - d) None of the above
- 14) In receiving goods, the warehouse must \_\_\_\_\_.
  - a) Inspect goods if required
  - b) Check for damage
  - c) Check the goods against an order and the bill of lading
  - d) All of the above

**Q.2 Write a short note on** **14**

- a) Trends in International supply chain management
- b) Packing for Transportation and Marking

**Q.3 Write a short answer on following** **14**

- a) Objectives and functions of warehousing
- b) Functions and kinds of Packaging

**Q.4** What is international logistics? Explain in brief the various components, importance and objectives of logistics. **14**

**OR**

Explain in detail the various modes of transport, choice and Issues for each mode.

**Q.5 Case Study – Analyze the case, identify problem, alternatives and best solution** **14**

One of the world's largest manufacturers of computer chips, Intel needs little introduction. However, the company needed to make some significant supply chain cost reductions after bringing its low-cost "Atom" chip to market. Supply chain costs of around \$5.50 per chip were bearable for units selling for \$100, but the price of the new chip was a fraction of that, at about \$20.

The Supply Chain Cost Reduction Challenge: Somehow Intel had to reduce the supply chain costs for the Atom chip, but had only one area of leverage inventory.

The chip had to work, so there were no service trade-offs that could be made. Being a single component, there was also no way to pay less in the way of duties. Intel had already whittled packaging down to a minimum and with a high value-to-weight ratio, the chips' distribution costs could not really be pared down any further.

The only option was to try to reduce levels of inventory, which, up to that point, had been kept very high in order to support a nine-week order cycle. The only way Intel could find to make supply chain cost reductions was to bring this cycle time down and therefore reduce inventory.

The Path to Cost Reduction: Intel decided to try what was considered an unlikely supply chain strategy for the semiconductor industry: a true make-to-order scenario. The company began with a pilot operation using a manufacturer in Malaysia. Through a process of iteration, they gradually sought out and eliminated supply chain inefficiencies to incrementally reduce order cycle time. Further improvement initiatives included:

- Reduced the chip assembly test window from a five-day schedule, to a bi-weekly, 2-day-long process.

- Introduced a formal S & OP planning process.

- Moved to a vendor-managed inventory model wherever it was possible to do so, Supply Chain Cost Management Results: Through its incremental approach to cycle time improvement, Intel eventually drove the order cycle time for the Atom chip down from nine weeks to just two. As a result, the company achieved a supply chain cost reduction of more than \$4 per unit for the \$20 Atom chip a far more palatable rate than the original figure of \$5.50

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**M.B.A. (Semester – IV) (Old) (CBCS) Examination April/May-2019  
ENTREPRENEURSHIP DEVELOPMENT AND PROJECT MANAGEMENT**

Day & Date: Monday, 13-05-2019  
Time: 10:30 AM To 01:00 PM

Max. Marks: 70

**Instructions:** 1) All questions are compulsory  
2) Figures to the right indicate full marks.

**Q.1 Select the right option for each of the following from the choices given : 14**

- 1) Entrepreneurship Theories that consider favourable economic conditions as key element for entrepreneurship and economic development are categorized as \_\_\_\_\_.
  - a) Psychological Theories
  - b) Sociological Theories
  - c) Economic Theories
  - d) Anthropological Theories
- 2) The stimulatory phase of Entrepreneurship Development cycle consists of \_\_\_\_\_.
  - a) Planned publicity of entrepreneurial opportunities
  - b) Recognition of entrepreneurs
  - c) None of a & b
  - d) both a & b
- 3) Religiosity, Caste, Family Support and Education are the influences on entrepreneurship development categorized as \_\_\_\_\_ influences.
  - a) Political
  - b) Economical
  - c) Socio- Cultural
  - d) Personal
- 4) The purpose of a business plan is to \_\_\_\_\_.
  - a) Arrange thoughts in Logical Order
  - b) Highlight Resource needs and the sources to procure them
  - c) Demonstrate viability of the business proposition
  - d) All of the Above
- 5) The concept of \_\_\_\_\_ is recognition of a social problem and use of entrepreneurial principles to organize, create and manage a social venture to achieve a desired social change.
  - a) Philanthropy
  - b) Non-Government Organizations
  - c) Social Entrepreneurship
  - d) Social Work
- 6) \_\_\_\_\_ is investing own money as a one-time investment in small start-ups or enterprises mostly of a Friend or a Relative which are not motivated solely by Return or profits but by enjoyment of helping to establish enterprise or to succeed.
  - a) Partnership Capital
  - b) Angel Capitalist
  - c) Venture capitalist
  - d) None of the Above
- 7) A blue print of the step by step procedure that would be followed to convert a business idea into a successful business venture is known as \_\_\_\_\_.
  - a) Enterprise Development
  - b) Business Plan
  - c) Entrepreneurial vision
  - d) Mission Statement

- 8) The second phase of the Project Life Cycle is \_\_\_\_\_.
- Development of a proposed solution to the need or problem
  - Performing the project
  - Identification of a need, problem, or opportunity
  - Terminating the project
- 9) NSIC issues \_\_\_\_\_ to registered SSIs after verifying Technical competence of the units which Results into waiver of Security Deposits.
- Licenses
  - Certificate of Competence
  - Guarantee Certificate
  - Purchase Order
- 10) An employee who is entrusted with the responsibility to make innovation in an organization is called \_\_\_\_\_.
- Innovator
  - Corporate Entrepreneur
  - Intrapreneur
  - None of the Above
- 11) The \_\_\_\_\_ theory of entrepreneurship is based on the degree of inefficiency of use of resources and considers Market Imperfections as opportunities for entrepreneurial activities.
- Innovation
  - High Achievement
  - X-Efficiency
  - Profit
- 12) Which of the following is not a phase in Entrepreneurship Development Cycle?
- Stimulatory
  - Sustaining
  - Business Plan Preparation
  - Support
- 13) The theory that considers an individual's High Achievement Aspiration as a basis for entrepreneurship was proposed by \_\_\_\_\_.
- Schumpeter
  - McClelland
  - Knight
  - Leibenstein
- 14) The key difference between invention and innovation is that invention is unique, novel idea while innovation is \_\_\_\_\_.
- Detailed Explanation
  - Scientific Proof
  - Commercial Implementation
  - Copyright Registration

**Q.2 Write short notes on the following :****14**

- Entrepreneurial Traits
- Women Entrepreneurs

**Q.3 Answer the Following :****14**

- Discuss the role of NEDB in entrepreneurship development.
- Discuss the changing role of entrepreneur.

**Q.4 Answer any One of the Following :****14**

- What is Entrepreneurship? Discuss the need of Entrepreneurship development in nation building.

**OR**

- Discuss the elements of a Business plan.

**Q.5 Analyse the following Case Study and answer the questions given below : 14**

In April 2001, Ramoji Group's Film City, hosted its first English production, 'Quicksand', produced by Ramoji Rao and directed by Sam Firstenberg. Thus, Ramoji Film City brought international (Hollywood) attention to Hyderabad. Ramoji Rao incorporated the Ramoji Group in 1962, with Margadarsi Chit Fund Ltd. By 2001, the Rs. 15 billion Ramoji Group became one of the biggest business houses in India to expand into the media (print and broadcast), entertainment, foods, films and other industries. The group had interests in newspapers and magazines, hotels, films and television, investment companies, condiments and confectioneries, a 1000-acre film city, apparels and handicrafts.

Over the years, the Ramoji Group under the entrepreneurship of Ramoji Rao, seemed to have set standards in the print, television and the film industry. Analysts felt that Ramoji Rao's excellent business acumen, sharp insight and an eye for spotting out opportunities made him a successful entrepreneur. Ramoji Rao, started his career in the early 1960s in Delhi with an advertisement agency - Ad Crafts. In 1962, he opened the first branch of Margadarsi - a chit fund company in Hyderabad. Realizing the advertising needs of Margadarsi, Ramoji Rao established an ad agency - Kiron Ads - named after his eldest son.

Kiron Ads was the first accredited ad agency in Hyderabad. After a few years, the second branch of Margadarsi was opened in Visakhapatnam. This was followed by the setting up of Dolphin Hotel in Visakhapatnam. The Hyderabad edition was launched in 1975, followed by the Vijayawada edition in 1976. In the early 1980s, Ramoji Group entered the foods business with Priya Pickles. The Priya brand was later extended to culinary pastes and powders. The Group then made a foray into films with Ushakiron Movies.

The Group established Mayuri Film Distributors to distribute its films and Mayuri Audio to market the audio cassettes of the films. In the early 1990s, Ushakiron Movies diversified into satellite television with ETV - the Telugu channel. In 1992, the Ramoji Group started a handicrafts division under the name 'Kalanjali'. The division was set up with a view to promote the sale and export of handicrafts, cottons and textiles of Indian craftsmen.

On September 9, 1997, The Ramoji Group inaugurated its most innovative creation - The Ramoji Film City based on the maxion 'Walk in with your script and walk out with your print'. Spread over 1000 acres, the Film City had gardens, temples, a sprawling countryside, a fort, hotels, city streets, railway stations, a palace, an airport, a mobile kitchen etc. It had all the technical support to make a film - 40 studio floors, a fully-equipped prop shop, a set design and construction division, state-of-the-art equipment, experienced production staff, and hi-tech digital editing, dubbing and sound-recording facility. The idea is to save time, energy and resources and focus on creative excellence, execution quality, economical schedules and meticulous planning.

Ramoji Rao's biggest coup in the print industry was the introduction of a color, tabloid sized 'miniedition' of Eenadu for each of the districts in Andhra Pradesh. In 1998, he bagged the B D Goenka Award, a prestigious award for excellence in journalism. Some analysts however felt that Ramoji Rao followed 'campaign journalism.' From one company in 1962, the Ramoji Group became a Rs 15 billion business empire with presence in many industries by 2001. For future growth, Ramoji Rao planned to concentrate on the group's core businesses like

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the print media, satellite television and films. As part of the future plan, Ramoji Rao announced investments in film industry. In 2001, Eenadu TV planned a Rs.600 million upgradation of its earth station. The project included a Rs.180 million project to automate its newsroom. The group also planned to launch newspapers in other south Indian languages.

Questions:

1. Discuss and analyse characteristics of entrepreneur in relation with case?
2. What according to you are the critical factors contributing to success of Ramoji Rao?

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**M.B.A. (Semester-IV) (Old) (CBCS) Examination April/May-2019  
EXCELLENCE IN MANAGEMENT**

Day &amp; Date: Tuesday, 14-05-2019

Max. Marks: 70

Time: 10:30 AM to 01:00 PM

**Instructions:** 1) All questions are compulsory  
2) All questions carry equal marks.

**Q.1 Multiple choice questions****14**

- 1) \_\_\_\_\_ Goal-directed decisions and actions in which capabilities and resources are matched with the opportunities and threats in the environment.
  - a) Strategy
  - b) Policy and procedure
  - c) Planning
  - d) Mission
- 2) \_\_\_\_\_ is component that include knowledge, belief, art, moral values, laws, customs and other capabilities and habits acquired by a man in a society.
  - a) Culture
  - b) Mission
  - c) Vision
  - d) Strategy
- 3) Following is not the component of culture \_\_\_\_\_.
  - a) Commitment
  - b) Consistency
  - c) Competence
  - d) Compatibility
- 4) \_\_\_\_\_ is described as the process of buying, selling, transferring, or exchanging products, services, and / or information via computer networks, including the Internet \_\_\_\_\_.
  - a) E-Business
  - b) E-Commerce
  - c) E-mail
  - d) E-governance
- 5) \_\_\_\_\_ is a business statistical strategy to identify defects and remove them from the process of products to improve quality.
  - a) Six Sigma
  - b) Total Productivity Maintenance
  - c) Strategic planning
  - d) Kaizen
- 6) \_\_\_\_\_ is the fundamental rethinking and redesign of business processes to achieve dramatic improvements in critical, contemporary measures of performance, such as cost, quality, service and speed.
  - a) Reengineering
  - b) Six sigma
  - c) Kaizen
  - d) Total quality management
- 7) \_\_\_\_\_ is not a necessary skills to achieve excellence.
  - a) Creative insight
  - b) Sensitivity
  - c) Vision
  - d) Good manners
- 8) \_\_\_\_\_ is the ability of an individual to deal successfully with other people.
  - a) Emotional Intelligence
  - b) Intelligence
  - c) Artificial Intelligence
  - d) External Intelligence
- 9) The ability to influence a group toward the achievement of goals is called as \_\_\_\_\_.
  - a) Leadership
  - b) Coordination
  - c) Directing
  - d) Team spirit



- 10) \_\_\_\_\_ is the process through which organizations generate value from their intellectual property and knowledge-based assets.
- a) Virtual management                      b) Knowledge management  
c) Emotional intelligence                  d) Brand management
- 11) \_\_\_\_\_ e-commerce is simply defined as e-commerce between companies.
- a) B2B    b) B2C  
c) B2G    d) C2C
- 12) \_\_\_\_\_ is the responsibility of the corporation to contribute to a better society and cleaner environment.
- a) CSR    b) SSR  
c) Planning                                        d) Organizational responsibility
- 13) Following are the quality for excellence \_\_\_\_\_.
- a) High standards                              b) Burning desire  
c) Very hard work                              d) All of above
- 14) \_\_\_\_\_ are the foundation of excellence.
- a) Strategy and Culture                      b) Strategy and Policy  
c) Culture and Policy                          d) Culture and Wisdom

**Q.2 Write short notes on** **14**

- a) Visionary Leadership  
b) Stages of six sigma

**Q.3 Write short notes on** **14**

- a) Emotional literacy  
b) E-commerce v/s E-business

**Q.4** a) Define excellence. Explain in details necessary skills to achieve excellence. **14**

**OR**

- b) What is the meaning of corporate social responsibility? Comment upon the role played by the corporate and the government in corporate social responsibility by giving examples.

**Q.5 Case Study.** **14**

Put yourself in the following situation. You are the Executive Vice President and Chief Financial Officer for \$2 billion consumer and industrial products manufacturer with 39 different operating divisions. Five years ago you hired bright young manager who now directs one of your most important corporate staff departments, Business Analysis and Planning. Before she joined your firm she spent 2 years at accounting firm Mitchell & Co. She holds MBA from 11M and BA in Economics, and is one of handful of key managers who will probably be running the company ten years from now. She desperately wants a line management position in one of the divisions, but she has served as Director of Business Analysis and Planning for 18 months. Attuned to her talent and sensitive to her desires, you have held several discussions with her and feel fully aware of her expectations and needs. Her goals include becoming a line manager over a functional area such as marketing or production, the division manager, and eventually a corporate officer. However, because she has only gained staff experience, has occupied her present position only for 18 months, and is a woman; you know you will hear some static from division presidents if you propose the idea that she assume line responsibility in one of their divisions. Furthermore, since she is the best director of Business Analysis and Planning you have ever had, you'd hate to lose her just now. Perhaps she could do more for company if she stayed where she is for three to five years. By then she might even have won a staff Vice- Presidency. On the other hand, if you don't do something to meet her needs you may lose her. What would you do? Analyze the above case

Seat  
No.

**M.B.A. (Semester – IV) (Old) (CBCS) Examination April/May-2019**  
**Marketing Management**  
**INTEGRATED MARKETING COMMUNICATIONS & CONSUMER**  
**BEHAVIOUR (Paper – III)**

Day & Date: Wednesday, 15-05-2019  
 Time: 10:30 AM To 01:00 PM

Max. Marks: 70

**Instructions:** 1) All questions are compulsory  
 2) Figures to the right indicate full marks.

**Q.1 Multiple Choice Questions:****14**

- 1) \_\_\_\_\_ is a part of non business advertising.
  - a) Political advertising
  - b) Product advertising
  - c) Institutional advertising
  - d) Industrial advertising
- 2) Direct selling of goods & services on internet is known as \_\_\_\_\_.
  - a) E-commerce
  - b) E-Business
  - c) E- Retail
  - d) E-Communication
- 3) \_\_\_\_\_ is a part of broad cast media.
  - a) Catalogue
  - b) Magazine
  - c) Charts
  - d) Television
- 4) \_\_\_\_\_ advertising integrates all elements of mass media for building image of an organization.
  - a) Company
  - b) Institute
  - c) Corporate
  - d) Organization
- 5) Attending wedding of a clients daughter is part of \_\_\_\_\_ activity.
  - a) Mean Relations
  - b) Employee Relations
  - c) Community Relations
  - d) Public Relations
- 6) \_\_\_\_\_ are words and expression used in special technical ways to make a language interesting to understand.
  - a) Dragon
  - b) Jargons
  - c) Synonyms
  - d) None of the above
- 7) \_\_\_\_\_ have lowest social status and income in diffusion of innovation process.
  - a) Innovators
  - b) Late Majority
  - c) Laggards
  - d) All the above
- 8) \_\_\_\_\_ refers to the degree to which an individual influences others in making a choice of a product of a service.
  - a) Reference groups
  - b) Friends
  - c) Relatives
  - d) Opinion Leaders
- 9) Division of the society into homogenous groups based on attitudes, friendship and manners of speaking is known as \_\_\_\_\_.
  - a) Social Class
  - b) Middle Class
  - c) Upper Class
  - d) Societal Class
- 10) \_\_\_\_\_ refers to non personal communication regarding product service or an idea, not directly posed by identified sponsors.
  - a) Publicity
  - b) Advertisement
  - c) Public Relations
  - d) Sales Promotion

- 11) Sweep stakes are \_\_\_\_\_ form of sales promotion.
- Trade Oriented
  - Service Oriented
  - Consumer Oriented
  - All the above
- 12) When consumer select products based on subjective like love, affection pride etc. he adopts \_\_\_\_\_ motive.
- Personal motive
  - Emotional Motive
  - Rational Motive
  - All the above
- 13) Shopping or friendship groups are type of \_\_\_\_\_.
- Reference groups
  - Commercial groups
  - Political groups
  - Work groups
- 14) In AIDA model D stands for \_\_\_\_\_.
- Direction
  - Decorative
  - Demand
  - Desire

**Q.2 Write short notes:**

14

- Publicity and its types
- Event Management

**Q.3 Write Short Notes:**

14

- Rational verses Emotional motives
- Cognitive dissonance theory of consumer behaviour

**Q.4 Define advertising? Explain classification and types of advertising.**

14

**OR**

What is the importance of consumer's behaviors in integrated marketing communication? Explain diffusion of innovations process in consumer decision making.

**Q.5 Case study.**

14

With the advent of the era of digital. Integrated marketing communications (IMC) has become more and more important for organization. It exists in a variety of forms: normal advertising, sales promotion, direct response and public relations. In order to achieve the organization's plans and goals, it should use the different media to achieve and identify the effectiveness of the promotional mix.

The Coca-Cola Company is a worth learning model on applying IMC strategy. It is mainly the use of the mass media methods: print advertising, banner ads and TV advertising. Advertising is one of the most direct ways of marketing. The Coca-Cola Company use a marketing mix of advertising strategy to promote products, moreover, it based on the social media and Web interactive for sales promotion and marketing. The Coca Cola Company advertising is very iconic. In history of the Coca Cola company, it has created various advertising that has a significant impact on the society and culture. The packaging design of the product has become the indispensable brand and image. Coca-Cola has repeatedly been ranked No. 1 in soft drink all over the world. It's the result of their aggressive advertising. What's important, Coca-Cola is the first soft drink brand to appear in the space (Hartlaub, 2015). For marketing of direct, the Coca Cola Company uses strategy of the exclusive, for example, it make some restaurants and cinemas to only sell their products, eliminate direct competition. Furthermore, mobile marketing is one of the ways; the Coca-Cola Company publicity personalized promotional activities by send out text message and rely on word-of-mouth communication from customers (Wilkin, 2009). Due to the rapid development and popularization of science and technology, Web and social media marketing channel has constituted the industry standard.

## SLR-BJ-78

Social media channels has helped the brand to accumulate over 86 millions loyal consumers, it has a different strategy that provide individual social networking sites. But their purpose and message is to maintain consistent. Web based interactive marketing is paid attention to functionality and design, and then, it rely on video, banners and public relations. Online games, the Coca-Cola Company Website content paid attention on the new products, cultural, social, sporting events and charity (Darakeya, 2013). Nowadays, the Coca-Cola Company outstanding acNike

- a) Analyze the Case.
- b) Identify the Problem.
- c) Identifying Alternative Solutions.
- d) Give the Best solution.

05  
02  
05  
02

Seat  
No.

**M.B.A. (Semester – IV) (Old) (CBCS) Examination April/May-2019**  
**Financial Management (Paper – III)**  
**PROJECT PLANNING AND WORKING CAPITAL MANAGEMENT**

Day & Date: Thursday, 16-05-2019  
 Time: 10:30 AM To 01:00 PM

Max. Marks: 70

**Instructions:** 1) All questions are compulsory  
 2) Figures to the right indicate full marks.

**Q.1 Choose correct alternative :****14**

- 1) Venture capital is concerned with \_\_\_\_\_.  
 a) New project having potential for higher profit  
 b) New project of high technology  
 c) New project having high risk  
 d) All the above
- 2) \_\_\_\_\_ is the life cycle phase includes brainstorming and common sense at planning stage.  
 a) Conceptualization  
 b) Feasibility  
 c) Preliminary planning  
 d) Detail planning
- 3) In Sensitivity Analysis, the emphasis is on assessment of sensitivity of \_\_\_\_\_.  
 a) Net Economic Life  
 b) Net Present Value  
 c) Both (a) and (b)  
 d) None of (a) and (b)
- 4) Gross working capital equals to \_\_\_\_\_.  
 a) Total of current assets  
 b) Total of current liabilities  
 c) Total of debtors  
 d) Inventories
- 5) \_\_\_\_\_ is also known as short term cash forecasting.  
 a) Current asset  
 b) Cash budget  
 c) Cash motives  
 d) Liquidity
- 6) \_\_\_\_\_ is the responsibility of proposed project manager.  
 a) Project Plan and strategy  
 b) Description of Project Organization  
 c) Development of organizational Chart  
 d) All of the above
- 7) Generally, venture capitalists provide finance for \_\_\_\_\_ stage of company.  
 a) Merger  
 b) Acquisition  
 c) Early  
 d) Reconstruction
- 8) Risk in Capital budgeting is same as \_\_\_\_\_.  
 a) Uncertainty of Cash flows  
 b) Probability of Cash flows  
 c) Certainty of Cash flows  
 d) Variability of Cash flows
- 9) Debts owed to the firm by customers arising from sale of goods or services in the ordinary course of business is known as \_\_\_\_\_.  
 a) Bills Receivables  
 b) Bills Payables  
 c) Credit period  
 d) Cash discount



Wages and overheads are paid at the beginning of the following month.  
In the production process all required material is charged fully but wages and overheads are considered up to 50%.

**OR**

**b)** What is sick unit? Explain the causes, symptoms and revival of sick units.

**Q.5** A company has the following estimates of the present values of the future cash flows after taxes associated with the investment proposal, concerned with expanding the plant capacity. It intends to use a decision tree approach to get a clear picture of the possible outcomes of this investment. The plant expansion is expected to cost Rs. 300,000. **14**

The respective present values of future CFAT and the corresponding probabilities are as follows:

PVs of future CFAT		
With expansion (Rs)	Without expansion (Rs)	Probabilities
300,000	200,000	0.2
500,000	200,000	0.4
900,000	350,000	0.4

Advise the company regarding the financial feasibility of the project.

Seat No.	
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**M.B.A. (Semester-IV) (Old) (CBCS) Examination April/May-2019  
Production & Material Management (Paper – III)  
INDUSTRIAL ENGINEERING**

Day & Date: Thursday, 16-05-2019  
Time: 10:30 AM to 01:00 PM

Max. Marks: 70

**Instructions:** 1) All questions are compulsory.  
2) All questions carry equal marks.

**Q.1 Multiple Choice Questions**

**14**

- 1) Material Requirements does not include \_\_\_\_\_.
  - a) Material Price
  - b) Bill of Material
  - c) Inventory
  - d) Production schedule
- 2) Breakeven point is least affected by \_\_\_\_\_.
  - a) Selling Price
  - b) Fixed price
  - c) Volume of production
  - d) Product mix
- 3) Productivity increases when \_\_\_\_\_.
  - a) Input increases while output remain the same
  - b) Input decreases while output remain the same
  - c) Output decreases while output remain the same
  - d) Input & outputs increases proportionately
- 4) The fundamental rethinking and radical redesign of entire business system is \_\_\_\_\_.
  - a) Re-engineering
  - b) Total Reality Management
  - c) Kaizen
  - d) Six sigma
- 5) Ergonomics is a body of knowledge concerned with \_\_\_\_\_.
  - a) Human Abilities
  - b) Design tools and machine system environment
  - c) Fitting the job or task to the person
  - d) All of the above
- 6) Which of the following is considered as control for office ergonomics Lazard?
  - a) A stretching programme
  - b) Chair with greater adjustability
  - c) Pre- work screening process
  - d) Case of wrist Braces
- 7) A cool-drink bottle is being weighed as it is filled is an example of \_\_\_\_\_.
  - a) Operation cum Inspection
  - b) Operation cum Transportation
  - c) Both a and b
  - d) None of the above
- 8) On process charts, symbol used for inspection is \_\_\_\_\_.
  - a) Circle
  - b) Square
  - c) Arrow
  - d) Triangle
- 9) The following factors must be considered while selecting work for method study \_\_\_\_\_.
  - a) Economic considerations
  - b) Technical considerations
  - c) Human relations
  - d) All the above
- 10) Work study is also recognized as \_\_\_\_\_.
  - a) Time study
  - b) Motion study
  - c) Both a & b
  - d) None of the above





manufacturer, prior to starting the productivity improvement effort was as follows. First, the bathtub business had experienced major progress in the area of product materials. Recently, customers had begun to demand much more advanced products than before—for example, products made of artificial marble. In pace with this trend toward more sophisticated products, the market was strong and Company A was forecasting a 30 to 50 percent growth in production volume over the following three years. On the other hand, price competition was becoming severe, and for the two years prior to launching the improvement activities, the bathtub business of Company A had been in the red. The cost structure of the product was 60 percent materials, 20 percent processing cost (cost of in-house labour and subcontracted processing), and 20 percent other costs. There was a strong possibility of further increases in both material and processing costs. Moreover, accompanying the trend toward more sophisticated products, at the factory level, was a substantial variation both in the first-pass yield (number of non defective products not needing rework ÷ the number of units processed) and the final yield. In addition, while the forecast for larger future production volumes (in response to greater demand) was welcomed, there was a concern over increasing labor cost. Other potential problems included finding and keeping a sufficient number of qualified employees. If the traditional staffing standards were kept, many additional employees would be needed, and a drop in the average skill level was likely to occur. With this situation as a background, Company A organized a project team that included outside consultants. The mission of the team was to initiate activities aimed at productivity improvement and increased profitability. Productivity improvement projects, in this case, are generally conducted in three phases as Phase I, productivity audit, and phase II, short-term problem solving and phase III Innovation for future. The main factors contributing to the success of any productivity improvement project are (1) to correctly understand the present situation in regard to productivity, (2) to clearly identify the problems, and (3) to apply appropriate IE techniques to achieve and maintain improvements. Of course, to tie the productivity improvement results to an actual improvement in business performance; during the audit phase it is necessary to clarify the fundamental objectives of the improvement in productivity. Industrial engineering techniques are useful for making improvements in individual situations, but they are also valuable in the audit phase for correctly evaluating the existing situation and for quantifying the potential for improvement. To evaluate the existing situation quantitatively and objectively, IE techniques are indispensable. Management problems require unified companywide (and in some sense even subjective) judgments. However, Such judgments must start from a correct understanding of the facts.

**Questions:**

- 1) Analyze the Case
- 2) Identify the Problem
- 3) Identifying Alternative Solutions
- 4) Give the Best solution

05  
02  
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02





Seat No.	
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**M.B.A. (Semester-IV) (Old) (CBCS) Examination April/May-2019**  
**International Business (Paper – III)**  
**INTERNATIONAL MARKETING**

Day & Date: Friday, 17-05-2019  
 Time: 10:30 AM to 01:00 PM

Max. Marks: 70

**Instructions:** 1) All questions are compulsory.  
 2) All questions carry equal marks.

**Q.1 Choose the right option for following**

**14**

- 1) \_\_\_\_\_ immediate environment like suppliers, distributors, customers and competitors.
  - a) Macro environment
  - b) Local
  - c) Microenvironment
  - d) None of this
- 2) The product is introduced with high initial price to skim the cream of market is \_\_\_\_\_.
  - a) Market Skimming
  - b) Market Share
  - c) Disposal of surplus
  - d) Profit Maximization
- 3) \_\_\_\_\_ studies populations in terms of age, gender, race, occupation, location and other statistics.
  - a) Economic
  - b) Cultural
  - c) Demographic
  - d) Political
- 4) \_\_\_\_\_ is anything that can be offered to a market to satisfy a want or need.
  - a) Price
  - b) Product
  - c) Brand
  - d) Promotion
- 5) The activities of designing and producing the container or wrapper for a product is \_\_\_\_\_.
  - a) Packaging
  - b) Product
  - c) Brand
  - d) Labeling
- 6) Under \_\_\_\_\_ strategy the product is modified to suit the environment of foreign market.
  - a) Adoption
  - b) Extension
  - c) Development
  - d) None of these
- 7) Saturation of sales in the stage of \_\_\_\_\_ in international product life cycle.
  - a) Decline
  - b) Maturity
  - c) Growth
  - d) Introduction
- 8) \_\_\_\_\_ the forces which contribute growth of international business.
  - a) Driving
  - b) Restraining
  - c) External
  - d) Internal
- 9) \_\_\_\_\_ is any paid form of non-personal presentation and promotion of ideas, goods by identified sponsor.
  - a) Sales Promotion
  - b) Trade fairs
  - c) Advertising
  - d) None of these
- 10) Declining the sale in the stage of \_\_\_\_\_ in international product life cycle.
  - a) Introduction
  - b) Growth
  - c) Maturity
  - d) Decline
- 11) \_\_\_\_\_ includes economic, social, political / legal forces.
  - a) Macro environment
  - b) Export
  - c) Import
  - d) Microenvironment



wave roasters, every coffee came with a story of its origins and growers could count on occasionally eye-popping premiums for their beans. As yet, specialty coffee represented a small sliver of the overall market and there were other signs that it might not ever grow beyond a small circle. A consolidation was taking place among mass roasters that was even sweeping-up third-wave roasters in its wake. Observers argued that could lead to greater uniformity with even less emphasis on origin-based, direct-traded coffee. Illy's hope is that someone would come up with an innovation that would solidify the beginnings of the third wave and help reshape the market. Such a change would not necessarily have to involve illy caffè; Andrea Illy believes as the world's premium brand, an increased emphasis on quality in the market would only help his company. The most important thing was to make the coffee supply chain more equitable and coffee better-tasting.

Seat No.	
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**M.B.A. (Semester-IV) (Old) (CBCS) Examination April/May-2019**  
**Marketing Management (Paper – IV)**  
**RETAIL AND RURAL MARKETING**

Day & Date: Monday, 20-05-2019  
 Time: 10:30 AM to 01:00 PM

Max. Marks: 70

**Instructions:** 1) All questions are compulsory.  
 2) All questions carry equal marks.

**Q.1 Choose correct alternative**

**14**

- 1) Retailing is the final step of \_\_\_\_\_ of merchandise.
 

a) Production	b) Distribution
c) Display	d) Collection
- 2) Activities involved in selling products to final consumer are known as \_\_\_\_\_.
 

a) Retailing	b) Wholesaling
c) Franchising	d) Merchandising
- 3) A \_\_\_\_\_ location is a store located without any other competitive retailer around.
 

a) Freestanding	b) Mall
c) Urban	d) Correct
- 4) \_\_\_\_\_ played important role in evolution of retail in India.
 

a) Population	b) Public Distribution System
c) Layout	d) Formats
- 5) \_\_\_\_\_ is a combination of supermarket and a departmental store.
 

a) Shopping Mall	b) Convenience Store
c) Hypermarket	d) Franchising
- 6) \_\_\_\_\_ layout is generally used in supermarkets where merchandise is displayed in parallel manner.
 

a) Free	b) Grid
c) Racetrack	d) Spine
- 7) \_\_\_\_\_ can be defined as orderly, systematic, logical and intelligent way of putting stock on the floor.
 

a) Visual Merchandising	b) Layout
c) Store Design	d) Assortment
- 8) A distinct, manageable group of products that consumers perceive to be interrelated and substitutable to meet customer demand is known as \_\_\_\_\_.
 

a) Merchandise	b) Category
c) Private Label	d) Brand
- 9) \_\_\_\_\_ is a two-way marketing process that includes the flow of goods and services from rural to urban areas and the flow of goods and services from urban to rural areas, as well as the flow of goods and services within rural areas.
 

a) Segmentation	b) Agricultural Marketing
c) Rural Marketing	d) Financial Marketing





- Rents are high
- Operating costs are high
- The availability of space is less
- The parking space is insufficient
- The store is too far for people residing in suburbs

Management thinks that since Big Bazaar is located in a prime locality, advertising and promotions budgets can be kept low. Easy accessibility is another advantage of this location. Big Bazaar offers mainly shopping goods like apparel, textiles, and electronics at lower prices. Since people who shop in prime localities purchase mainly shopping goods, Big Bazaar can attract many customers. As it is situated in a shopping mall, Big Bazaar will benefit from inter-store competition. Since other complementary stores and services are available, the shopping mall will attract many people, which will benefit Big Bazaar.

Even though the formats of both hypermarkets are similar, i.e., providing goods at cheaper rates, their locational strategies are different. One store wants to take advantage of an isolated location while the other wants to be in a prime locality.

- 1) Write analysis of the case.
- 2) Comment on Locational Strategy adopted by both the retailers.
- 3) What benefits are enjoyed by both retailers related to Location of Store?

**04**  
**05**  
**05**

Seat No.	
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**M.B.A. (Semester – IV) (Old) (CBCS) Examination April/May-2019**  
**Financial Management (Paper – IV)**  
**INVESTMENT MANAGEMENT**

Day & Date: Tuesday, 21-05-2019  
 Time: 10:30 AM To 01:00 PM

Max. Marks: 70

**Instructions:** 1) All questions are compulsory  
 2) Figures to the right indicate full marks.

**Q.1 Multiple choice questions :**

**14**

- 1) Bonds represent \_\_\_\_\_ debt instruments.
  - a) Long-term
  - b) Short-term
  - c) Medium term
  - d) Very long term
- 2) The speculator is a \_\_\_\_\_ horizon.
  - a) Short planning
  - b) Very short planning
  - c) Long planning
  - d) Very long planning
- 3) Following does not constitute investment avenues \_\_\_\_\_.
  - a) Real estate
  - b) Share market
  - c) Mutual funds
  - d) Lottery ticket
- 4) \_\_\_\_\_ is the value stated on the face of the bonds.
  - a) Face value
  - b) Par value
  - c) Premium value
  - d) Discount value
- 5) \_\_\_\_\_ does not carry any regular interest payment.
  - a) Floating rate bond
  - b) Straight bond
  - c) Zero coupon bond
  - d) Commodity linked bond
- 6) Current yield = \_\_\_\_\_.
  - a) Annual interest / price
  - b) Annual income / price
  - c) Monthly interest / price
  - d) Monthly income / price
- 7) Interest rate risk is also referred to as \_\_\_\_\_.
  - a) Market risk
  - b) Floating risk
  - c) Convertible risk
  - d) Non convertible risk
- 8) \_\_\_\_\_ is the largest credit rating agency in India.
  - a) CRISIL
  - b) CARE
  - c) ICAR
  - d) ICRA
- 9) \_\_\_\_\_ seeks to predict short term price movement.
  - a) Fundamental analysis
  - b) Technical analysis
  - c) Company analysis
  - d) Industry analysis
- 10) CAPM stands for \_\_\_\_\_.
  - a) Convertible Asset Pricing Model
  - b) Current Asset Pricing Model
  - c) Capital Asset Pricing Model
  - d) Cash Asset Pricing Model

- 11) Risks is classified as \_\_\_\_\_.
- Systematic and unsystematic risk
  - Simple and un simple risk
  - Usual and unusual risk
  - Market and systematic risk
- 12) The commonly stated investment goals are \_\_\_\_\_.
- Income
  - Growth
  - Stability
  - All of above
- 13) \_\_\_\_\_ deals with management of portfolio again and again.
- Portfolio evaluation
  - Portfolio execution
  - Portfolio revision
  - Portfolio assessment
- 14) \_\_\_\_\_ are the determinants of personal income.
- Age
  - Education
  - Career choice
  - All of above.

**Q.2 Write short Notes on :**

14

- Assumptions of Random Walk Theory.
- The risk-free rate is percent and the expected rate of return on the market portfolio is 14 percent. The beta of the stock Q is 1.25. Investors believe that the stock will provide an expected return of 17 percent. Calculate Alpha of the stock.

**Q.3 Write short note on :**

14

- Steps in financial process
- Investment v/s speculation

**Q.4 Define risks. Write an explanatory note on different types of risks.**

14

**OR**

Write an explanatory note on fundamental analysis and technical analysis.

**Q.5 Case Study.**

14

The probability Distribution of the rate of return on Ramprasad and Laxmanprasad is as under

State of Economy	Probability	Rate of Return	
		Ramprasad	Laxmanprasad
Boom	0.30	16	40
Normal	0.50	11	10
Recession	0.50	6	-20

Calculate Std deviation & variance.

Seat No.	
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**M.B.A. (Semester-IV) (Old) (CBCS) Examination April/May-2019  
Production & Material Management (Paper – IV)  
QUALITY MANAGEMENT**

Day & Date: Tuesday, 21-05-2019  
Time: 10:30 AM to 01:00 PM

Max. Marks: 70

**Instructions:** 1) All questions are compulsory.  
2) Figures to the right indicate full marks.

**Q.1 Choose the appropriate alternative from the given alternatives:** **14**

- 1) In manufacturing, a measure of Excellence and state of being free from \_\_\_\_\_ is quality.
  - a) Deficiencies
  - b) Emergencies
  - c) Defects
  - d) Lacunas
- 2) Total quality management (TQM) focuses on \_\_\_\_\_.
  - a) Employee
  - b) Customer
  - c) Both (a) and (b)
  - d) None of the above
- 3) Which at the following level is responsible to meet quality objectives?
  - a) Front Line Management
  - b) Lower Level Management
  - c) Middle Level Management
  - d) Top Level Management
- 4) According to Deming, Quality problems are due to \_\_\_\_\_.
  - a) Management
  - b) Method
  - c) Material
  - d) Machine
- 5) \_\_\_\_\_ developed the concept of quality.
  - a) Juran
  - b) Ishikawa
  - c) Deming's
  - d) Cross by
- 6) Deming's philosophy gave \_\_\_\_\_ point to quality management philosophy.
  - a) Fifteen
  - b) Sixteen
  - c) Twenty
  - d) Fourteen
- 7) ISO 14001 provides elements of quality standards for \_\_\_\_\_ management system.
  - a) Manufacturing
  - b) Service quality
  - c) Environmental quality
  - d) All the above
- 8) Six sigma is a business driven, multi dimensional structured approach towards
  - a) Reducing Process Variability
  - b) increasing customer satisfaction
  - c) Continuous improvement Process
  - d) None of the above
- 9) Quality circles are associated with \_\_\_\_\_ management and manufacturing techniques.
  - a) American
  - b) Japanese
  - c) German
  - d) European
- 10) In total quality services model, willingness of employees to solve problems of customers is called as \_\_\_\_\_.
  - a) Responsiveness
  - b) Assurance
  - c) Empathy
  - d) Reliability



## SLR-BJ-87

In short, CGL over a period of time, been moving away from the traditional style of management to a more participative style. With the top management taking it seriously presently. TQM has percolated down to 70 per cent of CGL employees at lower level.

Industry sources say the senior management at Crompton Greaves Ltd. has traditionally focused on achieving goals and managing on a day-to-day basis. So how did they make the changeover and how successful have they been?

- |                                      |    |
|--------------------------------------|----|
| 1. Analyze the Case                  | 05 |
| 2. Identify the Problem              | 02 |
| 3. Identifying Alternative Solutions | 05 |
| 4. Give the Best Solution            | 02 |

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**M.B.A. (Semester - IV) (Old) (CBCS) Examination April/May-2019**

**Human Resource Management (Paper - IV)**

**PERFORMANCE MANAGEMENT & COMPENSATION**

Day & Date: Wednesday, 22-05-2019

Max. Marks: 70

Time: 10:30 AM to 01:00 PM

- Instructions:** 1) All questions are compulsory.  
2) All questions carry equal marks.

**Q.1 Multiple Choice Questions**

**14**

- 1) \_\_\_\_\_ is the process of identifying and reporting investments made in the human resources of an organization that are presently unaccounted for in the conventional accounting practices.
  - a) Competency Mapping
  - b) Emotional Intelligence
  - c) Human Resource Accounting
  - d) Human Research Audit
- 2) In an incentive payment plan, worker pay is determined by \_\_\_\_\_.
  - a) Management
  - b) Profits
  - c) Seniority
  - d) Performance
- 3) \_\_\_\_\_ is the first step in the process of designing assessment centre.
  - a) Preliminary
  - b) Plan Project
  - c) Job analysis
  - d) Freeze Dimensions
- 4) \_\_\_\_\_ is Protection given by society to its programme members against contingencies of modern life.
  - a) Health & Safety
  - b) Social Security
  - c) Pension
  - d) Labour Welfare
- 5) The \_\_\_\_\_ was introduced in the year 1995.
  - a) Employee Pension Scheme
  - b) Employee Deposit Linked Insurance Scheme
  - c) Provident Fund Act
  - d) Payment of Gratuity Act
- 6) Performance appraisal serves as building blocks of \_\_\_\_\_.
  - a) Recruiting
  - b) Career Planning
  - c) Manpower Planning
  - d) Selecting
- 7) \_\_\_\_\_ refers to the extra benefits provided to employees in addition to the normal compensation paid in the form of wage or salary.
  - a) Fringe benefits
  - b) Incentive
  - c) Social security
  - d) Bonus
- 8) \_\_\_\_\_ is what employees receive in exchange for their contribution to the organization.
  - a) Wage
  - b) Salary
  - c) Compensation
  - d) Incentives
- 9) \_\_\_\_\_ consists of an increase in base pay, normally granted once a year based on supervisory ratings of employee performance.
  - a) Incentive
  - b) Merit pay
  - c) Bonus
  - d) Variable pay



- 10) Following is/ are the methods of HR Accounting: \_\_\_\_\_.
- a) Historical cost
  - b) Replacement cost
  - c) Economical cost
  - d) All of the above
- 11) \_\_\_\_\_ represents latent capacities and qualities in a person which manifests while performing the job.
- a) Performance
  - b) Potential
  - c) Abilities
  - d) Training
- 12) \_\_\_\_\_ is evaluation by boss, peers and subordinates.
- a) 360 appraisal
  - b) Self
  - c) Paired Comparison
  - d) BARS
- 13) The Simplest method of job evaluation is \_\_\_\_\_ where each job is ranked in importance relative to all other jobs.
- a) Job grading
  - b) Point System
  - c) Job Ranking
  - d) Rate Ranger
- 14) Old age and retirement benefits include \_\_\_\_\_.
- a) Provident Fund
  - b) Pension
  - c) Gratuity
  - d) All of the above

**Q.2 Write Short Notes on** **14**

- a) Challenges to Remuneration
- b) Human Resource Accounting

**Q.3 Write Short Note** **14**

- a) Methods of Job Evaluation
- b) Old Age and retirement Benefits

**Q.4 Define Incentives, explain different types of incentive schemes in detail.** **14**

**OR**

Define Performance Appraisal. Explain different methods of performance appraisal.

**Q.5 Case Study.**

Kalyani Electronics Corporation Ltd. Recently diversified its activities and started producing computers. It employed personnel at the lower level and middle level. It has received several Applications for the post of Commercial Manager-Computer Division. It could not decide upon the suitability of the candidate to the position, but did find that Mr. Prakash is more qualified for the position than other candidates. The Corporation has created a new post below the cadre of General Manager i.e., Joint General Manager and asked Mr. Prakash to join the Corporation as Joint General Manager Mr. Prakash agreed to it viewing that he will be considered for General Manager's position based on his performance. Mr. Anand, the Deputy General Manager of the Corporation and one of the candidates for General Manager's position was annoyed with the managements practice. But, he wanted to show his performance record to the management at the next appraisal meeting. The management of the Corporation asked Mr. Sastry, General Manager of Televisions Division to be the General Manager is appointed Mr. Sastry wanted to switch over to Computer Division in view of the prospects, prestige and recognition of the position among the top management of the Corporation. He viewed this assignment as a chance to prove his performance.

The Corporation has the system of appraisal of the superior's performance by the subordinates. The performance of the deputy General Manager, Joint General Manager and General Manager has to be appraised by the same group of the subordinates. Mr. Prakash is a stranger to the system as well as its Modus Operandi. Mr. Sastry and Mr. Anand were competing with each other in convincing their subordinates about their performance and used all sorts of techniques for pleasing them like promising them a wage hike, transfers to the job of their interest, promotion, etc. However, these two officers functioned in collaboration with a view to pull down Mr. Prakash. They openly told their subordinates that a stranger should not occupy the 'chair'. They created several groups among employees like pro-Anand's group. Pro-Sastry's group, Anti Prakash and Sastry Group, Anti-Anand and Prakash group.

Mr. Prakash has been watching the proceedings calmly and keeping the management in touch with all these developments. However, Mr. Prakash has been quite work-conscious and top management found his performance under such a political atmosphere to be satisfactory. Prakash's pleasing manners and way of maintaining human relations with different levels of employees this, however, prevent anti-Prakash wave in the company. But in view of the politicalisation, there is no strong pro-Prakash's group either.

Management administered the performance appraisal technique and the subordinates appraised the performance of all these three managers. In the end, surprisingly, the workers assigned the following overall scores. Prakash: 560 points, Sastry: 420 points; and Anand: 260 points.

Questions:

- How do you evaluate the worker's appraisal in this case?
- Do you suggest any techniques to avert politics creeping into the process of performance appraisal by subordinates? Or do you suggest the measure of dispensing with such appraisal system?

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**M.B.A. (Semester – IV) (Old) (CBCS) Examination April/May-2019**  
**Human Resource Management (Paper – V)**  
**GLOBAL HUMAN RESOURCE MANAGEMENT**

Day & Date: Saturday, 25-05-2019  
 Time: 10:30 AM To 01:00 PM

Max. Marks: 70

**Instructions:** 1) All questions are compulsory  
 2) Figures to the right indicate full marks.

**Q.1 Fill in the Blanks :**

**14**

- 1) The extent of employment practices varies from one area of Human Resource Management to another, in other words, the \_\_\_\_\_ of some practices is higher than that of others.
  - a) Principles
  - b) Diffusability
  - c) Ethical code
  - d) None of these
- 2) \_\_\_\_\_ is information combined with experience, context, interpretation and reflection.
  - a) Technology
  - b) Knowledge
  - c) Intelligence
  - d) Data
- 3) \_\_\_\_\_ involves defining what the assignment entails and what sort of person is needed for it, and then considering how to attract that person.
  - a) International Recruitment
  - b) International Selection
  - c) International Training
  - d) International Coaching
- 4) \_\_\_\_\_ refers to the social group of people who identify each other based on common ancestral, social, cultural or national experience.
  - a) Department
  - b) Community
  - c) Ethnicity
  - d) None of these
- 5) OECD stands for \_\_\_\_\_.
  - a) Organization for Economic Co-operation and Development
  - b) Organization for Economic Committee and Design
  - c) Organization for Economic Co-operation and Design
  - d) Organization for Economic Committee and Development
- 6) ILO stands for \_\_\_\_\_.
  - a) International Living Outstanding
  - b) Indian Labour Organisation
  - c) Indian Living Organisation
  - d) International Labour Organisation
- 7) The MNCs request the professional organisations to search for the best candidates particularly for the senior executive positions. This is known as \_\_\_\_\_.
  - a) Head hunting
  - b) Body shopping
  - c) Business Alliance
  - d) Employee leasing
- 8) \_\_\_\_\_ is the practice of basing some of a company's processes or services overseas, so as to take advantage of lower costs.
  - a) Outsourcing
  - b) Off shoring
  - c) Both of these
  - d) None of these



The expatriate manager decided to set up the office in the capital, New Delhi, because he knew he would have to meet frequently with senior government officials. Since the Indian government closely regulated all trade and industry, Richard often found it necessary to help his suppliers obtain import licenses for the semi-manufactures and components they required to produce the finished goods his company had ordered.

Richard found these government meetings frustrating. Even though he always phoned to make firm appointments, the bureaucrats usually kept him waiting for half an hour or more. Not only that, his meetings would be continuously interrupted by phone calls and unannounced visitors, as well as by clerks bringing in stacks of letters and documents to be signed. Because of all the waiting and the constant interruptions, it regularly took him half a day or more to accomplish something that could have been done back home in 20 minutes. Hence three months into this assignment, Richard began to think about requesting a transfer to a more congenial part of the world.

**Question**

Analyze the Case, Identify the problem, State Alternative solution and best alternative